

# MARKETING PLAYBOOK



**2025 INSIGHTS, STRATEGY & TACTICS**



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# INTRODUCTION



**Dear Dealer Tie In member,**

Thank you for having us at your 2025 AGM presentations. We covered a lot of ground in a short time, from the shifts in the Canadian consumer and media landscape to the new marketing strategies required to win their attention and trust.

The presentation was the "why"; this guide is the "how-to."

This document is designed to be your reference guide and a strategic playbook you can return to and, most importantly, share with your team as you begin to implement these tactics.

This playbook is more than just information, it's an invitation to action. Together, our collective marketing efforts will strengthen and elevate the Canadian RV industry.

Sincerely,

The Go RVing Canada team

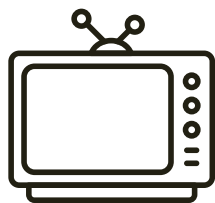


# THE MARKETING LANDSCAPE

If you feel like marketing has gotten exponentially harder in the last decade, you aren't imagining things.

To understand why the marketing landscape has changed so drastically, we simply need to look at how Canadians consume media today.

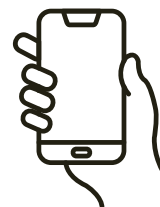
## 2015



- ✓ **Daily Ad Load:** ~500 ads/day.
- ✓ **Attention Span:** 12 Seconds.  
Enough time to read a billboard or listen to a radio hook.
- ✓ **Cable is King:** 96% of households had cable/satellite.
- ✓ **Mobile Usage:** 60% of retail minutes were spent on desktop computers. Phones were a secondary screen.
- ✓ **Newspaper Readership:** 42% of Canadians read a physical newspaper daily.

## VS

## 2025



- ✓ **Daily Ad Load:** 4K-10K ads/day.
- ✓ **Attention Span:** 8.25 seconds.  
Less than a goldfish.
- ✓ **Streaming Dominates:** Linear TV viewing has dropped 41%.
- ✓ **Mobile Usage:** 77% of retail traffic now happens on a phone. Canadians spend 4+ hours/day on mobile.
- ✓ **Newspaper Readership:** 19% Readership. Print ad revenue has dropped by over 34% in just two years.

Understanding the shift is the first step.  
Building the **digital infrastructure** to handle it is the second.

# CONTENT MARKETING



Welcome to the foundation of our modern marketing playbook. In the chaotic and crowded landscape, traditional advertising is no longer enough to cut through the noise. Before a customer cares about the specs of a unit, the layout of a floorplan, or the details of a deal, they must first fall in love with the idea of RVing.

This section provides a deeper dive into the "content-first" approach. This is a strategy designed to create the powerful, emotional connection that begins the entire journey to your dealership.

**‘In a world of endless choice, the dream comes before the details.**

**Our first job is always to sell the freedom, flexibility, comfort, family time and the adventure of RVing.’**

## KEY INSIGHTS FOR 2025

Content is at the heart of our marketing engine. Think of content as any information you share that isn't a direct sales pitch. It's the stories, the expert tips, the beautiful photos, and the helpful videos that attract and engage your audience. Here are some insights from 2025 that can help guide your content marketing strategies.

# 1



### **INSIGHT: CONTENT MUST PROVIDE REAL VALUE.**

In the 2025 "attention economy," you are not just competing with other dealers, you are competing with Netflix, TikTok, and every other app on a person's phone. Before you create anything, ask: Is this content going to inspire, educate, or entertain? If it doesn't offer clear value, it's just adding to the noise.

# 2



### **INSIGHT: AUTHENTICITY IS YOUR GREATEST ASSET.**

The modern Canadian consumer is skeptical. In this landscape, being genuine is your superpower. A simple, honest video shot on a smartphone or a real, unedited photo from a happy customer will build more trust and create a stronger connection than a flawless piece of content. Perfection is polished but authenticity is powerful.

# 3



### **INSIGHT: TO REACH MORE, SPEAK TO FEWER.**

The old instinct was to create a general piece of content to appeal to the largest possible audience. But the winning strategy is to create specific content for a niche audience (e.g., "RV Road Trip for Fishing Enthusiasts"). A deep connection with a small, passionate community will outperform a shallow connection with a large one.

# STRATEGIES IN ACTION

Here are some examples of how you can put those insights into action.

1



## CONTENT THAT PROVIDES VALUE

### High-Value Listicles

A listicle blog is a great place to start if you want to deliver content that provides immediate value to your audience. A simple 'Top Five' or 'Top 10' list is easily scannable, can effectively cut through the complexity of certain topics, and positions your dealership as the expert. And it's all in a format that can easily be repurposed and shared on your social media.

2



## AUTHENTICITY CONNECTS

### Behind the Scenes Content

This video is simply a real, entertaining moment and it went viral, proving that all you need is a smartphone and to share genuine, unpolished experiences. Think about sharing some of those 'behind the scenes' moments that make your dealership feel relatable. For example, create a video of an RV tech trouble-shooting a repair for one of your customers.

3



## SPEAK TO FEWER, REACH MORE

### Get Targeted with Your Topics

We skipped the generic "Family RVing" article to write a hyper-targeted guide for new parents. This piece directly solved their specific anxieties. Start by finding a relevant niche in your customer's interests and create a piece of content that speaks to that experience. Deep connection will always outperform a "one-size-fits-all" message.

## WEBSITE



Your website matters more than ever. Think of it as your digital showroom and often the very first impression a customer has of your dealership. If it feels outdated, you lose visibility, trust, and ultimately sales. That's why investing in your website's content, design, and technology is essential.

In today's search-driven, AI-powered landscape, your site must align with how modern buyers want to research, compare, and make decisions. A well-built website doesn't just attract shoppers; it keeps you visible, relevant, and ready for the next generation of RV buyers.

**'Be present where people are searching, offer real help at every decision point, and turn your website into a conversational guide that builds loyalty and uncovers hidden value in service and accessories.'**



## KEY INSIGHTS FOR 2025

Stay visible where consumers are looking. Let's look at how you can strengthen your digital game to ensure your website gets discovered, your dealership stays top-of-mind, and you keep pace with the way consumer behaviour is shifting in the age of AI. Here are some insights from 2025 that can help guide you.

# 1



### INSIGHT: AI IS THE NEW GOOGLE

More consumers are using AI as their primary search engine, so it's vital that your dealership appears in these AI searches. Start by ensuring your website speaks the same language shoppers use in their searches. Write RV descriptions in clear, natural language. This helps AI systems "understand" your inventory, making it more likely your dealership appears when consumers ask for recommendations.

# 2



### INSIGHT: YOUR WEBSITE NEEDS TO FEEL PERSONAL

Buyers do not want to search, they want to be found. In a traditional "catalog" website approach, the burden is on the customer to filter through hundreds of options to find what fits. If you can anticipate the user's intent (e.g., "they are looking at bunks, so they have kids"), you remove the friction of discovery. You are shifting the website experience from a static digital brochure to an active, helpful sales consultant.

# 3



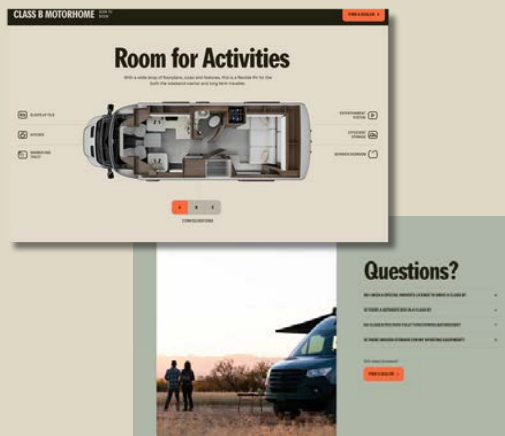
### INSIGHT: CHATBOTS COLLECTING CONSUMER DATA

Clicks tell you "what" happened, but conversation tells you "why." Traditional web analytics can tell you that a user visited the "Travel Trailer" page and then left. But a chatbot reveals the friction: "I'm looking for a travel trailer under 4,500 lbs because I only have a V6 SUV." This gives you direct insight into what buyers care about – towing needs, budget, sleeping capacity, or first-time concerns – and can help them find the right unit faster.

# STRATEGIES IN ACTION

Here are some examples of how you can put those insights into action.

# 1

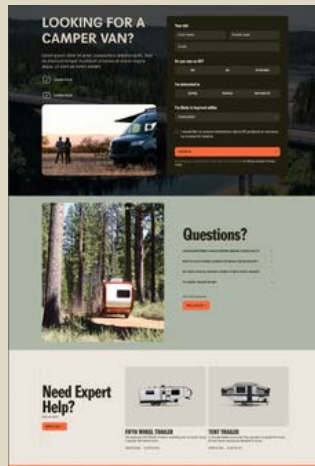


## BE VISIBLE IN AI SEARCH

### Adjust The Descriptions of Your Inventory

Go RVing Canada boosts AI search visibility by offering clear Q&A pages and simple RV descriptions that match real shopper questions. Content is written in natural language, making it easy for AI tools to reference and recommend the site to Canadians exploring RV options. Start by auditing your unit descriptions on your site and adapting the language so it sounds more natural and reflects what the consumer is searching for.

# 2



## PERSONALIZE YOUR WEBSITE

### Make Your Product Pages More Dynamic

Use personalization tools to show visitors content that compliments their experience and fits their needs. For example, a shopper looking at family trailers can automatically see kid-friendly floorplans, safety features, and family camping tips. These customized landing pages keep users engaged longer and guide them toward the RV that best matches their lifestyle.

# 3



## CHATBOTS AND CONSUMER INSIGHTS

### Get More From Your Website Visitors

Go RVing Canada will be launching our chatbot in 2026. Start exploring chatbot options for your dealership's website. You don't need an AI team or to build a bot from scratch. There are plug-and-play providers who have already pre-trained their AI on inventory data.

## PAID MEDIA



If we look back 10 years ago, paid media for RV dealers was much simpler. You could run basic search or banner ads, costs were lower, and there wasn't as much competition online.

Fast forward to today, and the landscape is completely different. We're now competing not just with other dealers, but also with peer-to-peer rental platforms and even the manufacturers themselves. Everyone is fighting for the same customer attention, which means costs are higher and the space is much more crowded. With paid media, it's no longer about being visible; it's about being memorable.

**"In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible."**

## KEY INSIGHTS FOR 2025

To stand out, we need to think smarter. That means running multiple ad formats across Google, Meta, and YouTube, continuously A/B testing your creative and messaging to make your dealership feel authentic and relatable. Here are some insights from 2025 that can help guide you.

# 1



### INSIGHT: SPECIFICITY SELLS

When an ad speaks directly to a consumer (e.g., a new parent vs. a retiree), it stops being an "ad" and starts looking like a solution. Generic ads ("Check out our huge inventory!") are easy to ignore because they don't solve a specific problem. By segmenting your audience and tailoring your creative assets to them (the image, video, headline) you aren't just shouting louder, you are speaking their language.

# 2



### INSIGHT: MODERN SEO IS ABOUT INTENT

In the past, you may have optimized for nouns (e.g., "Jayco Eagle for sale"). In 2025, buyers search using verbs and questions (e.g., "Can I tow a travel trailer with a Ford F-150?" or "Best RV for winter camping"). If you only rank for product names, you only capture people ready to buy today. If you rank for questions and activities, you capture the much larger group of people who are still deciding what to buy.

# 3



### INSIGHT: LOCATION, LOCATION, LOCATION

Where an ad appears is just as important as who sees it. When a user is watching a video on "How to back up a trailer," their intent is active and high. If your ad appears in that moment, it isn't an interruption, it's a relevant suggestion. You are borrowing the trust and engagement of the content they are already consuming.



# STRATEGIES IN ACTION

Here are some examples of how you can put those insights into action.

# 1

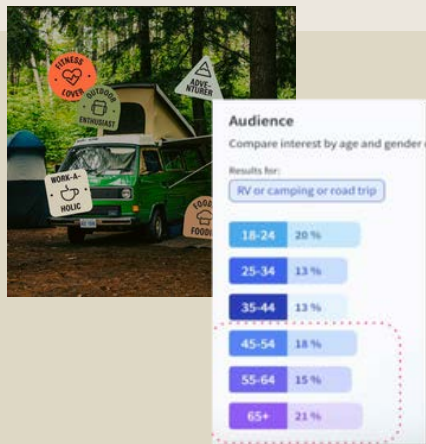


## THE RIGHT MESSAGE

### Segment Your Audience

Instead of running a single "General Sales" campaign, split your monthly budget into three distinct campaigns, each with a unique creative approach and specific hook. For example: The 'First-Timer' campaign might feature lightweight towables and low monthly payments. Hook: "Start your adventure for \$199/mo." Matching the creative to the audience makes your ads more relevant and increases conversions.

# 2



## EXPAND YOUR SEO

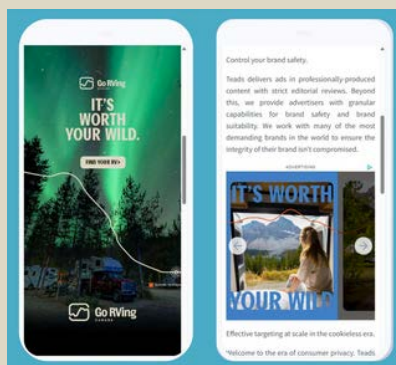
### Build Out Your Keyword Lists

Don't just target vehicle types. Expand your keyword strategy to include the hobbies your customers love or might be searching for. Start by listing your top selling categories (e.g., Toy Haulers, Class B). Then pair them with the top activity buyers use them for:

**Toy Haulers → Keywords:** "ATV camping," "Motorcycle transport," "Off-grid camping."

**Class B → Keywords:** "Van life," "mountain biking," "Easy to drive RV."

# 3

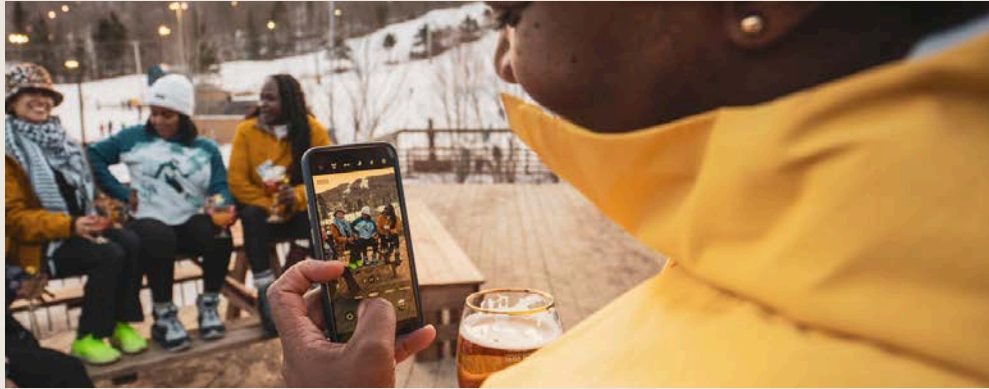


## CONTEXTUAL AD PLACEMENT

### Launch a Contextual Ad Campaign

Place your video and display ads within like-minded media such as travel blogs, outdoor magazines, or YouTube channels about camping, hiking, or fishing. For example: a 15-second pre-roll ad before a "Top 10 Canadian Campgrounds" YouTube video. This keeps your dealership top-of-mind when buyers are in that mindset.

## SOCIAL MEDIA



In 2025, social media isn't an add-on. It's your new front door. For your future customers, a poor or non-existent social presence isn't just a missed opportunity - it's a red flag that breaks consumer trust.

This new generation of Canadian buyers uses social platforms to research and validate every major purchase. They are judging your dealership on Instagram and Facebook long before they ever visit your lot.

Forget the phone. Your new leads will come as Direct Messages (DMs). These are qualified customers starting a sales conversation. A fast, human response is your first chance to win their business. This is where you nurture your future customer.

**'We don't have a choice on whether we DO social media, the question is how well we DO it.'**

## KEY INSIGHTS FOR 2025

**Winning on social media in 2025** isn't about having the biggest budget or a massive team; it's about having the smartest strategy. The rules have changed. These strategies are simple, highly effective, and you can start applying them to your dealership's marketing today.

# 1



### INSIGHT: ALGORITHMS ARE MATCHMAKERS

The old way was "more followers = more reach." The 2025 reality is that algorithms are matchmakers. Their only job is to connect valuable content with the right person, regardless of who they follow. A single, powerful video that resonates can be "matched" with tens of thousands of potential customers, even if you only have 200 followers.

# 2



### INSIGHT: SOCIAL IS SEARCH

Your customers are no longer just Googling, they are searching directly on social media. They type "best RV for new parents" right into the social search bar. Treat your social media like you treat your website's SEO. Use clear, descriptive keywords in your captions, your bio, and as on-screen text in your videos. This is how you get found by customers who are actively in the research phase.

# 3



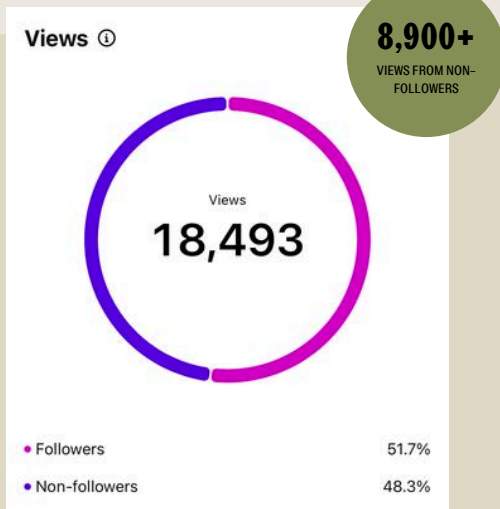
### INSIGHT: SOCIAL IS MARKETING INTELLIGENCE

Your social media channels are the most powerful, free focus group you will ever have. The comments, the DMs, and the questions your customers ask are not just "engagement"—they are raw, unfiltered market intelligence. This is your free playbook for what content to create, what inventory to highlight, and how to solve your customers' problems before they even ask.

## STRATEGIES IN ACTION

Here are some examples of how you can put those insights into action.

# 1

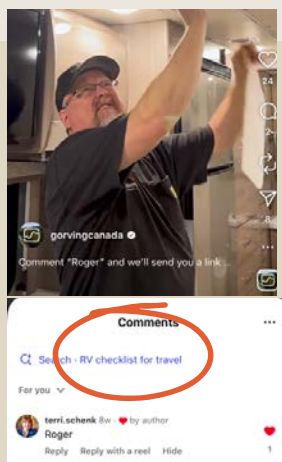


### FORGET YOUR FOLLOWER COUNT

#### Start Creating and Get Surprise Hits

The metrics from this reel weren't a big-budget production and were not boosted with ad spend. It was a simple moment that resonated. The "matchmaker" algorithm saw that connection and did the work for us, serving it to thousands of Canadians in their Explore Pages. You just need to start creating. Your next video could be one the algorithm shares with your next 10 customers.

# 2

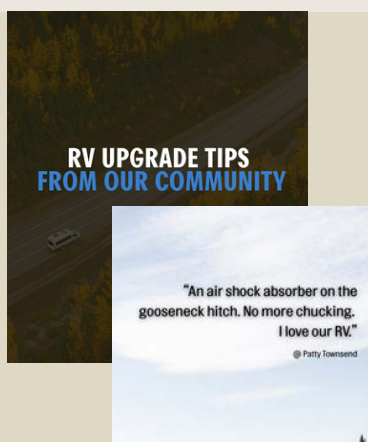


### THINK ABOUT SEO IN SOCIAL

#### Optimize Your Content and Get Discovered

This is a simple FAQ video answering a common customer question. By strategically including keywords like "RV travel checklist" directly in the caption, our post now appears as a top result when users search within Instagram. You can do this tomorrow with your top 3 most-asked questions.

# 3



### FREE MARKET RESEARCH

#### Start Social Listening

We turn the microphone around, gather the best tips from our followers, and package them into shareable content. This is the easiest way to create content that you know will work. But you don't have to wait for comments to come to you. Go prospecting. Spend 15 minutes a week reading the comment sections of other RV, travel, and lifestyle accounts to gather content inspiration.



# The Road Ahead: Turning Insight into Action

## YOUR CHECKLIST

- ✓ **Keep Your Team 'In-The-Know':**  
Are the right people getting the right intel? Please email us the contact info for anyone else on your team who should be receiving our regular marketing updates and newsletters.
- ✓ **Sign Up for the Premiere Program:**  
Don't forget that our Premiere Program includes many added benefits including tailored marketing consultations for your dealership. Book a 1:1 consultation to discuss your strategy, discover opportunities, and take your marketing to the next level.
- ✓ **Stay in Touch:** We build our support based on your feedback. If you have questions about this guide, or suggestions on how we can improve the program, we want to hear them! Reach out to us at any time.

While the landscape has shifted, the destination remains the same: connecting Canadians with the freedom of the open road.

The information we've shared isn't meant to be daunting, it's meant to be the first step. The next step is making sure this guide gets into the right hands at your dealership. Please share this Playbook with the relevant team members at your dealership who can help you put these strategies into action.

We believe that when our dealers succeed, the entire RV industry grows stronger. And we are here to support that growth every step of the way. When we collectively align our goals and sharpen our marketing strategies, the whole industry thrives.

We hope this guide has given you a clearer map of the current landscape and the tactics you need to navigate it. Don't hesitate to reach out if you have any questions.

## CONTACT INFORMATION

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