



## Pillar Point RV Park & RV Dream Radio

### A Successful Customer Community Partnership

#### Where is Pillar Point RV Park?

The Pillar Point RV Park is located along the Cabrillo Highway at the north end of scenic Half Moon Bay in California. The park overlooks a beach and breakwater that is popular with beachgoers and fishermen. The nearby Pillar Point marina is famed for its commercial fishery including fresh caught salmon and Dungeness crab. It is also a popular spot for charter fishing excursions, kayaking and a local farmers market on the weekends. *(Ed. Note: Pillar Point RV Park is a nice example showcasing the power of customer communities for even a very small small business with 2-3 employee/owners. You don't need the financial and personnel resources of an enterprise business to be successful. A customer community can give even a small business the power and ability to level the playing field)*

#### What problem did you need to solve?

The owners of Pillar Point RV Park have a beautiful and accessible location along a highly trafficked coastal highway, but needed to find a way to increase their occupancy rate. They were averaging slightly above a 60% annual occupancy rate. With 42 sites and space rentals from \$55 to \$70/day, they needed to find a way to maximize their potential income and increase the usage of their property.

#### What are the requirements for a successful customer community?

They decided to join with RV Dream Radio and create an interactive customer community that could also double as their website ([Pillar Point RV Park](#)). RV Dream Radio develops, manages and creates content for RV Park customer communities.

"Customer communities require some effort, and you must know your product. If you want to be successful you have to continually create fresh, interesting and remarkable content for your customers. In our case we have extensively researched the local area around Pillar Point RV Park, and are plugged in to local news, events, restaurants, shopping, and places to visit. We try to post new content almost daily, and want to be an interesting and valuable resource for our customers to use when planning their RV trips and vacations. We are lucky there are so many interesting things to see and do in our area to post about," says Bob Hamilton, President of RV Dream Radio

#### What have you learned about building a successful customer community?

Bob also says, "We have been working on and building our customer communities for a long time now, and have learned some very important rules. The first and most important one is that they don't manage themselves. Many people want to have a customer community, and then expect the site visitors to create new content and the community to take care of itself. In our experience, these types of communities die out quickly and serve no useful and economically viable purpose. A successful community takes effort. Secondly and equally important is to create as much remarkable and useful content as you can that cannot be found anywhere else. We do this by learning as much as we can about our product, our local area and the customers we serve. One of the important things Sharetronix provides us with is a tool that enriches our community visitors experience, such as the ability to incorporate audio, video, pictures and albums into our community site in real-time. The interactivity of the Sharetronix tool is important too, so we can let site visitors have their say and create their own content. Our eventual goal is to build a network of RV Park customer communities, so our customers can go from one of our member parks to the next, and know exactly what to expect and exactly what they want to do when they get there".

#### Has your customer community been economically successful?

The end result of this effort has been economically successful for both partners. For Pillar Point RV Park/RV Dream Radio, their customer community is their key marketing tool. They can directly measure its effectiveness by the improvement in their occupancy rate. Their annual occupancy rate has gone from just over 60% before they launched their customer community to almost 100%. This represents a significant and important revenue increase for them. Long-time park visitors now complain that it's not like the old days, when they could just drive up and always find a space available for their RV to park.

#### What do you like most about Sharetronix?

"Before we started our first customer community serving the radio business, I extensively researched and tested almost every private social community tool available, and I can tell you that nothing else came close to the power, flexibility and ease of use that Sharetronix provides us. You can pay 10 times or more for some of the other products out there and not get anything better," - Bob Hamilton.

