

# SOCIAL MEDIA

## PiNCAMP SOCIAL MEDIA PROMOTION

### Placement:

- Instagram
- Facebook

### Display:

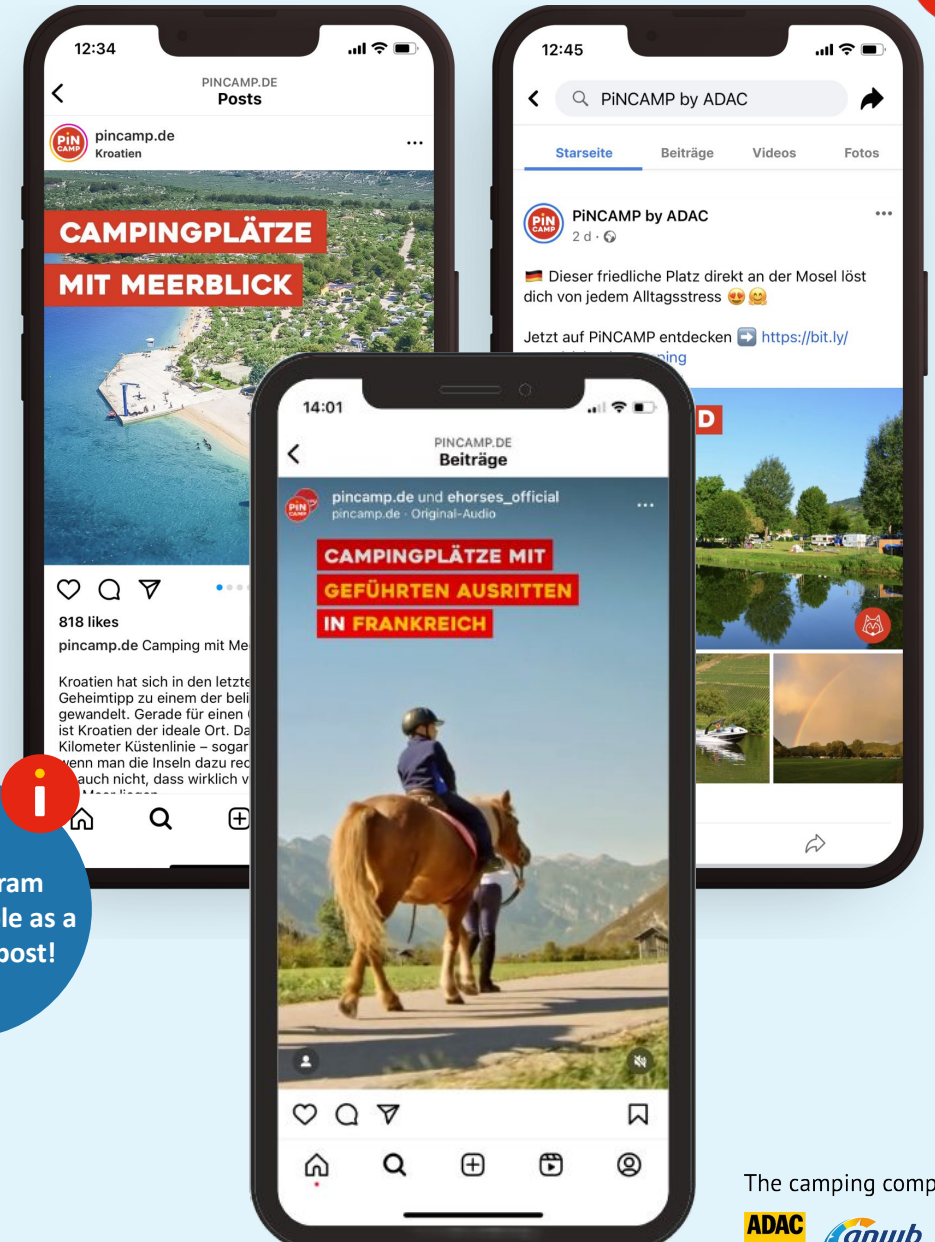
- Exclusive post on Instagram targeting a younger travel audience
- Exclusive post on Facebook targeting the discerning camper

### Call to action:

- Instagram post leads to the Instagram page, alternatively as a link to the PiNCAMP page of the campsite as a clickout
- Facebook post leads to the campsite profile on PiNCAMP.de or to the landing page on partner's site as clickout

### Range:

Around 10,000 contacts



On Instagram now available as a co-author post!

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## PiNCAMP - THEMED YOUTUBE SHORTS POST

1. **Strategic Storytelling:** Professionally crafted YouTube Shorts with a focus on your campsite's unique theme.
2. **Visual Charm:** Capture the essence of your destination with high-quality visuals and engaging content.
3. **Increased Visibility:** Showcase your campsite on a popular and dynamic platform, reaching a broader audience.

### Placement:

- [youtube.com/@PiNCAMP/shorts](https://youtube.com/@PiNCAMP/shorts)

### Call to action:

- Link in bio

**Range:** more than 27k views per month, 44% view time per video on average

**THEMES:** Position yourself prominently with your USPs directly on the destination pages

Communicate  
directly with our  
followers



## YOUR CONTACT AT PiNCAMP

If you would like to become our partner, do not hesitate to contact us.

You can find the right contact person for you at:  
<https://business.pincamp.com/contact/>

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