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### **RV Training Videos Receive Good Reviews from Campground Associations**

Fayetteville, NC – November 03, 2000 – RV Education 101, a N.C. based company that produces educational videos on how to use and maintain RV's gets positive reviews from campground associations.

The owner, Mark Polk said that in the early stages of the business his primary target market was RV dealerships. He thought that dealers could offer the training videos to first time buyers as a courtesy to help educate the owner about their new RV. He said the company has developed a decent size dealer base that uses the videos on a regular basis.

The company unexpectedly discovered a strong market for the videos in the RV campground sector when Polk was contacting some RV related Internet sites about selling their products. He said, "I stumbled upon a list of campgrounds and decided to contact some of the owners about the videos. After sending out videos for a 30 day trial review several campground owners began to contact me. One owner told me that in addition to selling the videos in their store he felt that every campground owner should have the videos on hand for their employees to watch. Another owner purchased additional videos to offer to his guests as one of their campground activities."

Other owners expressed an interest in selling the training videos on their website. Polk explained this is what led them to add an automated affiliate program to their website. "We provide them with a banner ad for the videos to post on their website with a tracking link. They get the credit for any sales we get that were referred by them through the banner ad. It's really simple and it's a win, win situation for everybody."

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