



FINDING BOATING RELATIONSHIPS IN TODAY'S DIGITAL WORLD



Our Assignment:

- How can we find meaningful relationships in today's digital world?
- How do we connect with someone special when they are being coy about their intentions?
- How do we foster relationships over time and make it a life long commitment?



Well, there's always this way...

BoatersOnly.com

OVERVIEW

Discover Matches Interests Messages Events

Help | Partners | Welcome

APP

HOME

DISCOVER

MESSAGES

INTERESTS

EVENTS

Capture More Leads.
Turn Your Dealers Into Closers.

[Schedule Demo](#)

Aimbase[®]
Marketing Automation

back to search



Online now
Captain Blackwell

Age: 50
Chicago, IL



...

Private Mode

WhatsApp

Match Me

“I'm an active guy who loves the outdoors in the summer, outdoor dining, beer gardens. I'm just as happy to cook and enjoy a nice movie on the couch as I am getting dressed up and going to a nice steakhouse. I'm a food network junkie and love to try cooking new things, but its no fun unless you have someone to cook for.

I guess I'm looking for someone normal, who likes to socialize, but is just as happy to have a nice quiet night at home. My pooch is my life so its important to love doggies.

I can be extremely goofy at times and love comedies and silly tv shows like family guy and American Dad. I have a sarcastic sense of humor and I can't imagine a day where laughter is not a major part of it.

Start the conversation...

SEND

MORE LIKE HIM



CylenSecurity18
41, Babylon, MO



DrSofiaBroun,
43, Saint Louis, MO



cardishb
40, Saint Louis, MO



Semrad3
34, Freeburg, IL



Justin
36, Edwardsville, IL



BLAT
37, Lake Saint Lo...

Capture More Leads.

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Aimbase[®]
Marketing Automation

But relationship landmines exist for Carl, or any of us



calling too
much



not calling at
all



only calling
right after the
date



bring up an
unrelated topic



WHAT THIS SEMINAR IS REALLY ABOUT?

Benchmarking Study

- Audited 30 boat brands and 30 recreation/auto brands by submitting lead forms

Discover Boating Case Study

- Follow the prospect journey of Mark H from Jupiter, Florida.

Tracking The Invisible Buyer

- How to market to the invisible prospect
- Your marketing checklist

Boat Segments

- Pontoons
- Yachts
- Runabouts/cruisers
- Water ski
- Aluminum

Other Segments

- Powersports
- RV's
- Automobiles
- Bicycles

Methodologies

We submitted lead forms with different personas for the lead types below and monitored dealer and manufacturer follow up for 8 weeks.

Lead Types

- Brochure
- Quote
- Build Product
- Sign up for Newsletter/Email List

Follow Up Methods

- Digital
- Mail
- Phone



% of responders by industry

100%

of the **auto** industry
responded to an
inquiry

94%

of the **powersports**
industry responded
to an inquiry

78%

of the **boating**
industry responded
to an inquiry

% Responded to Inquiry



Auto Powersports Boats RV Bicycles

67%

of the **RV** industry
responded to an
inquiry

43%

of the **bicycle**
industry responded
to an inquiry

% of individuals contacted by phone



64.3%



33.3%



5.2%

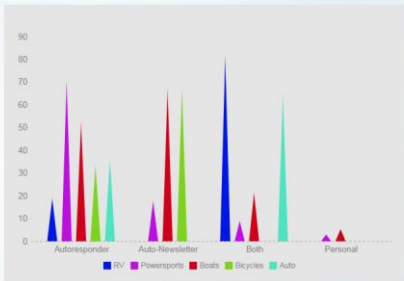


0%

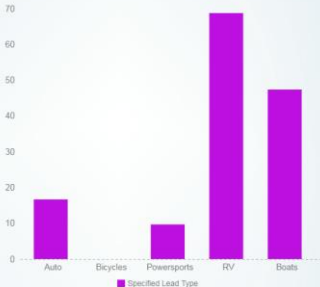


0%

type of email response



% of customers who received personalized auto responder



But what's missing?



Content driven nurture
emails, and back to
Carl's situation...

not this



Hey you, call me.



Hello, Carl! It's Kelly from the marathon.
Great running out there, I was impressed that
you almost beat me. I'd love to get together
sometime to talk more about your training
regimen. Feel free to call or text me, thanks!
-Kelly



this!

WEAK: no content or personalization

Hi,

Thank you for your interest in our [REDACTED] boats. We carry a variety of models in stock. Please let us know if we can answer any questions.

Thanks!

(BKT)

Hi Jeff,

You indicated that you were shopping for **Not Specifieds**.

If you get a minute, please share the latest details about your specific needs. And if you're no longer interested that's ok too. Just let me know.

I will focus my attention on helping you any way I can.

STRONG: content and personalized

2017 [REDACTED]



David [REDACTED] <[REDACTED]@sportscycleandmarine.com>

Aug 1



to me

Dear Jeff,

My name is David [REDACTED] with the [REDACTED] Sports Cycle and ATV sales department. It is my understanding you are interested in the [REDACTED] 300. Thank you for your interest in [REDACTED] ATVs and choosing our shop to meet your needs.

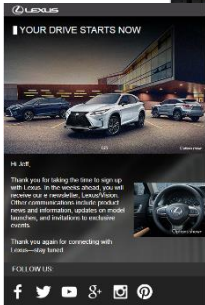
I am pleased to inform you we do have a 2017 [REDACTED] 300 in stock at the moment. You are welcome to come in to check out the unit. Likewise, you may contact me via email or at [REDACTED] with any questions you may have regarding the ATV or our shop.

It is important to make sure that you are getting the quality and service you deserve with all of your important purchases. At [REDACTED] Sports Cycle & ATV, we are dedicated to meeting all of our customers needs. Thank you for giving us the opportunity to meet yours.

Sincerely,

DAVID [REDACTED] Sales
[REDACTED] Sports Cycle & ATV

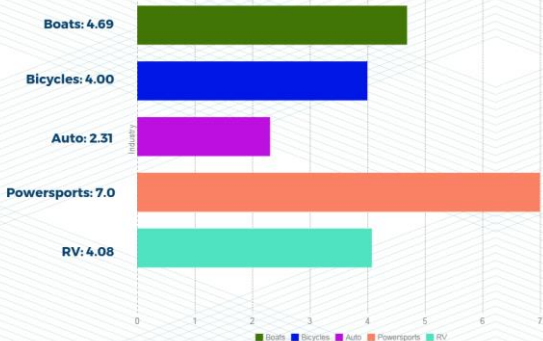
VERY STRONG: engaging visual content and personalized



of days to interact with customer after initial inquiry

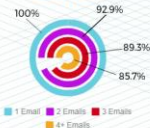


of days between first interaction with customer and second interaction



% of follow-up email interactions

auto



bicycles



boats



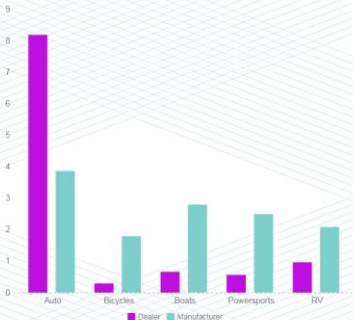
powersports



RV



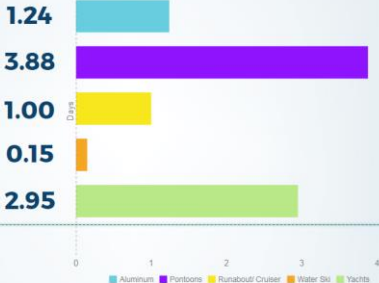
Amount of dealer emails vs. manufacturer emails



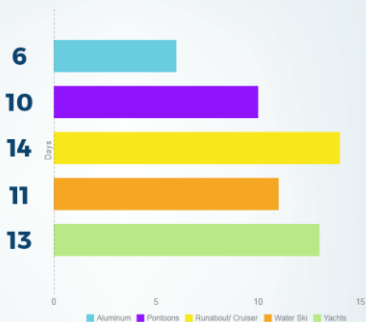
Our industry specifically...

days to interact with customer: boat industry

1st follow up



days between 1st and 2nd follow-up

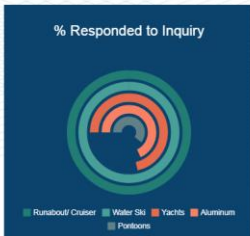


% of follow up by boat segment

100%
of the **water ski**
segment responde
d to an inquiry

100%
of the **runabout/
cruiser**
segment responded
to an inquiry

71%
of the **yacht** segment
responded to an
inquiry



68%
of the **aluminum**
segment
responded to an
inquiry

60%
of the **pontoon**
segment responded
to an inquiry

% of follow-up email interactions for the boating industry

aluminum



■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

pontoons



■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

runabout/
cruiser



■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

water ski



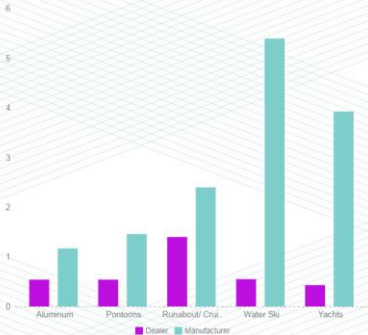
■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

yachts

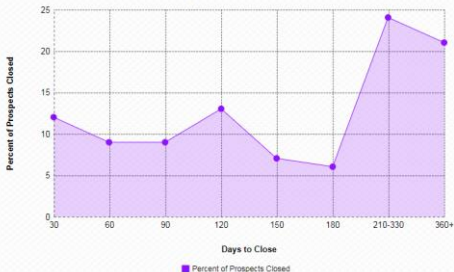


■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

of emails sent by manufacturer vs. dealer



Boating Industry Average: Days to Close



Most sales take 210-330 days to close

Source: AVALA close rate analysis

Media close rate examples

Lead Source	Avg Close Rate		
Google Search Ads (brand keywords)	16.53%		
Organic Traffic*	11.11%		
Boating Websites	4.58%		
Website Retargeting	4.07%		
Email	3.59%		
Discover Boating	4.56%		
Facebook Retargeting	2.96%		
Boat Test	2.92%		
Facebook Native Ads	2.87%		
Event registrations	2.39%		
Google Search Ads (generic keywords)	2.25%		

*Most organic traffic comes from search queries using brand keywords.

Source: Close rate analysis of AVALA marine clients over a 2 year period

**Now, what about fostering a Discover
Boating relationship, perhaps one playing
hard to get!**

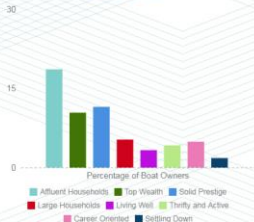


Similarities exist

Boat Buyers



Discover Boating Leads



Source: Discover Boating Leads compared to boat ownership records (3 years)

Discover Boating Case Study: Mark H



Contact Detail

Name: Mark H
Address: ...Jupiter, FL

▶ Email: markh@...
Phone: 512-...
Initial Purchase Status: Unknown

- ▶
- Submitted a lead on April 7
 - Purchased on December 20



Mark visited DiscoverBoating.com, then navigated to InfinityBoats.com



MARK'S ACTUAL INTERACTION TIMELINE

April

7

June

6

July

9

Aug

12

Sept

9

Oct

27

Nov

3

Dec

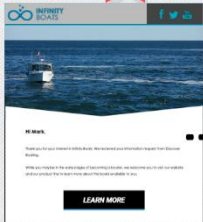
20

Mark submits a lead
to InfinityBoats.com

Did you know some
brands put a landing
form to welcome
Discover Boating
inquiries?



MARK'S INTERACTION TIMELINE



MARK'S INTERACTION TIMELINE



A screenshot of the BoatSatisfaction.com website. The header includes the logo and navigation links: HOME, ABOUT US, CONTACT US, and SERVICES. The main content area is titled "Request a quote" and contains a form with the following fields: Company Name, Contact, Contact Email, Cell, Product, Model, Location, and How did you find us? (with a dropdown menu). A "Request Quote" button is at the bottom of the form.



MARK'S INTERACTION TIMELINE

April

7

June

6

July

9

Aug

12

Sept

4

Oct

27

Nov

3

Dec

20

Mark submits a new
Owners Manual lead to
InfinityBoats.com & viewed
factory tour landing page



Make Your Dream Of Owning A Boat A Reality

Owner's Manual

DOWNLOAD YOUR EBOOK TODAY

Name

Email

Phone Number

Address

DOWNLOAD NOW



MARK'S INTERACTION TIMELINE

April

7

June

6

July

9

Aug

12...>4

Sept

Oct

27

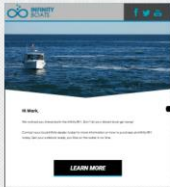
Nov

3

Dec

20

Mark receives another series of nurture emails between Aug. 12th and Sept. 4th. (Day 180)



MARK'S INTERACTION TIMELINE



MARK'S INTERACTION TIMELINE

April

7

June

6

July

9

Aug

12

Sept

4

Oct

27

Nov

3

Dec

20

Mark receives an Infinity
Boats newsletter and vis
Infinity Boats website





MARK BUYS A BOAT

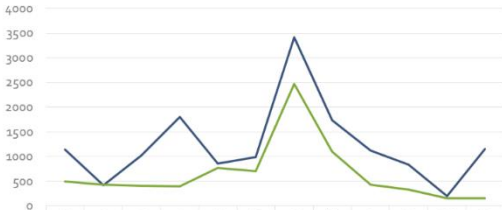
- 9 months
- 3 leads submitted
- 8 nurture emails
- 2 promotional emails
- 8 email links clicked
- 7 website visits
- 15 web pages viewed



**So, how do you know
where the prospect has
been on your website?**

AVALA Aimbase HIT tracking, shows more prospects are out there

HIT to Website Lead Form Comparison



	1	2	3	4	5	6	7	8	9	10	11	12
HIT Records	1139	420	1019	1798	854	991	3420	1735	1118	834	198	1155
Lead Records	489	425	411	398	770	708	2474	1102	428	334	159	152

— HIT Records — Lead Records



Back Details Print

First Name: **rae**
Last Name: **macleod**
Score: **95**
Email: **rae.macleod@yahoo.ca**
Home Phone: **5146267581**
Work Phone:
Mobile Phone:
Address 1:
Address 2:
City:
State: **QC**
Postal Code: **H9G 1B8**
Country: **CA**
Map:
Company:
Dealer: **Summertown Marine**

Web Activity

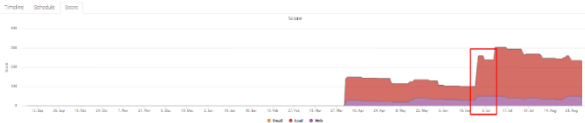
Web Page Visit - <http://www.larsonescape.com/>
Web Page Visit - <http://www.larsonescape.com/design-construction/>
Web Page Visit - <http://www.larsonescape.com/28-triple-dc>
Web Page Visit - <http://www.larsonescape.com/21-triple-lt>
Web Page Visit - <http://www.larsonescape.com/escape/tt1-series/tt1-series>

Timeline	Schedule	Score		
Home	A screenshot of type Description of your concerns the best		7:01 AM	ended
May 10 2017				
View	Web Search - www.courtservice.com - 1 Page Total	View More	7:02 PM	ended
Apr 23 2017				
Home	A screenshot of type Description of your concerns the best		7:01 AM	ended
Apr 08 2017				
Home	A screenshot of type Description of your concerns the best		7:03 AM	ended
Apr 04 2017				
View	Web Search - www.courtservice.com - On the 4 Pages Total	View More	8:02 PM	ended
Apr 03 2017				
View	Web Search - www.courtservice.com - On the 3 Pages Total	View More	8:07 AM	ended
Search and Refine	A search and refine email of type Description of your concerns the best Summary of the search results (page 1 of 3)		7:03 AM	ended
Search and Refine	A search and refine email of type Description of your concerns the best Summary of the search results (page 2 of 3)		7:03 AM	ended
Summary	A summary email of type Description of your concerns the best		7:03 AM	ended
List	Search - Requested Document - Request - Summary of the search results	View More	7:03 AM	ended
View	Web Search - www.courtservice.com - On the 10 Pages Total	View More	7:03 AM	ended
Search and Refine	A search and refine email of type Description of your concerns the best Summary of the search results (page 1 of 3)		7:03 AM	ended
Search and Refine	A search and refine email of type Description of your concerns the best Summary of the search results (page 2 of 3)		7:03 AM	ended
Summary	A summary email of type Description of your concerns the best		7:03 AM	ended
List	Search - Requested Document - Request - Summary of the search results	View More	7:03 AM	ended
View	Web Search - www.courtservice.com - On the 10 Pages Total	View More	7:03 AM	ended
Refined Search	Refined Search - Requested Document		7:03 AM	ended
View	Web Search - www.courtservice.com - 1 Page Total	View More	8:14 AM	ended

HIT Insights Continued



HIT Insights Continued



**So, how healthy is your
relationship with your
prospects?**



How good is your digital marketing? E.g. How good are you at building relationships with potential customers?

1. Are you creating and publishing content that's of interest to potential customers, or are you only publishing content about YOUR boats and YOUR company?
2. How sticky is your website? What is your bounce rate? Time spent on site? Pages viewed per visit?
3. Is your website fully optimized for organic search?
4. Do you show up on the first page of Google when customers search using a relevant, unbranded keywords such as "center console" or "runabout".
5. How does your organic search visibility compare with your competitors?
6. Does your website prominently feature lead generation activities, and capture contact information whenever a customer builds a boat, requests a brochure, or signs up for your factory tour?
7. Do you send a series of nurture emails to prospects after they submit a lead? Does it extend beyond 180 days?
8. Do your autoresponders include images and content specifically about the prospect's model of interest?
9. How well do your email open and click-through rates compare to others in the industry?
10. Do you know what lead sources (and digital media) are generating the highest returns on investment?

**Now, you're
ready for a
digital
relationship!**

An aerial photograph of a river with white water rapids, showing turbulent water and white foam. The image is used as a background for the text on the right side of the slide.

Seeking:
Digital Relationship
AVALA Marketing Group

1078 Headquarters Park Dr.
Fenton, MO 63026
636-343-9988