



## WHAT DOES DISCOVER BOATING DO?



Inspires people to consider boating.



Helps dreamers become boat owners.



Through targeted advertising, social media, PR and a robust website, Discover Boating is building positive sentiment for boating across North America.

**700 million** impressions in 2013



**2.6 million** people visited our websites



**1 million** people sent to manufacturer websites



**More Awareness = More Website Traffic = More Prospective Customers**

## HOW DOES DISCOVER BOATING BENEFIT MY BUSINESS?



Since 2006, 13% of the 200,000 people who registered on DiscoverBoating.com have purchased a boat.



Gives the industry a national marketing campaign that keeps boating fresh in people's minds



Provides the consumer a path from awareness all the way to purchase and beyond



Delivers prospective customers to manufacturers and dealers

## HOW CAN I GET INVOLVED?

### Retrieve & distribute improved leads

Discover Boating delivers prospective buyers considering a boat purchase to manufacturers and dealers through website referrals and leads

Access your leads on [GrowBoating.org](http://GrowBoating.org)

### Utilize social media content for your business



All Discover Boating content is easily shareable and designed to help engage new & existing customers

### Take advantage of marketing content, tools & materials

**Web Tools & Apps:** Add these tools to your website and social media pages

**Promotional Materials:** Order branded collateral to support the national campaign

**Beginner's Guide to Boating:** Turn boating prospects into boaters with this free brochure



## Where do I start?

**Bookmark [GrowBoating.org](http://GrowBoating.org) for Discover Boating news, updates, webinars and free marketing content for stakeholders.**