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...
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
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

67% of the RV industry responded to an inquiry

43% of the bicycle industry responded to an inquiry
% of individuals contacted by phone

- Car: 64.3%
- RV: 33.3%
- Boat: 5.2%
- Motorcycle: 0%
- Bicycle: 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...
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
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!

Hi Jeff,

You indicated that you were shopping for [redacted].

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.
2017

David [redacted]@sportscycleandmarine.com>

Aug 1

Dear Jeff,

My name is [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,

[redacted] Sales
[redacted] Sports Cycle & ATV
VERY STRONG: engaging visual content and personalized
# of days to interact with customer after initial inquiry

- Boats: 1.59
- Bicycles: 1.67
- Auto: 0.25
- Powersports: 1.38
- RV: 0.75
# of days between first interaction with customer and second interaction

Boats: 4.69

Bicycles: 4.00

Auto: 2.31

Powersports: 7.0

RV: 4.08
% of follow-up email interactions

**Auto**: 100% 92.9% 89.3% 85.7%

**Bicycles**: 1 Email 2 Emails 3 Emails

**Boats**: 1 Email 2 Emails 3 Emails

**Powersports**: 1 Email 2 Emails 3 Emails

**RV**: 1 Email 2 Emails 3 Emails
Amount of dealer emails vs. manufacturer emails
Our industry specifically...
Days to interact with customer: boat industry

1st follow up

- Aluminum: 1.24 days
- Pontoons: 3.88 days
- Runabout/Cruiser: 1.00 days
- Water Ski: 0.15 days
- Yachts: 2.95 days
days between 1st and 2nd follow-up

- 6 days
- 10 days
- 14 days
- 11 days
- 13 days
% of follow up by boat segment

100% of the water ski segment responded 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

% Responded to Inquiry

- Runabout/Cruiser
- Water Ski
- Yachts
- Aluminum
- Pontoons
% of follow-up email interactions for the boating industry

- **aluminum**
- **pontoons**
- **runabout/cruiser**
- **water ski**
- **yachts**
# of emails sent by manufacturer vs. dealer

![Bar chart showing the number of emails sent by a manufacturer and a dealer for different types of boats: Aluminum, Pontoons, Runabout/Cruiser, Water Ski, and Yachts. The chart indicates that the manufacturer sends significantly more emails for Water Ski and Yachts categories.]
Boating Industry Average: Days to Close

Most sales take 210-330 days to close

Source: AVALA close rate analysis
## Media close rate examples

<table>
<thead>
<tr>
<th>Lead Source</th>
<th>Avg Close Rate</th>
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<tbody>
<tr>
<td>Google Search Ads (brand keywords)</td>
<td>16.53%</td>
</tr>
<tr>
<td>Organic Traffic*</td>
<td>11.11%</td>
</tr>
<tr>
<td>Boating Websites</td>
<td>4.58%</td>
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<tr>
<td>Website Retargeting</td>
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<tr>
<td>Email</td>
<td>3.59%</td>
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<tr>
<td>Discover Boating</td>
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<tr>
<td>Facebook Retargeting</td>
<td>2.96%</td>
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<tr>
<td>Boat Test</td>
<td>2.92%</td>
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<td>Facebook Native Ads</td>
<td>2.87%</td>
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<tr>
<td>Event registrations</td>
<td>2.39%</td>
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<tr>
<td>Google Search Ads (generic keywords)</td>
<td>2.25%</td>
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</table>

*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

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 receives a series of nurture emails between April 7th and June 6th.
MARK'S INTERACTION TIMELINE

Mark submits a lead to BoatSatisfaction.com and receives an autoresponder
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

Download Your eBook Today

Schedule a Factory Tour
MARK'S INTERACTION TIMELINE

April 7
June 6
July 9
Aug 12
Sept 4
Oct 27
Nov 3
Dec 20

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

Hi Mark,

We noticed you interested in the Infinity 500. Don’t let your dream boat get away!
Contact your local Infinity dealer today to more information or to purchase at infinity.com. Save $5,000 on your new boat, you live on the water in no time.

LEARN MORE
MARK'S INTERACTION TIMELINE

Between Sept. 4th and October 27th, Mark receives a series of annual sales promotion emails.

Don't miss out on the Infinity Boats Spring Sales Event!
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 visits Infinity Boats website.

Our Story
It all started when...

Boat Shows and Events

Dec 20

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.
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<th>First Name</th>
<th>rae</th>
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HIT Insights Continued
### HIT Insights Continued

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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!

Seeking: Digital Relationship
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