Maximize Your Grow Boating Investment

Marine Industry Marketing Summit
GROW BOATING STRATEGY SUMMIT 2016
Why are we here?

- **The boating experience**
  Making it easier to get on the water, the industry wants us to take a more active role in increasing boating participation.

- **Buyer education**
  Buying a boat isn’t easy and buyers (especially those first-time boat buyers) need help navigating the purchase process.

- **Industry education**
  Grow Boating is uniquely positioned to share knowledge with dealers and manufacturers on industry growth opportunities—like how to accommodate the first-time boat buyer digital consumer trends. But we also need to further build industry support of our work.

- **Research**
  The findings of the first-time buyer study were well received, but broader questions about boater retention and the impact of macro trends on the industry still persist.
What is Discover Boating’s Role?
Summit Goals

• You leave today having gained knowledge that you can apply to your business – maximizing your Grow Boating Investment

• You learn more about the role Discover Boating plays in helping our industry.
Agenda

❖ **The Challenge Ahead:** *Industry Insights & Statistics*
  • Peter Houseworth, *Info-link*

❖ **Buying & Owning Their First Boat:** *Why People Decide to Enter & Leave Our Category*
  • Meredith Engelen, *Olson*

❖ **The Digital Consumer:** *How Today’s Buyer has Changed & What Your Business Must Do About It*
  • Marcus Sheridan, *The Sales Lion*

❖ **The Conversion Path:** *A Step by Step Guide to Converting Your Website Visitors to Customers*
  • Armida Markarova, *Marketing Strategy Hub*

❖ **Boating Industry Digital Scorecard:** *How Boating Stacks Up Against Other Products*
  • Steve Pizzolato, *Avala Marketing Group*