



**FINDING BOATING
RELATIONSHIPS IN TODAY'S
DIGITAL WORLD**

AVALA

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

SUBSCRIBE

Discover Matches Interests Messages Events

Help | Account | Profile

APP | matches

- HOME
- DISCOVER
- MESSAGES
- INTERESTS
- EVENTS

Capture More Leads.
Turn Your Dealers Into Closers.

Learn More

Aimbase

Marketing & Analytics

Back to search



Online now
Captain Blackwell

Age: 50
Chicago, IL

85% match



Private Mode

WhatsApp

Watch Me

“In an active guy who loves the outdoors in the summer, outdoor dining, beer gardens. Im 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 . Im a food network junkie and love to try cooking new things, but its no fun unless you have someone to cook for.

I guess Im 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 wily to shows like family guy and American Dad. I have a sarcastic sense of humor and I cant imagine a day where laughter is not a major part of it.

Start the conversation...

SEND

MORE LIKE HIM



CyberSecurity18
41, Baton, MO



Dr.SofiaGround_
43, Saint Louis, MO



car400
40, Saint Louis, MO



Benue43
34, Freeburg, IL



Austin
36, Edwardsville, IL



BLAT
37, Lake Saint Lo...

Capture More Leads.

Turn Your Dealers into Closers.

Schedule Demo

Aimbase

Marketing & Analytics

But relationship landmines exist for Carl, or any of us





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%

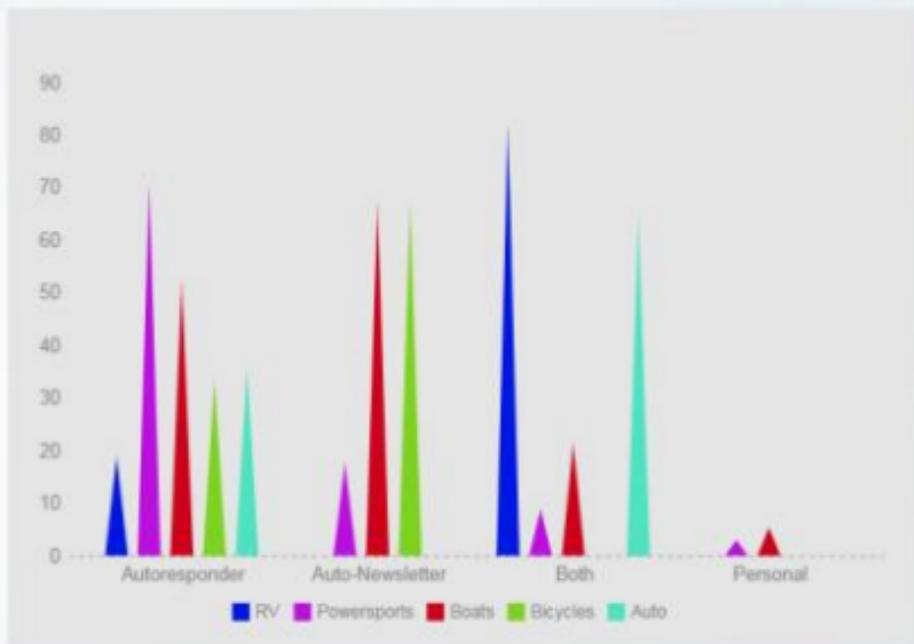


0%

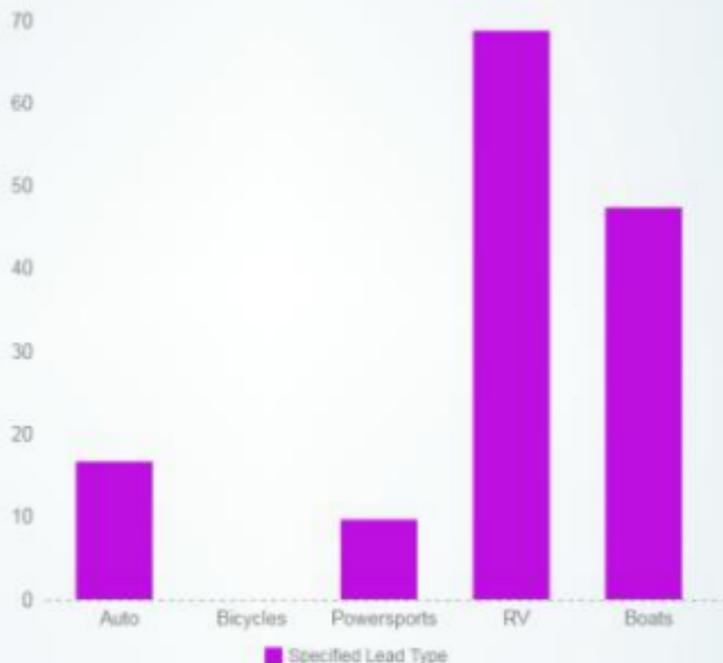


0%

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!

(99)

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.

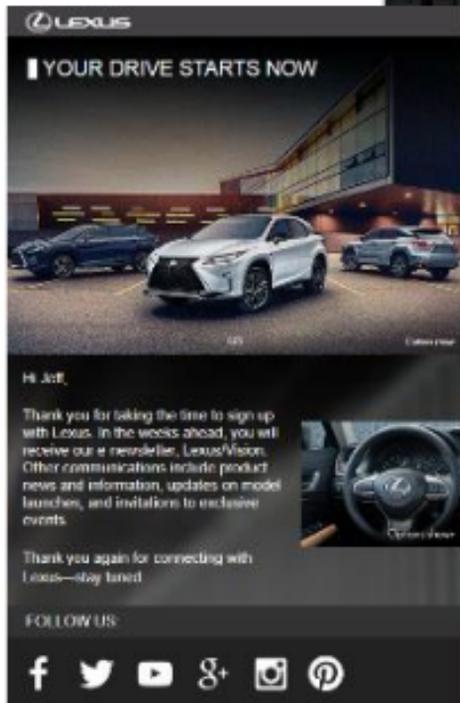
I am pleased to inform you we do have a 2017 [REDACTED] 300 in stock at the moment. You are welcome to come in to check out the unit. Likewise, you may contact me via email or at [REDACTED] with any questions you may have regarding the ATV or our shop.

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



Lexus

YOUR DRIVE STARTS NOW

Hi Jill!

Thank you for taking the time to sign up with Lexus. In the weeks ahead, you will receive our e newsletter, Lexus/Vision. Other communications include product news and information, updates on model launches, and invitations to exclusive events.

Thank you again for connecting with Lexus—stay tuned!

FOLLOW US:

f t y g+ i p

This screen shows a dark-themed mobile app interface. At the top, the Lexus logo is in the upper left. Below it, the text "YOUR DRIVE STARTS NOW" is displayed in white. A large image shows three Lexus SUVs parked in a modern, dimly lit building at night. Below the image, the text "Hi Jill!" is followed by a paragraph of welcome text. A smaller image of a steering wheel is visible on the right side of the text. At the bottom, there is a "FOLLOW US:" section with icons for Facebook, Twitter, YouTube, Google+, Instagram, and Pinterest.



Lexus

YOUR DRIVE STARTS NOW

Thank you for taking the time to sign up in the weeks ahead, you will receive our e newsletter, Lexus/Vision. Other communications include product information, updates on model launches, and invitations to exclusive events.

Stay tuned for connecting with Lexus!

Jill

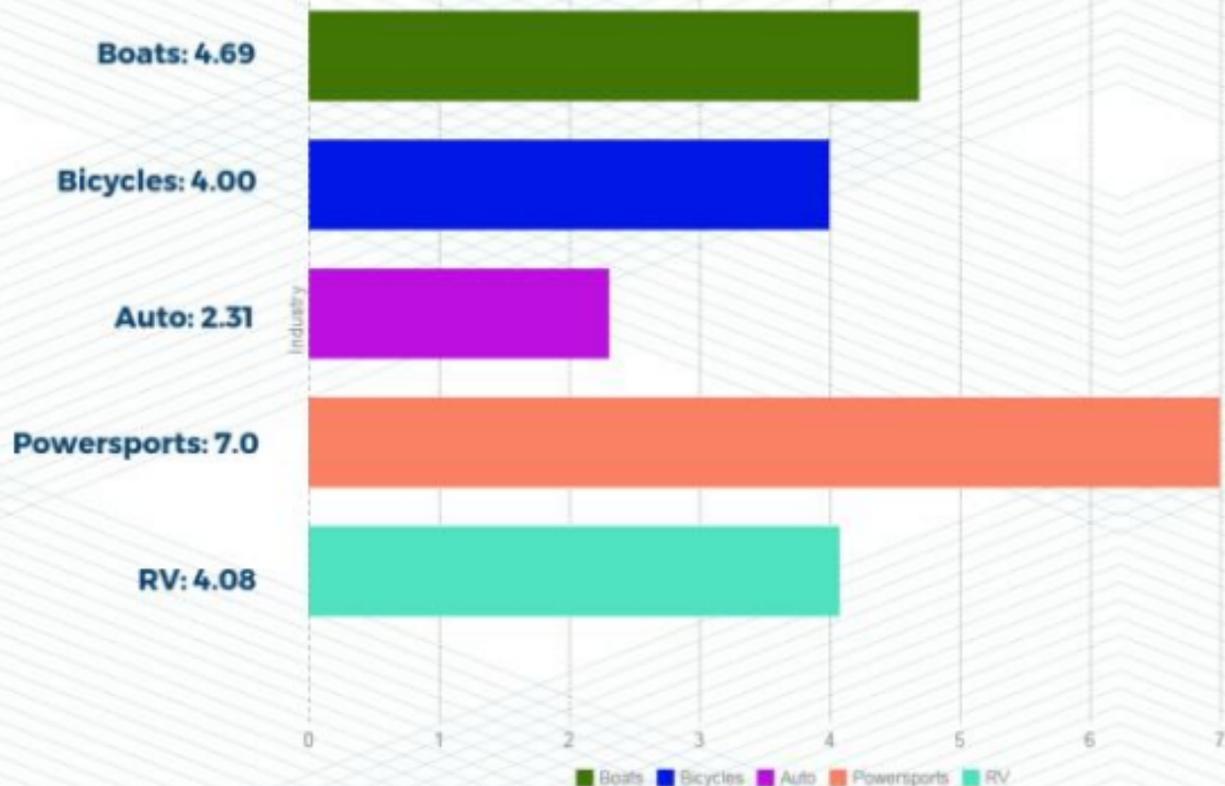
t y g+ i p

This screen shows a dark-themed mobile app interface. At the top, the Lexus logo is in the upper left. Below it, the text "YOUR DRIVE STARTS NOW" is displayed in white. A large image shows a white Lexus sedan parked in a modern, dimly lit building at night, with a woman in a red dress standing next to it. Below the image, the text "Thank you for taking the time to sign up in the weeks ahead, you will receive our e newsletter, Lexus/Vision. Other communications include product information, updates on model launches, and invitations to exclusive events." is displayed. A smaller image of a steering wheel is visible on the right side of the text. At the bottom, there is a "Stay tuned for connecting with Lexus!" section, followed by the name "Jill" and a row of social media icons for Twitter, YouTube, Google+, Instagram, and Pinterest.

of days to interact with customer after initial inquiry

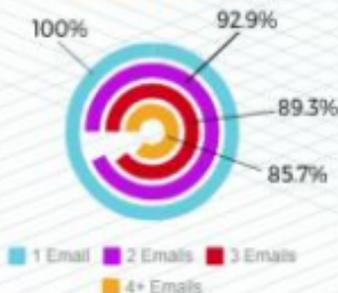


of days between first interaction with customer and second interaction



% of follow-up email interactions

auto



bicycles



boats



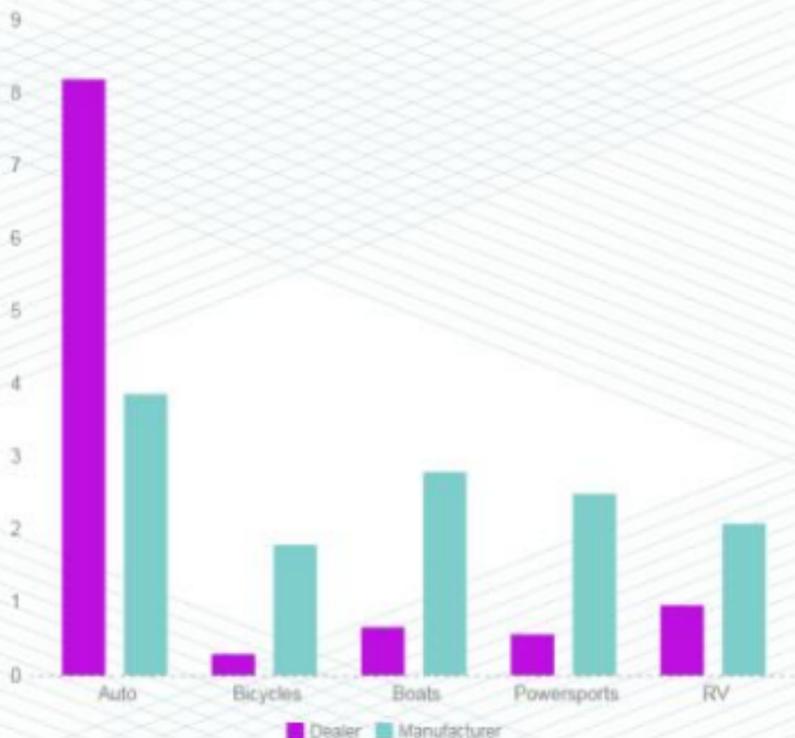
powersports



RV



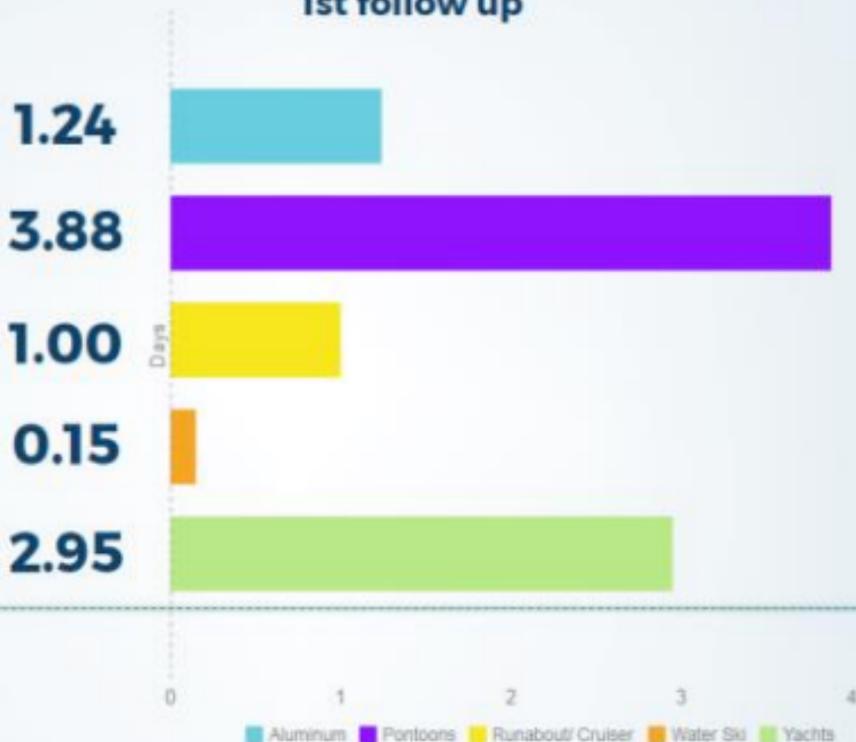
Amount of dealer emails vs. manufacturer emails



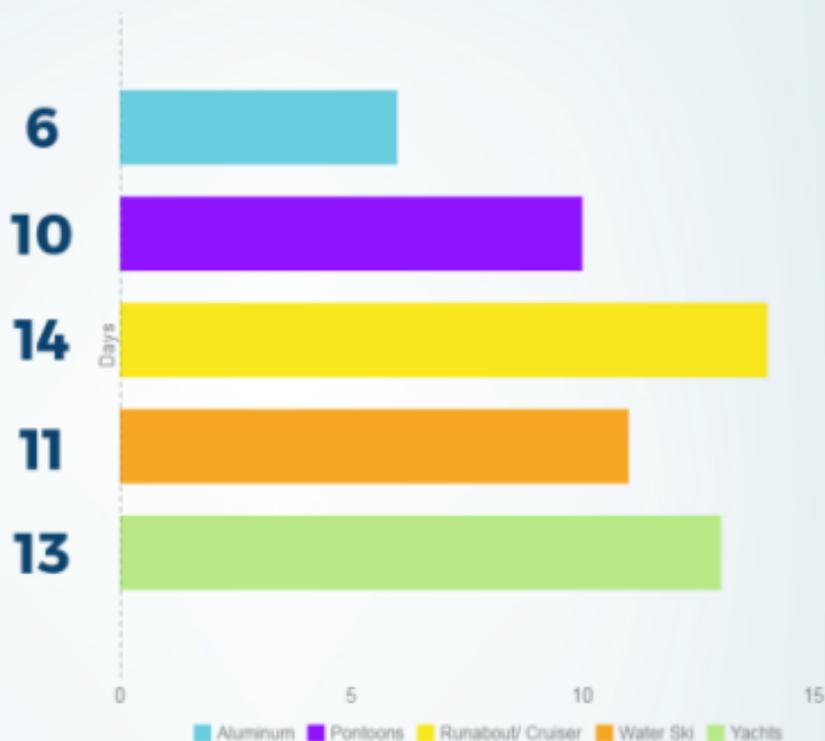
Our industry specifically...

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



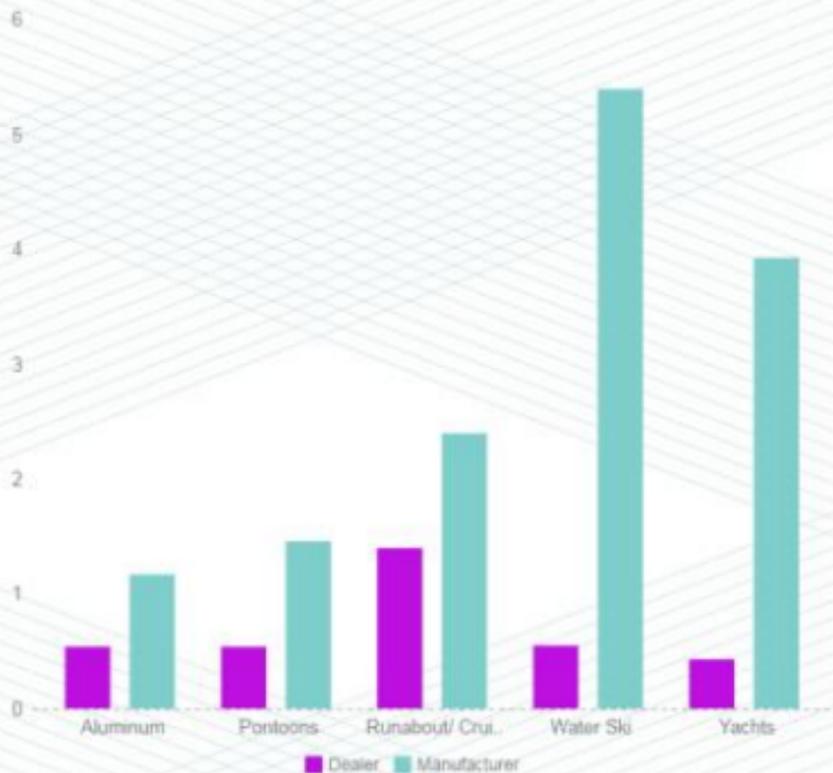
■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

yachts

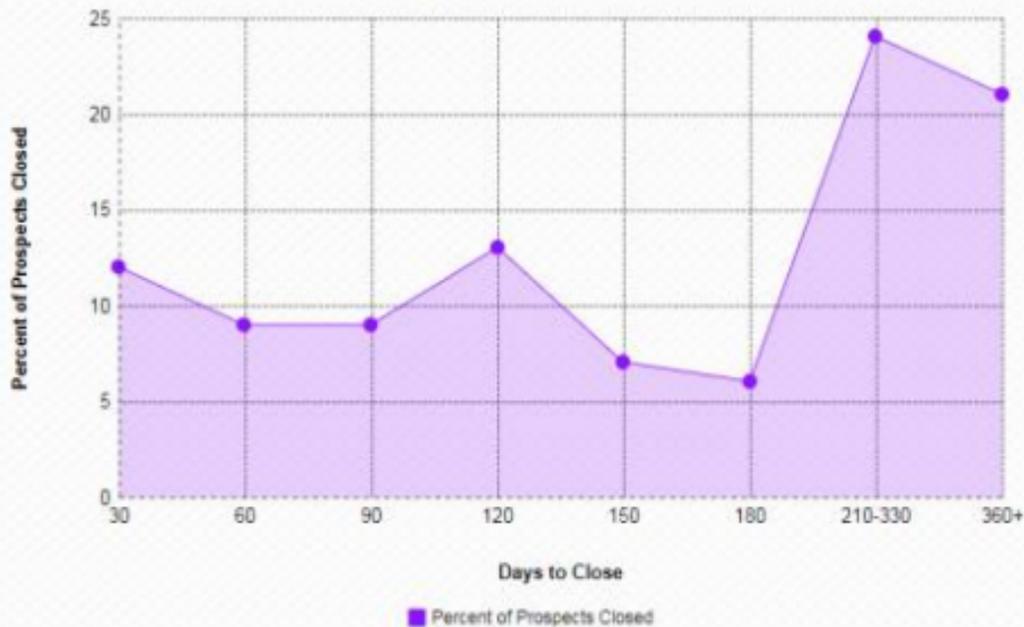


■ 1 Email ■ 2 Emails ■ 3 Emails
■ 4+ Emails

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.

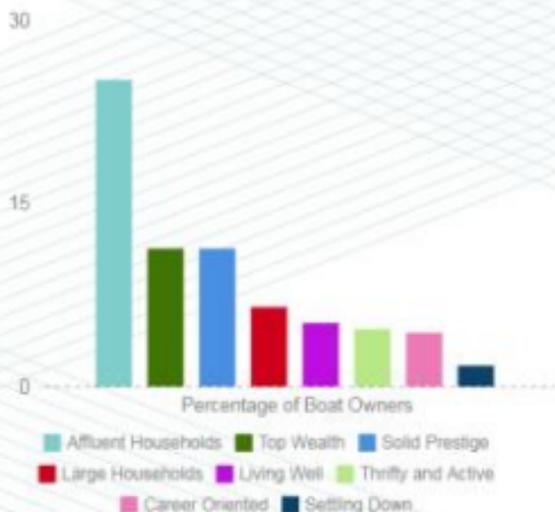
Source: Close rate analysis of AVALA marine clients over a 2 year period

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

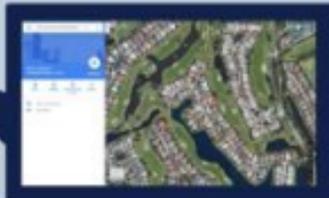


Contact Detail

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'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

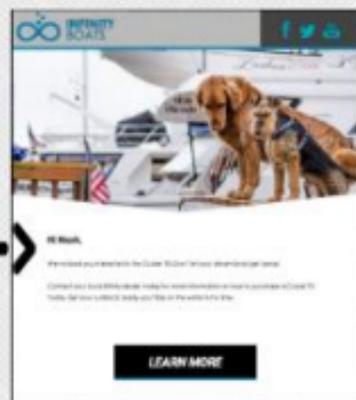
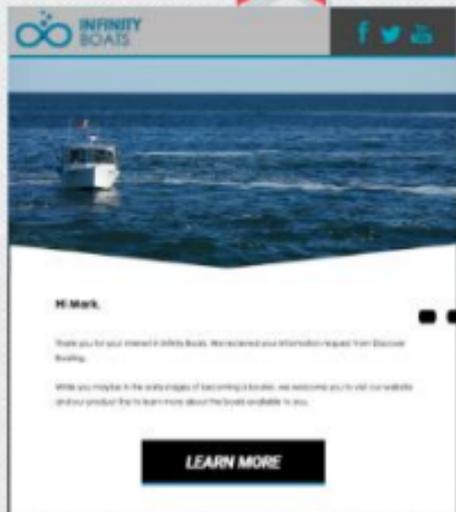
Did you know some
brands put a landing
form to welcome
Discover Boating
Inquiries?

The screenshot shows the Discover Boating website. At the top, there is a navigation menu with links for Home, Discover, Boat Types, Locations, Brands, Boat Shows, and Boat Shows. Below the navigation is a dark header with the Discover Boating logo and a welcome message: "Welcome Guests From Discover Boating! Turpin gravin dolor ut amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis". Below the header is a navigation bar with links: "REQUEST A BROCHURE", "BUILD YOUR FB", "SCHEDULE A DEMO RIDE", and "REQUEST A QUOTE". The main content area features a grid of boat images. The first row has three boat images, each with a "Request a Quote" button and a "Request a Quote" link. The second row has three more boat images, each with a "Request a Quote" button and a "Request a Quote" link.

MARK'S INTERACTION TIMELINE



Mark receives a series of nurture emails between April 7th and June 6th



MARK'S INTERACTION TIMELINE



BoatSatisfaction.com website showing a 'Request a quote' form with fields for Name, Email, Phone, Boat, and a large text area for comments.



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



InfinityBoats.com

Make Your Dream Of Owning A Boat A Reality

Owner's Manual

DOWNLOAD YOUR EBOOK TODAY

First Name:

Last Name:

Company:

Phone Number:

Business Email:

Country:

DOWNLOAD NOW

This is a promotional offer and is not available in all countries. Please contact us for more information. We will never give your information to a third party. We will never give your information to a third party. We will never give your information to a third party.



InfinityBoats.com

Home | About Us | Contact Us | Privacy Policy

Schedule a Factory Tour

MARK'S INTERACTION TIMELINE

April

7

June

6

July

9

Aug

12...>4

Sept

Oct

27

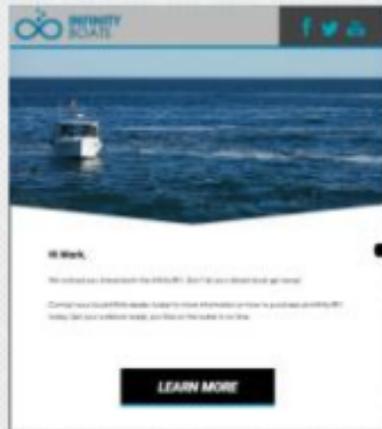
Nov

3

Dec

20

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



MARK'S INTERACTION TIMELINE

April

7

June

6

July

9

Aug

12

Sept

4

...>27

Oct

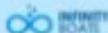
Nov

3

Dec

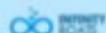
20

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!*

*Don't miss out on the
Infinity Boats Spring Sales
Event!*



*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 the Infinity Boats website





MARK BUYS A BOAT

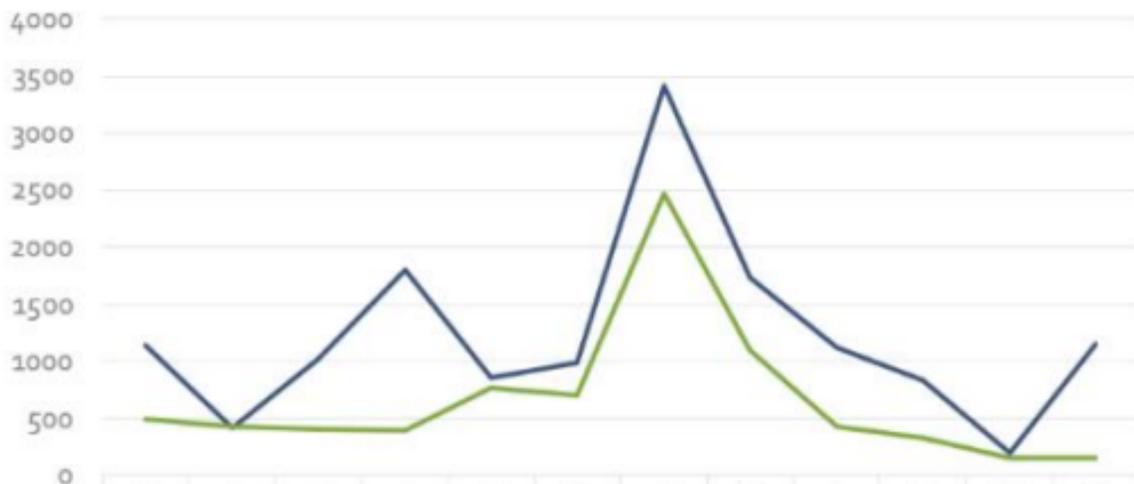
- 9 months
- 3 leads submitted
- 8 nurture emails
- 2 promotional emails
- 8 email links clicked
- 7 website visits
- 15 web pages viewed



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

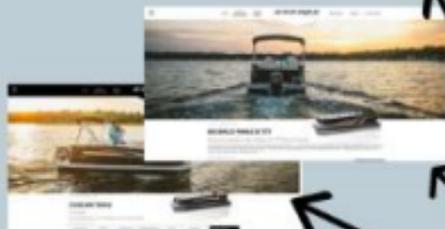
AVALA Aimbase HIT tracking, shows more prospects are out there

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: [maxleo](#)
Score: **95**
Email: rae.maxleo@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: [Summerstown, Mexico](#)

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-tt>
- Web Page Visit - <http://www.larsonescape.com/escape/tt1-series-tt1-series>

Time slot	Schedule	Score
None	A recruitment of type: RecruitsByDtl and no vacancies for the bid.	70.40 not bid
May 10 2017		
Yes	Web Design - www.cmcgroup.com - 1 Page Total	View Details 70.00 not bid
Apr 20 2017		
None	A recruitment of type: RecruitsByDtl and no vacancies for the bid.	70.40 not bid
Apr 08 2017		
None	A recruitment of type: RecruitsByDtl and no vacancies for the bid.	70.40 not bid
Apr 04 2017		
Yes	Web Design - www.cmcgroup.com - 1x 1x - 1 Page Total	View Details 69.90 not bid
Apr 03 2017		
Yes	Web Design - www.cmcgroup.com - 1x 2x - 1 Page Total	View Details 67.00 not bid
None	A detail bid no reference email of type: Data Use that has a CD number to date: Submission Date (single award/ongoing)	70.40 not bid
None	A detail bid no reference email of type: Data Use that has a CD number to date: Submission Date (single award/ongoing)	70.40 not bid
None	A detail bid no reference email of type: Data Use that has a CD number to date: Submission Date (single award/ongoing)	70.40 not bid
Submission	An unresponsive email of type: RecruitsByDtl and no vacancies for the bid.	70.40 not bid
Lead	Design - Project delivery Services - Design - Submission Date	View Details 70.00
Yes	Web Design - www.cmcgroup.com - 1x 1x - 1 Page Total	View Details 70.00 not bid
None	A detail bid no reference email of type: Data Use that has a CD number to date: Submission Date (single award/ongoing)	70.40 not bid
None	A detail bid no reference email of type: Data Use that has a CD number to date: Submission Date (single award/ongoing)	70.40 not bid
Submission	An unresponsive email of type: RecruitsByDtl and no vacancies for the bid.	70.40 not bid
Lead	Design - Build/Oper - Design - Submission Date	View Details 70.00
Yes	Web Design - www.cmcgroup.com - 1x 1x - 1 Page Total	View Details 70.40 not bid
None	A recruitment of type: RecruitsByDtl and no vacancies for the bid.	70.40 not bid
Yes	Web Design - www.cmcgroup.com - 1 Page Total	View Details 67.40 not bid

HIT Insights Continued



HIT Insights Continued

Timeline Schedule Score

Jul 01 2017

100	Web Session - www.internetsurvey.com - 361 (4) - 6 Pages Visited	View More	10:35 AM	weblog
100	Web Session - www.internetsurvey.com - 216 - 2 Pages Visited	View More	10:35 AM	weblog

Jul 01 2017

Order Lead/Ref/Order	A basic lead is confirmation email of type OrderLead/Ref/Order/ID was sent to basic.Surveysession@msn.com (log/Device/Email)	5:15 PM	weblog	
Order Lead/Ref/Order	A basic lead is confirmation of type OrderLead/Ref/Order/ID was sent to basic.Surveysession@msn.com	5:15 PM	weblog	
Accession	An accession email of type Dispatch/ID/Order/ID was sent to the lead.	5:15 PM	weblog	
Lead	Survey - Mail a Box - Order - Surveysession@msn.com	View More	5:15 PM	
100	Web Session - www.internetsurvey.com - 361 (4) - 7 Pages Visited	View More	10:34 PM	weblog

Jul 01 2017

100	Web Session - www.internetsurvey.com - 76 (2) - 6 Pages Visited	View More	6:34 PM	weblog
100	Web Session - www.internetsurvey.com - 126 (1) - 6 Pages Visited	View More	6:35 PM	weblog
100	Web Session - www.internetsurvey.com - 361 (4) - 6 Pages Visited	View More	6:35 PM	weblog
100	Web Session - www.internetsurvey.com - 1 Page Visited	View More	6:35 PM	weblog
Order Lead/Ref/Order	A basic lead is confirmation email of type OrderLead/Ref/Order/ID was sent to basic.Surveysession@msn.com (log/Device/Email)	6:35 PM	weblog	
Order Lead/Ref/Order	A basic lead is confirmation of type OrderLead/Ref/Order/ID was sent to basic.Surveysession@msn.com	6:35 PM	weblog	
Accession	An accession email of type Dispatch/ID/Order/ID was sent to the lead.	6:35 PM	weblog	
Lead	Survey - Mail a Box - Order - Surveysession@msn.com	View More	6:35 PM	
100	Web Session - www.internetsurvey.com - 361 (4) - 6 Pages Visited	View More	6:35 PM	weblog

Jul 01 2017

100	Web Session - www.internetsurvey.com - 126 (1) - 10 Pages Visited	View More	10:36 PM	weblog
100	Web Session - www.internetsurvey.com - 76 (2) - 6 Pages Visited	View More	6:35 PM	weblog

May 10 2017

100	Web Session - www.internetsurvey.com - 216 (1) - 6 Pages Visited	View More	10:36 PM	weblog
100	A log journal of type Dispatch/ID/Order was sent to the lead.		7:1 - 47	weblog

May 10 2017

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
AVALA Marketing Group

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