

# DO YOU YOU HAVE THE COMPETITIVE EDGE?

Our experts can get you there 

## SEARCH ENGINE OPTIMIZATION

Rise to the top of search engine results! We'll help you optimize your website content to allow search engines to find and deliver your content when people are searching for relevant topics.

## SEARCH ENGINE MARKETING

Target specific keywords and phrases to search parameters that are most relevant to your business goals.

## REPUTATION MANAGEMENT

Monitor and participate in conversations when people are talking about you. Affect the perception people have of your company.

## EMAIL MARKETING

Engage your customers by sharing news and information and keep your audience informed about specials and events.

## SOCIAL MEDIA

Social media includes everything from self-service dashboards to full service options that let you focus on your day-to-day business while we manage your social media presence.

## WEBSITE DESIGN

With options ranging from turnkey sites, to mobile sites and applications, to fully-customizable sites, our team can deliver the website solution that you need at an investment that fits your budget.

## WHAT GIVES US THE EDGE?

Over 15 years as the marine industry leader. The Boat Trader Marketing Solutions team knows the marine industry, and we look at new ways of exposing your brand.

### GENERATE MORE LEADS:

- Improve your online visibility
- Use social media to promote your brand
- Build your reputation with referrals and recommendations

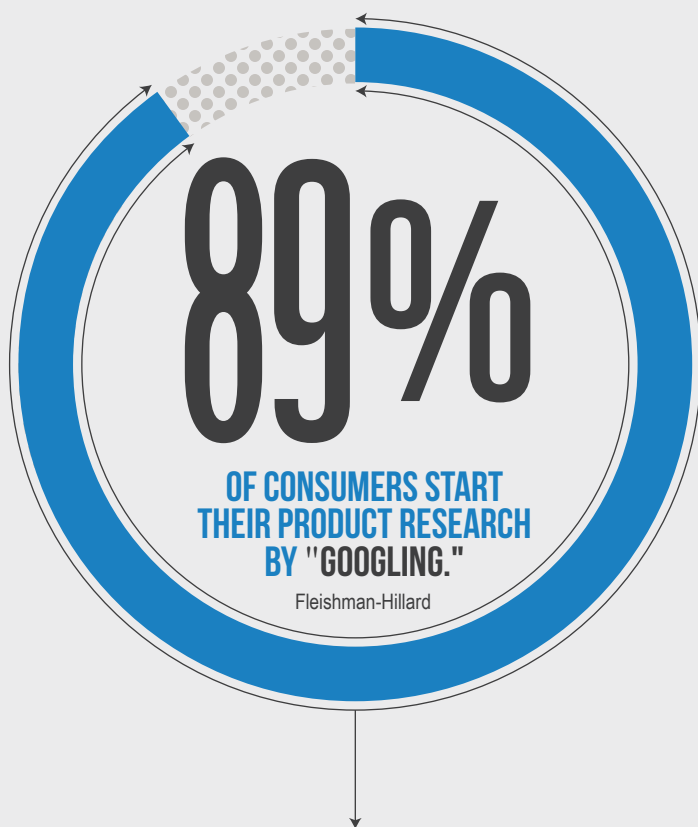
## Are you ready?

Contact your **Boat Trader** account manager or call

**888-980-8178**

[marketingsolutions@boattrader.com](mailto:marketingsolutions@boattrader.com)





## PUT YOUR DEALERSHIP IN FRONT OF THEM.



Trust the people with more traffic than any other marine industry site. We can help you format your message to ensure that you are getting the share of traffic your brand deserves.

# SEARCH ENGINE OPTIMIZATION

## HIGHER VISIBILITY

Consumers visit an average of seven sites before they reach their final destination. Boat Trader Marketing Solutions can help you be that final destination through:

## EXPERT ANALYSIS OF RELEVANT KEYWORDS

With more than 15 years of experience, our team of experts will identify what you're doing right and what areas need improvement.

## MANAGEMENT OF META DATA ON YOUR SITE

As search engines change their algorithms, our team stays on top of it. Your meta tags, keywords, links, alt tags and rankings will be monitored and modified regularly.

## MONTHLY REPORTING AND CONSULTATION

After monitoring and modifying, our team of experts will provide you with monthly reports and advice for further improvement.



**CAPTURE PROSPECTS WHO ARE  
READY TO BUY WITH ACTIONABLE  
SPONSORED ADVERTISING.**



# SEARCH ENGINE MARKETING

Your Boat Trader Marketing Solutions consultant will help your dealership reach more prospects as they move through the funnel by combining paid search efforts with effective SEO:

## INCREASED BRANDING AND LOYALTY

The more your dealership shows up above the fold, the less your competition shows up.

## KEYWORD RESEARCH FOR A CUSTOM TARGETED CAMPAIGN

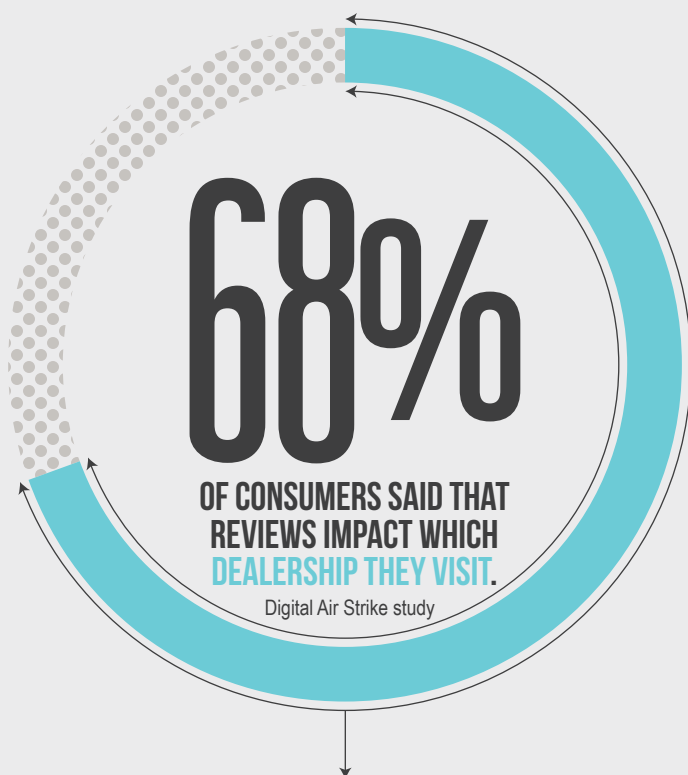
Paid ads are flexible and easy to edit quickly based on changing promotions or inventory.

## CAMPAIGN AND SPEND MANAGEMENT ON GOOGLE, YAHOO! AND BING

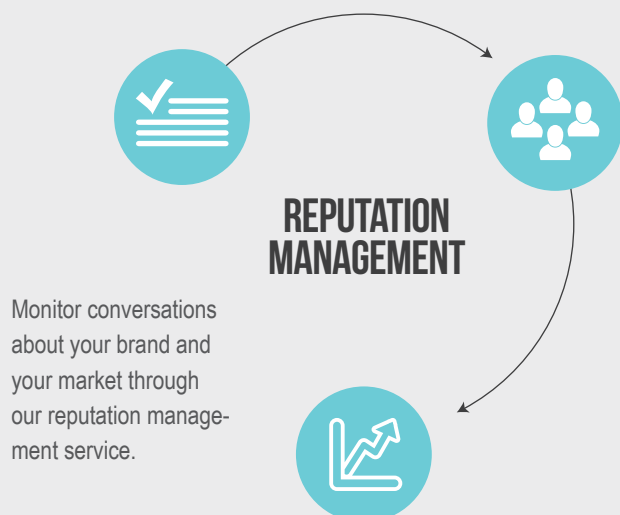
Paid ads give you the ability to move your brand to the top of search results.

## INCREASED TRAFFIC AND CONVERSIONS

Organic listings generate high traffic volume; paid ads promote ready-to-buy behavior.



**BUILD MORE POSITIVE REVIEWS AND MAKE  
YOUR DEALERSHIP THE PLACE CONSUMERS  
CHOOSE WHERE TO BUY FROM.**



# REPUTATION MANAGEMENT

Our powerful reputation management tool offers everything dealers need to monitor consumer reviews and leverage customer feedback. Your Boat Trader Marketing Solutions consultant will help you build, manage and improve quality reviews through:

## BUILDING YOUR ONLINE VISIBILITY

70% of consumers trust reviews from people they don't know (Business Week). Our solution encourages your customers to write reviews and share them, increasing your dealership's exposure across social networks.

## AUTOMATICALLY MONITORING YOUR REPUTATION

Negative reviews will happen; our alerts will keep you on top of the chatter so you can respond quickly. A MediaPost study found that by responding quickly, 33% of your detractors will turn around and post a positive review.

## MONITORING YOUR COMPETITION'S ACTIVITY

10% of consumers purchase from another dealer due to negative reviews about a competitor (Digital Air Strike). Increase your customer base by filling in the gaps where competitors are missing the mark.

## REPORTING YOUR ONLINE REPUTATION

Quickly gauge your online sentiment with easy-to-read dashboards. Identify the areas for improvement and have a better understanding of what sets you above the competition.

## YOU CHOOSE: FULL-SERVICE OR SELF-SERVICE



**INCREASE YOUR NUMBER OF RETURN BUYERS — AND INCREASE REVENUE.**



Get your brand noticed by customers old and new with our completely custom e-mail designs.

# EMAIL MARKETING

## OUR EMAIL MARKETING SOLUTIONS

### ALLOW TARGETING

Upload your own customer database, leverage the Boat Trader database or utilize third-party rental data.

### PROVIDE DATA

Find out who opened your emails, where they clicked and determine your engagement rate.

### DRIVE DIRECT SALES

Promote specific inventory, announce sales and make recommendations based on what you know about your customers. Get the message right with a selection of templates, or create your own custom campaign to spread the word.

### BUILD RELATIONSHIPS, LOYALTY AND TRUST

Your customers want to hear from you via e-mail. Research shows that email marketing has a response rate five times greater than direct mail. (Studio1C)

### SUPPORT SALES THROUGH OTHER CHANNELS

Extend your message across Facebook, Twitter, Pinterest – wherever you want to reach more people like your current customers – with social media distribution.



## INCREASE SOCIAL MEDIA ENGAGEMENT AND REACH AN EXPANDING AUDIENCE READY TO MAKE A PURCHASE.



# SOCIAL MEDIA

Your Boat Trader Marketing Solutions consultant will develop an effective social media strategy for your dealership by:

### CREATING A CENTRAL COMMUNICATIONS HUB

Our product suite offers quality online marketing tools that connect multiple channels to your social media network.

### DESIGNING A SIMPLE COMMUNICATION PLAN

Choose from self-service or fully-managed options to monitor interactions, participate in conversations or lead the dialogue. Our team works with your dealership to determine the best level of involvement to fit your goals.

### CREATING ORIGINAL CONTENT

Social media is more than having a "Like" button; it humanizes your dealership. From monthly Facebook promotions to custom social newsletter builder, your social messages are tailored to fit your goals.

### DEVELOPING A SOCIAL FOLLOWING

With personalized reporting and analytics, you'll understand how your audience engages. We'll use this data to build your community.



**BUILD A WEBSITE EXPERIENCE THAT IS RELEVANT, ACCURATE AND DIFFERENTIATES YOUR DEALERSHIP FROM LOCAL COMPETITORS.**



Easily keep your customers up-to-date with our fully-integrated, easily-managed website solution.

# WEBSITE DESIGN

Google found that dealership websites have moved into the #1 position in importance for consumers doing research online.

The Boat Trader Marketing Solutions experts build websites that ensure your brand is thought of positively by your customers and to keep them coming back to your dealership:

## INNOVATIVE AND CONVERSION-FOCUSED

Our websites make it easy for your prospects to find the boat they're looking for – and give them multiple ways to share it across their social networks. Remember, 90% of consumers trust recommendations from people they know (Bazaar Voice).

## RELEVANT AND CURRENT

Improve your search engine rankings with new, unique content. Our user-friendly content management system allows you to update your website quickly, share the latest news, promotions and inventory arrivals.

## ADDITIONAL REVENUE STREAM

10% of consumers purchase from another dealer due to negative reviews about a competitor (Digital Air Strike). Increase your customer base by filling in the gaps where competitors are missing the mark.