



Stabicraft B2C Digital Marketing Strategy

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Executive Summary

Stabicraft is poised to expand its reach beyond regional loyalists by targeting a new generation of digital nomads. Our B2C strategy leverages influencer storytelling, immersive online tools, and geo-targeted campaigns to:

- **Drive brand awareness in U.S. coastal cities**
- **Optimize conversion with simplified purchase options**
- **Enhance engagement through UGC and dealer empowerment**

This presentation addresses the core project brief for MKT 755, which tasked us to create a 12-month actionable digital marketing strategy tailored to Stabicraft's unique brand positioning and business goals. For B2C, the focus is on reaching end consumers and driving awareness, trust, and sales through targeted digital efforts.

Client materials, including marketing briefs and key metrics, emphasized the importance of:

- **Increasing awareness in the US, beyond the roots of New Zealand**
- **Expanding awareness in Coast Hubs, specifically Miami, San Diego, and Seattle**
- **Targeting new consumer segments, such as the tech-savvy boaters**
- **Maintaining alignment with Stabicraft's reputation for performance and safety**

Key Deliverables:

- Executive Summary
- Situation Analysis
- Target Audience Insights
- Strategic Recommendations with KPIs
- 12-Month Implementation Plan
- Success Metrics aligned with industry benchmarks



Situation Analysis | **Current Performance**

1. Strong YouTube history (>**500k** views on old content)
2. Instagram engagement is **organic** but lacks clickable CTAs
3. All traffic is organic; **minimal paid efforts**
4. Website **lacks customization** and personalization



Opportunities

Table of Opportunities

Channel	Current Status	Opportunity
YouTube	Strong legacy content	Refresh channel with short-form clips, behind-the-scenes factory tours, and new influencer collaborations
Instagram	Good organic growth; lacks CTAs	Add product-tagging, Story Highlights, Reels focusing on Stabicraft experiences, partnerships with influencers
Website	Informational but static	Add live chat (e.g., Drift, Intercom), pricing estimator, geolocation displays, etc.



Customer Journey



1. The journey begins in the **awareness phase**, where aspiring boaters, driven by adventure or hobbies, realize they want a boat. At this point, barriers like cost, indecision, and unfamiliarity with Stabicraft limit consideration. Building trust through brand visibility is key to earning a spot in their research process.



2. In the **consideration phase**, buyers weigh Stabicraft against competitors, focusing on performance, safety, and aesthetics. Trust-building tools like reviews, testimonials, and comparison content are essential here.



3. As they enter the **evaluation phase**, serious prospects visit dealers, attend boat shows, or request test rides. This is our moment to shine by showcasing quality, addressing financing concerns, and providing immersive experiences through virtual walkthroughs or demos.



4. Finally, in the **conversion phase**, a smooth buying process, responsive sales support, and timely incentives help seal the deal. Post-sale, ongoing engagement, resources, and community connection drive satisfaction, loyalty, and referrals.

Target Persona



Charlie - The Digital Nomad

Age: 25–40

Location: Urban Coastal Hubs (e.g., Miami, Seattle, San Diego)

- Lifestyle: Tech-savvy, adventurer, remote worker sustainability-driven
- Income: Mid-to-High, prefers flexibility
- Behavior: 6-10 boating trips/month, social media engagement
- Values: sustainability, technology, leasing options
- Water Time: 6-10 trips/month
- Experience: 10+ years boating



Why Urban Coastal Hubs? | **Seattle, Miami, San Diego**

Strong Boating Culture

- Redfin ranked Miami #1 and Seattle #9 for best boat cities.
- San Diego offers cultural significance as a major Southern California city, along with favorable year-round weather

High Income Markets

- GDP per Capita: Miami (\$57,000), San Diego (\$98,133), Seattle (\$120,592) compared to U.S. average (\$82,769)
 - *Stronger than usual purchasing power enables more boat purchases*

Prime Waterfront Access

- Cities feature large, easily accessible waterfront and established boating communities
- Total Shoreline of Seattle (200.9 miles), San Diego (70 miles), and Miami (90.1 miles)



Goal 1 – Increase Awareness & Conversation

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Tactic 1: Launch influencer campaign with [Sailing La Vegabonde](#) and [Gone with the Wynns](#)

Tactic 2: Produce long form content on "Work & Wander on Water" and "VanLife to BoatLife"

Tactic 3: Promote branded hashtag campaign e.g. #StabicraftStories



The Marketing Funnel



Tactic One: Influencer Campaign – Sailing La Vagabonde

Sailing La Vagabonde is a popular sailing YouTube channel documenting adventures living full-time on a boat.

Key Metrics:

1.9 Million+ YouTube subscribers

450,000+ Instagram followers

High engagement rates (comments, shares, long view times)

Why They Align with Stabicraft:

- Their audience is adventure-oriented and interested in watercraft lifestyle.
- Content often covers rugged, **reliable** boats ideal for extended trips, aligning with Stabicraft's **rugged, dependable** image.

- While primarily sailing, they appeal to **boating enthusiasts** broadly – including those who enjoy fishing and off-grid **exploration**.

Execution Plan:

1. Co-create content featuring Stabicraft in off-grid marine adventures.
2. Highlight functionality for remote living, fishing, and ocean exploration.
3. Add campaign screenshots and link to YouTube channel in appendix.

Sailing La Vagabonde

Who are they?

- **Influencers:** Riley and Elayna (Australia)
- **Platform:** YouTube
- **Subscribers:** 1.94 million
- **Niche:** Sailing, digital nomadism, adventure at sea

Why they align with Stabicraft:

- Audience passionate about combining remote work with adventure.
- Matches Stabicraft's message: *practicality meets adventure.*

Content Created:

"Work & Wander on Water" Film Series

- Riley & Elayna sail for a week, working remotely using satellite internet onboard a Stabicraft vessel.
- Highlights Stabicraft's suitability for digital nomads and young adventurers.

Key Metrics:

- Extensive global reach (**1.94 Million** subscribers)
- High engagement rate, appealing strongly to a younger, digitally savvy audience.
- Potential to significantly boost brand awareness through authentic storytelling.





Tactic Two: Influencer Campaign – Gone with the Wynns

Gone with the Wynns shares their transition from RV life to sailing life, now living full-time aboard a catamaran.

Key Metrics:

600,000+ YouTube subscribers

90,000+ Instagram followers

Strong community trust (frequent Q&A, in-depth boat reviews)

Why They Align with Stabicraft:

- Their audience is a mix of **RV** travelers, **adventurers**, and **marine** lifestyle seekers – directly fitting "VanLife to BoatLife" storytelling.

- They focus on **exploration, sustainability**, and showcasing **durability** and **flexibility**, aligning with Stabicraft's rugged product value.
- Content often includes fishing, water activities, and **coastal exploration**.

Execution Plan:

1. Feature Stabicraft boats as versatile vessels ideal for the "next chapter" after RVing.
2. Focus content on adaptability, remote fishing, and marine adventures.
3. Add campaign screenshots and link to YouTube channel in appendix.

Gone with the Wynns

Who are they?

- **Influencers:** Jason & Nikki Wynn (USA)
- **Platform:** YouTube
- **Subscribers:** 650,000
- **Niche:** Transition from RV life to sailing, adventure lifestyle, travel community

Why they align with Stabicraft:

- Audience includes middle-aged adventure seekers considering transitioning from land-based to sea-based lifestyles.
- Complements Stabicraft's "land to sea" narrative perfectly.



Content Created:

- **"VanLife to BoatLife" Video**
 - RV vs. boat camping trip in Florida Keys, comparing convenience and enjoyment of the two lifestyles.
 - Demonstrates Stabicraft's safety and versatility, making a compelling case for a transition to seafaring adventures.

Key Metrics:

- Dedicated, highly engaged mid-life audience eager for lifestyle shifts.
- Novelty-driven, highly shareable content generating substantial retweets and online buzz.
- Effective storytelling attracting strong social media interaction from VanLife enthusiasts, expanding Stabicraft's market presence.



Alignment of Influencer Campaigns with Target Persona

(**Charlie** - The Digital Nomad)



Influencer Campaign	Alignment with Charlie's Profile	Supporting Tactics
Sailing La Vagabonde	Appeals to Charlie's love of adventure, off-grid living, and sustainable exploration. Highlights rugged, reliable boating suited for remote work lifestyle.	<ul style="list-style-type: none">- Showcase off-grid marine adventures.- Highlight rugged dependability for tech-savvy nomads.
Gone with the Wynns	Speaks directly to Charlie's "VanLife to BoatLife" journey. Flexibility, adaptability, and sustainable living themes resonate with his values.	<ul style="list-style-type: none">- Feature adaptability for remote fishing and marine life.- Emphasize versatile vessel use cases after RV life.

Why This Matters:

- **Lifestyle Fit:** Adventure-driven, technology-integrated, remote, and sustainability-focused.
- **Behavior Fit:** High boating frequency (6–10 trips/month) aligns with influencer content pace.
- **Values Fit:** Emphasis on sustainability, flexibility, and exploration mirrors Stabicraft's messaging.



Goal 1: Metrics

YouTube subscriber growth & view duration

- Increase from current 30,000 subscribers to 36,000+ by year-end **(20% growth)**
- Maintain **4-6 minute average view duration** for docuseries (industry standard for average view duration)

Branded Hashtag - #StabicraftStories

- Achieve **100+** unique user posts within 6 months

Influencer ROI

- Target **minimum 5:1 return** on influencer investment based on tracking codes and post-click conversions

Instagram engagement and follower growth

- Improve engagement rate from current estimated 2.5% to **3.5%**, aligning with outdoor lifestyle brand benchmarks
- Increase follower count from approx. 17,000 to 20,400+ **20% YoY growth** (through influencer amplification and Reels reach)



Goal 2 -Drive Dealer Traffic



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Tactic 1: Run geo-targeted Facebook & Instagram ads for spring/fall demo events

Tactic 2: Host 3-5 themed test ride days ("Office on the Water")

Tactic 3: Equip dealers with VR experiences and booking enhancements





Geo Targeted Campaigns

Objective: Drive high-intent traffic to local dealers by focusing ad efforts in Miami, San Diego, and Seattle – cities with established boating cultures and strong purchasing power.

Tactic 1: Facebook & Instagram Ads (Spring/Fall Demo Events)

Age targeting: 28–55 (aligning with target persona)

Targeting:

- Radius targeting around waterfront zip codes
- Behavioral targeting: boating interests, outdoor recreation, RV lifestyle
- Income-based filters: \$100k+

Creative:

- Video snippets from influencers using Stabicraft
- "Test Ride Stabicraft Near You!" event ads
- Lead forms with pre-booking options for demo events



Tactic 2: Paid Search (Google Ads)

Keywords:

- "Boat test rides Miami/San Diego/Seattle", "Buy aluminum boat near me", and "Safe offshore boats"

Geo-Fencing: Limit paid search to 50-mile radius around demo event locations

Budget Split:

- 60% to Facebook/Instagram
- 40% to Paid Search

Expected Outcome:

- 7%+ landing page conversion rate (goal) for demo sign-ups

Tactic 3: Dealer Co-Branded Promotions

● Execution:

- Custom dynamic ads tagging the nearest Stabicraft dealer
- Drive foot traffic by promoting "Office on the Water" themed test days
- Provide dealers localized assets for Instagram Boosts and Facebook Events



Goal 2: Metrics

Click-Through-Rate (CTR) from Instagram Linktree

- Improve **CTR from <5% to >15%** by ensuring links are embedded and promoted across influencer content and stories

Conversion from geo-targeted ads

- Achieve **7%+ landing page conversion rate** from regional Facebook and Instagram ads by targeting high-intent boating segments in Miami, San Diego, and Seattle

Dealer satisfaction

- Reach **>8/10 satisfaction score** from post-event dealer surveys by providing tools and co-branded event content

Event foot traffic

- Average of **75+ attendees per demo event**, totaling 300-400 potential leads across 3 regions



Goal 3 – Improve Conversion Rates

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Tactic 1: Website UX overhaul: add configurator, live chat, and pricing estimator

Tactic 2: Implement nurture email flows segmented by lead stage

Tactic 3: Launch “Build Your Boat” featured with personalized quote tool





Website Overhaul

1. Launch Configurator Tool

- Allow customers to customize their boat (size, color, features) online
- Drives deeper engagement and increases lead submissions (20% traffic boost goal)

2. Enable Live Chat Support

- Instant Q&A during dealer hours to remove purchase friction
- Targets 5%+ conversion from chat to lead

3. Add Pricing Estimator

- Provide rough price ranges based on selected models/configurations
- Increases transparency and helps buyers budget more confidently

4. "Build Our Boat" Campaign Launch

- Promote configurator via website banners, social ads, and nurture emails
- Personalized quotes drive higher intent dealer appointments



Implementation of Nurture Emails

1. Define Audience Segments

Group leads by behavior, geography, and stage of the lead

2. Customer Journey

Depending on their part of the customer journey, send different messages. *Ex. stories (awareness phase), testimonials (consideration phase), financing options (evaluation phase) and sale promotions (conversion phase)*

3. Build Email Sequences

Use personalized subject lines and strong regional messaging
Create 3-5 emails, spaced over 2-3 weeks

4. Launch and Optimize

- Achieve open rate of **>25%** and click-through-rate (CTR) **>5%** on nurture flows



Goal 3: Metrics

Live chat conversion

- Drive **5%+ conversion rate** from chat to lead using proactive prompts during dealer hours

Email open and CTR

- Achieve open rates **>25% and CTR >5% on nurture flows**, with segmentation based on buyer intent and regional interest

Configurator engagement

- Generate **20% traffic increase** to the configuration tool, with >10% of visitors submitting a lead or quote request

Quote to purchase ratio

- Target **15% conversion from online quote requests** to dealer follow-up appointments



Media Plan *all Channels*

Primary Platforms:

- YouTube: Long-form docuseries & ads
- Instagram: Reels, Stories, & influencer content
- Online: Organic content for traditional boaters
- Boat Trader: Banner ads & feature articles

Budget Allocation (**\$300K-500K**):

- Influencer Partnerships: \$150k-250k
- Paid Social Ads: \$50k-100k
- Website/Tools: \$30k-50k
- Content Production: \$80k-90k
- Events: \$30k-40k



12 Month Implementation Timeline

Q1: Prep & Launch

- Finalize influencer deals
- Begin filming docuseries
- Schedule spring events
- Website UX upgrades
- Design nurture email templates

April

Q3: Scale & Optimize

- Launch configurator tool
- Expand UGC/ambassador efforts
- Dealer network enablement
- Expand segmented email nurture flows

October

January

2026

Q2: Rollout

- Release video content
- Launch ad campaigns
- Host first demo events
- Add chat & email flows
- Launch initial nurture email campaigns

July

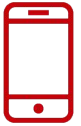
Q4: Retarget & Review

- Drop holiday content
- Evaluate performance metrics
- Plan 2026 roadmap

Summary



1. **Elevate visibility** via *storytelling and influencer trust*



2. **Empower digital experiences** to *reduce friction*



3. Use **regional targeting** to *convert interest* into dealer foot traffic



4. Prioritize **scalable, measurable tactics** with strong ROI



Next Steps



1. **Gather feedback from client on feasibility**

- Confirm client buy-in on influencer partnerships, production concepts, and timeline pacing
- Adjust strategy components based on feedback



2. **Finalize production partners for video**

- Secure final contracts with our recommended influencers, set production schedules



3. **Align with dealers for pilot events**

- Select key dealers in Miami, San Diego, and Seattle to host demo days
- Schedule initial pilot event dates



Let's Stay Connected!

We've loved working with you and would be happy to stay in touch as this strategy evolves. Please feel free to reach out!












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Appendix



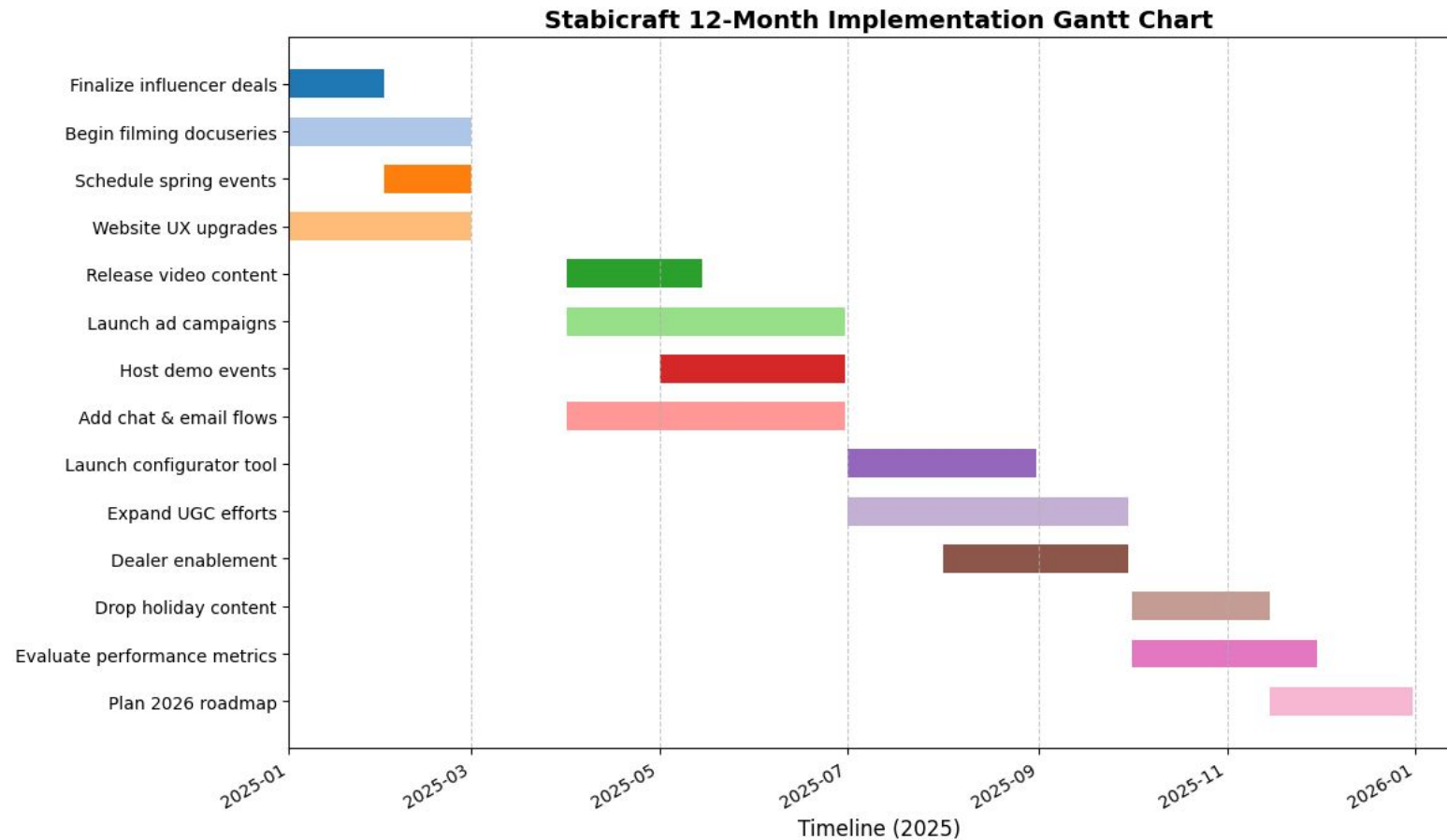
Client & Course Materials

	Stabcraft FULL-PERSONAS.pdf
	Stabcraft Marketing Brief - Consumer Growth.pdf
	Stabcraft Marketing Brief - Dealer Growth.pdf
	Stabcraft Paid Social Metrics 2024.xlsx
	Stabcraft Marketing Report 2024.pdf
	Client Questions - Stabcraft Feb 20 4 pts
	Dealer Criteria Scoring.csv
	USA_COMPETITOR_ANALYSIS_BY_STATE.pdf
	Pitch-Powerpoint-USA.pdf
	Client Questions - Responses
	2025_Dealer_Tier_Coop_Levels.pdf





Implementation Timeline- Visual Overview





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