



Presenters:

**Carl Blackwell**, President

**Armida Markarova**, VP, Interactive Marketing

**Ellen Hopkins**, VP, Marketing & Communications

May 19, 2015

# 2015 PLAN

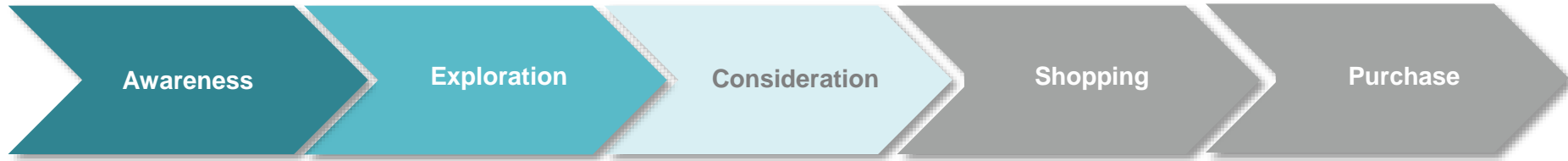
The background is a solid dark blue color. On the right side, there is a large, stylized arrow pointing towards the right. The arrow is composed of two overlapping shapes: a lighter blue shape on top and a darker blue shape on the bottom, creating a sense of depth and movement.

A young man with dark hair is swimming in a body of water, with his head and shoulders above the surface. The water is dark blue with white splashes around him. In the background, there is a clear blue sky with a few light clouds and a distant shoreline with green trees.

# mission

**Inspire and excite,** share knowledge and motivate  
people to spend time on the water.

# 2015 CAMPAIGN OBJECTIVES



## AWARENESS

Increase  
Discover  
Boating brand  
awareness

Think about  
boating

## EXPLORATION

Increase boating  
as a lifestyle  
priority

Explore  
boating

## CONSIDERATION

Drive  
manufacturer  
referrals

Consider buying  
a boat



Discover Boating  
hands off to  
boat brands

The background features a dark blue field with lighter blue, wavy, horizontal patterns. A large, stylized number '7' is positioned on the right side, composed of two overlapping shapes: a dark blue '7' and a lighter blue '7' behind it, both with rounded ends.

# **STORIES OF DISCOVERY**



# STORIES OF DISCOVERY

Meet some of the most talented boaters in America, celebrating boating and life on the water.



## THE **BRIDGEMAN** ALGERS

a family turns every boat trip into a new adventure

WATCH STORY



## ASHLEY RAE

a professional triathlete who also loves fishing and being on the water

WATCH STORY



## JUSTIN CASREY

a table of history by joining waterboarder Justin Casrey

WATCH STORY



## JAKE WOOD

an outdoor gear lover who loves fishing and being on the water

WATCH STORY



## THE **VAZQUEZ** FAMILY

a family enjoying outdoor adventures on the water

WATCH STORY



## THE **ADER** FAMILY

a family enjoying outdoor adventures on the water

WATCH STORY



Thinking about getting on the water? The Beginner's Guide to Boating is for you.



SIGN UP

Stay in touch  
Sign up for our newsletter

SIGN UP



# OUR DOCUMENTARY SERIES CELEBRATING LIFE ON THE WATER

- Long- & short-form web videos
- Real boaters from all walks of life, geographies & ethnicities
- Captures the emotional value of boating – why it's worth it

Watch the *Stories of Discovery* videos on [DiscoverBoating.com](https://www.discoverboating.com)

The screenshot displays the DiscoverBoating.com website. At the top, the navigation bar includes the DiscoverBoating logo and links for Home, About Us, Contact Us, and a search bar. The main content area is titled "THE ADER FAMILY" with the subtitle "A boating family that spans three generations". Below this is a large video player showing a boat on the water at sunset. To the right of the video player is a text block titled "DISCOVER THE BOAT" with the sub-heading "IN THE OBSTACLES". Below the video player is a quote: "It's not just about having the boat so that it's an extension of themselves, it's about why they love it." attributed to "— Mike Ader". Further down, there are two more text blocks: "MEET THE BOAT" and "A BOAT IS MORE THAN A BOAT". Below these is a section titled "Find the boat that's right for you" with a row of five boat images and a "View all boats" button. At the bottom, there are three small video thumbnails with titles: "Discover Boating", "Boat Life", and "Boat and the Water". The footer contains the DiscoverBoating logo, a search bar, and social media icons for Facebook, Twitter, and YouTube.

# INTRODUCING TWO NEW STORIES

**Ashley Rae**  
*Ottawa, Canada*

Angler and blogger who shares her love of fishing and being on the water



**The Norwitch Family**  
Miami, Florida

Saltwater fishing family shares how boating provides a bond for their family

Watch the *Stories of Discovery* videos on [DiscoverBoating.com](https://www.discoverboating.com)



The background features a textured blue water surface. A large, dark blue diagonal stripe runs from the top right towards the bottom left, intersecting with a lighter blue diagonal stripe that runs from the top left towards the bottom right. The text is positioned on the left side of the image, overlapping the water texture.

**JAKE OWEN:  
BOATING  
AMBASSADOR**

# JAKE IS A PROMINENT & NATURAL BOATING STORYTELLER

- Building on momentum from 2014
- Opening for Kenny Chesney's BIG REVIVAL TOUR
- Jake's social reach up 50% over 2014



1.7MM+ Fans



1.6MM+ Followers



Want to wakesurf like [@jakeowen](#)? Check out his tips in our latest blog post: [bit.ly/1zPC2Wz](http://bit.ly/1zPC2Wz)



RETWEETS: 44 FAVORITES: 185



# JAKE HELPS US SHARE BOATING WITH MORE PEOPLE

- On-the-water experiences with media and Jake's fans
- Social content to spark boating engagement and sharing
- In-tour branding and Jake's *Stories of Discovery* video
- Emails, blogs, tour advertising, JakeOwen.net



Comment / 43 Shares / 6 Twits / 5 Stumble / 0 Email / More

## Jake Owen on music, marriage and boating

AUGUST 8, 2016, 10:43 AM - Country singer Jake Owen tells CBS News' Lauren Mansaki about his latest album, "Day of Gold," his hot summer tour and why his marriage works.



HOT GUYS 2016

JAKE OWEN

Why he's so popular: Owen is a country singer who has released several albums and has a hit single "Before He Cheats" that has become a fan favorite. He is also a professional athlete and has competed in triathlons and marathons. Owen is a family man and is married to his wife, Lauren. He is known for his laid-back personality and his love of boating.



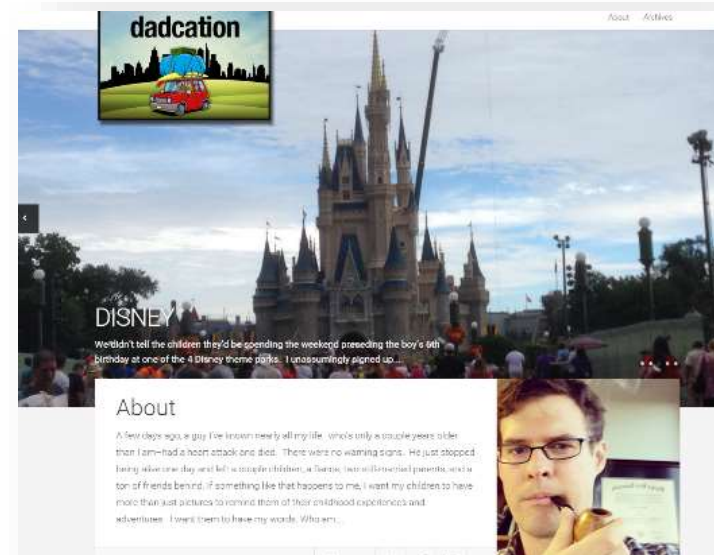
# PR: GETTING MEDIA ON-THE-WATER

- Hosting top-tier press on boats
- Proven way to educate and inspire stories
- Summer Boat Camp
- Individual and custom experiences



# SOCIAL INFLUENCERS & BLOGGERS

- Working with 50+ online lifestyle, parenting & Millennial social influencers / bloggers
- Blogs rank high for trust, influence and popularity
- Sharing boating's benefits, personal experiences & on-water photos
- Driving traffic to DiscoverBoating.com & tagging Discover Boating social channels for maximum reach





# **SOCIAL MEDIA**

The background is a dark blue gradient with two prominent diagonal stripes in a lighter, vibrant blue color. The stripes originate from the top right and extend towards the bottom left, creating a sense of movement and depth. The overall aesthetic is modern and professional.

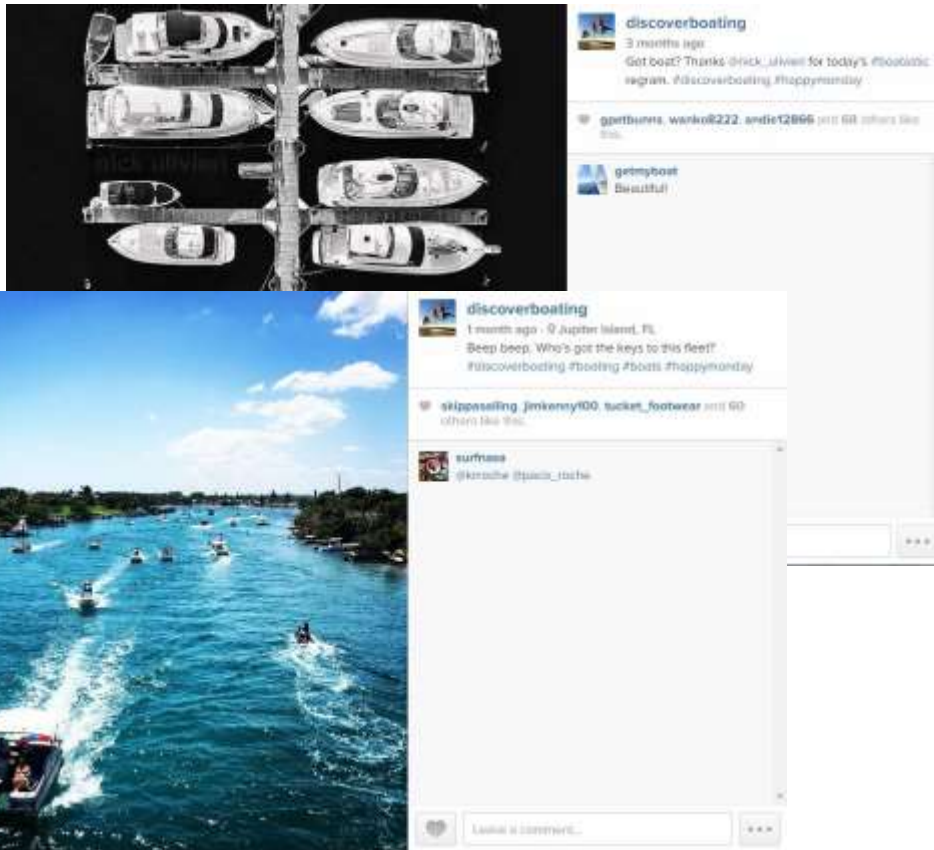
# ENGAGING NEW AUDIENCES VIA SOCIAL MEDIA

- Unique, share-worthy content
- Join conversations
- Social media as PR: Capitalize on stories, trends and pop culture moments



# A NEW OPPORTUNITY: Instagram

- 302 million users worldwide, 53 million in U.S.
- 35% of users are ages 25-34
- 70 million+ photos and videos shared each day
- Discover Boating is creating new, unique video content





# PAID VIDEO: INSPIRE POTENTIAL BOATERS ON SOCIAL CHANNELS



Discover Boating

Sponsored · \*

Justin Caskey didn't let cancer keep him off the water—or the wakeboard. Check out our short video to watch his inspiring tale of determination.



4,841 Views



@discoverboating



2:17

His love of the water helped him heal.

# PROMOTED POSTS WILL HELP US ENGAGE OUR FANS AND BEYOND

facebook.

twitter

**Discover Boating**  
Posted by Lisa Sullivan Dick [?] · May 6 at 10:30am · Edited [?] · ❄

We'll take a few doses, please 😊

**discover BOATING.** All You Need Is Vitamin Sea

106,688 people reached

Boost Post

Unlike · Comment · Share

👍 Discover Boating, Mary Potvin, Michelle Gabriel, Jon Hudson and 4,590 others like this.

↻ 342 shares



The background is a dark blue gradient with two diagonal stripes of a lighter blue color running from the top right towards the bottom left. The text is positioned on the left side of the image.

**BRINGING  
OUR  
CONTENT  
FORWARD:  
PAID MEDIA**

# WE WILL DELIVER OUR STORIES VIA 10,000 WEBSITES

Sites like:

YouTube

The Weather Channel

ESPN

PANDORA

SHAPE

USA TODAY

tripadvisor

fitness

Outside

Slate

Mashable

Parents

SI.COM

Men's Health

HGTV

THE HUFFINGTON POST

People

Buzz Feed

Esquire

FIELD & STREAM

**6abc EYEWITNESS NEWS**  
 ABC7 • LOS ANGELES

58° Los Angeles, CA  
 Today: 59°  
 Tomorrow: 57°  
 Friday: 68°

**BREAKING NEWS** - Kate, William have baby girl Charlotte Elizabeth Diana

**ARTS & ENTERTAINMENT**  
**SANTA'S VILLAGE TO REOPEN THIS YEAR AS OUTDOOR ADVENTURE PARK**

Advertisement: Video will resume in 20 seconds



**ARTS & ENTERTAINMENT**

NASA video shows 33-02 saving International Space Station

VIDEO: THE 4TH DE WITH YOU!

Weight: Jessica's recent report is reported as 24 stone

State-of-the-art subjects being 4 younger: Age of Oscar 50 On

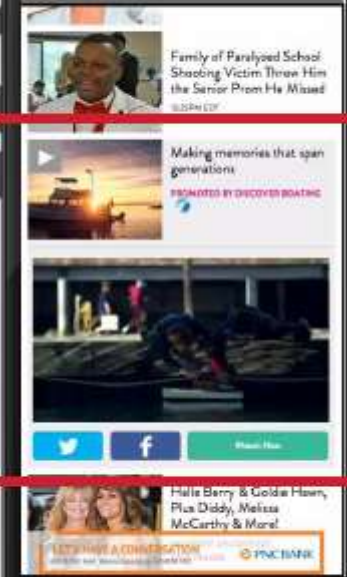
Drac: Actor used for evidence, brought back for Harley road

**RECC**

**LACOSTE**  
 LIFE IS A BEAUTIFUL SPORT

**Men'sHealth**  
 FITNESS SEX & WOMEN HEALTH NUTRITION WEIGHT LOSS STYLE

**VIDEO**



Family of Paralyzed School Shooting Victim Throw Him the Senior Prom He Missed

Making memories that span generations  
 SPONSORED BY DISCOVER BOATING

Halle Berry & Goldie Hawn, Plus Diddy, Melissa McCarthy & More!

LEARN A CONJURATION  
 Available on Amazon.com from \$1.99

travel SHOWS VIDEO DESTINATIONS SWEEPSTAKES



**How to Shoot Underwater**

From: Watch the Picture

NEW VIDEO



**LACOSTE**  
 LIFE IS A BEAUTIFUL SPORT

**MORE VIDEOS**

Sex & Women Health Nutrition Weight Loss Style Grooming Tech

JUSTIN BIEBER  
 JUSTIN BIEBER  
 JUSTIN BIEBER



**Bring Your Business to Life on YouTube**

44,875 views

People Build Brands on YouTube

Small YouTube Misconceptions Marketing with Video

YouTube Video Ads: How to Maximize Your Ad Spend



# PROVIDING A BRIDGE BETWEEN AWARENESS & BOAT OWNERSHIP

discover BOATING explore boats · before you buy · where to buy · get on the water · owning & operating · boating lifestyle

## get on the water

Sure, owning a boat is ideal. But there's more than one way to get out on the water. And trust us, it's easier than you think. Whether you decide to rent a boat or charter one, learn to fly or balance on a paddleboard, this page will help make it happen. So grab the sunblock, slip on your flip-flops and discover all the ways you can get your feet wet.

Find quick ways to get on the water

City, state or zip

- boat rentals
- paddlesports rentals**
- boating classes
- boat charters
- boat clubs
- peer-to-peer
- fractional ownership

Paddlesports include canoes, kayaks and stand up paddleboards. Extremely popular around the US with easy on-water access combined with added fitness benefits, there's ample opportunity to climb aboard a kayak or SUP through rentals, classes and more.

We found 7 locations

MAP YOUR RESULTS:  kayaks  canoes  paddleboards

discover BOATING explore boats · before you buy · where to buy · get on the water · owning & operating · boating lifestyle

## get on the water

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MAP YOUR RESULTS:  kayaks  canoes  paddleboards

- Bay to Bay Boat Club**  
123 Lakeside Ave., Excelsior, MN 55331  
Get Directions  
Open today: 9:00 am - 9:00 pm  
baytobayboatclub.com  
(952) 401-3880
- Metro Lakes Marina**  
4850 Edgewater Dr. Mount, MN 55364  
Get Directions  
Open today: 8:00 am - 8:00 pm  
metro-lakes-marina.com  
(952) 472-9995
- Deephaven Marina**  
1234 Main St., Deephaven, MN 55334  
Get Directions  
Open today: 10:00 am - 8:00 pm  
deephaven-marina.com  
(952) 472-9995
- Howard's Point Marina**  
5054 County Rd 41, Excelsior, MN 55360  
Get Directions  
Open today: 7:00 am - 8:00 pm  
howardspointmarina.com  
(952) 472-9995
- Roy's Boat Rental**  
4850 Edgewater Dr. Mount, MN 55364  
Get Directions  
Open today: 8:00 am - 8:00 pm  
royboats.com  
(952) 472-9995
- John's Jetals**  
4850 Edgewater Dr. Mount, MN 55364  
Get Directions  
Open today: 10:00 am - 8:00 pm  
johnsjetals.com  
(952) 472-9995
- Metro Lakes Marina**  
4850 Edgewater Dr. Mount, MN 55364  
Get Directions  
Open today: 8:00 am - 8:00 pm  
metro-lakes-marina.com  
(952) 472-9995

**Ready to buy a boat?**

Find out what you need to know to buy a boat.

Related Articles

Thinking about getting on the water? The Beginner's Guide to Boating is for you.

Stay in touch  
Sign up for our newsletter

discover BOATING

# WEB SEARCH DRIVES CONSIDERATION OF BOAT OWNERSHIP

**Step 1:** Search and Display drive traffic to the Boat Selector.

**Step 2:** The Boat Selector guides people to their ideal boat type.

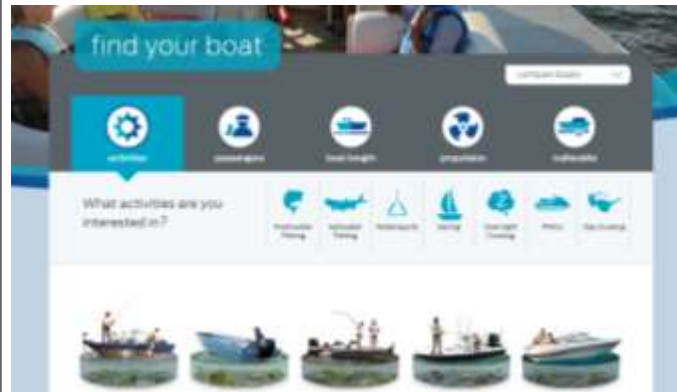
**Step 3:** Boat detail page encourages people to explore brands via links or dealer contact.

Google

bing

YAHOO!

Google  
Display Network



Manufacturer Referral  
(people who visit a  
manufacturer website)

DBLS Prospect



# REFERRALS & REPORT CARDS

Boat Manufacturers:  
Quarterly report cards will soon be delivered to your inbox

The image shows a preview of an email report card. At the top left is the 'discover BOATING.' logo, and at the top right is the name 'steve andrea'. Below this is a red header bar with the text 'YOUR MONTHLY REPORT CARD'. The main body of the email starts with a salutation 'Dear (so and so),', followed by a paragraph of placeholder text. A section titled 'October 1, 2014 to (date)' contains a table with two columns: 'Consumer visits to your website from Discover Boating:' and 'Leads:'. The values are 567 and 613 respectively. Below this is a section for 'Total FY2014: October 1, 2013 to September, 2014' with the same data. A 'WATCH AND LEARN' section features a video player with a thumbnail of a woman on a boat. The final section, 'TOOLS YOU CAN USE', lists 'Videos', 'Interactive Tools', and 'Printable Checklists' with corresponding icons and a list of three checkmarks. The footer contains copyright information for 2015 and contact details.

discover BOATING. steve andrea

## YOUR MONTHLY REPORT CARD

Dear (so and so),

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Portentisque conestis mi vel magna sodales, tempor conmodo maulla elefend. Fusce arcu nunc, auctor vel arcu eget, mattis tincidunt justo. Donec in ante dolor. Quisque faucibus egetas magna, it ornare lectus posuere id. Sed a libero nisl.

**October 1, 2014 to (date)**

Consumer visits to your website from Discover Boating:	567	Leads: 613
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**Total FY2014: October 1, 2013 to September, 2014**

Consumer visits to your website from Discover Boating:	567	Leads: 613
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### WATCH AND LEARN

Use analytics to view consumer visits to your website from Discover Boating.

### TOOLS YOU CAN USE

Videos Interactive Tools Printable Checklists

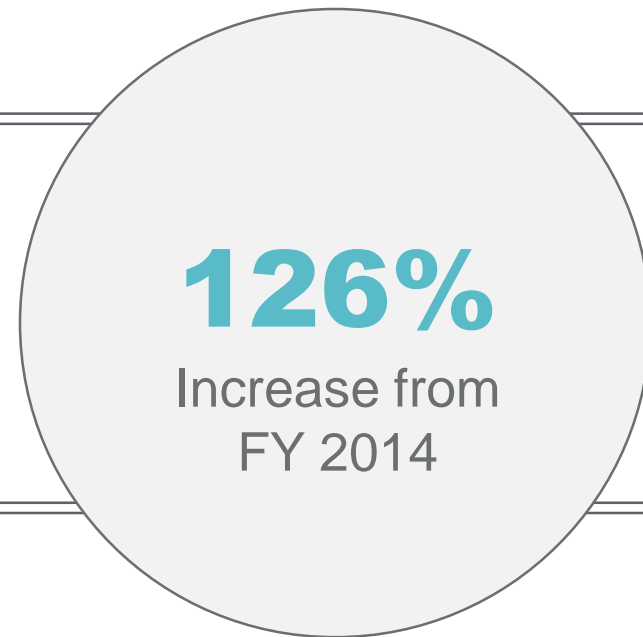
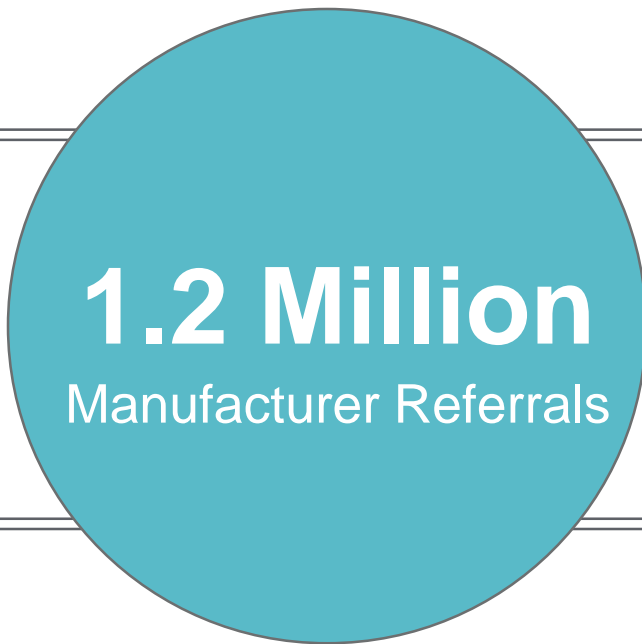
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# REFERRAL RESULTS TO DATE: ON TRACK FOR SUCCESS IN 2015



The background is a dark blue gradient with two prominent diagonal stripes in a lighter, vibrant blue color. The stripes originate from the top right and extend towards the bottom left, creating a sense of movement and depth.

# HOW TO GET INVOLVED

# PUT DB TO WORK FOR YOU OPTIMIZE YOUR WEBSITE

## Manufacturer Listings drive traffic to your site



### Boat Brands & Manufacturers

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | ALL

<a href="#">Aqua Marine, Inc.</a>	<a href="#">Aqua Patio</a>	<a href="#">Avalon Luxury Pontoon</a>	<a href="#">Barrington</a>
<a href="#">Berkshire Pontoons</a>	<a href="#">Cypress Cove</a>	<a href="#">Ezard River Marine</a>	<a href="#">G3 Boats</a>
<a href="#">Godfrey Marine</a>	<a href="#">Hank's FloteBoats</a>	<a href="#">Landsat</a>	<a href="#">Larsen Boats</a>
<a href="#">Lowe Boats</a>	<a href="#">Marlow Pontoon Boats</a>	<a href="#">Misty Harbor Boats</a>	<a href="#">Miznak Marine</a>
<a href="#">Manteco Bay</a>	<a href="#">Helm Beach Pontoons</a>	<a href="#">Helm Craft Boats</a>	<a href="#">Ezard King Pin</a>
<a href="#">Phantom Pontoons</a>	<a href="#">Hobiecraft</a>	<a href="#">Sanson</a>	<a href="#">Smoker Craft</a>
<a href="#">South Bay Pontoons</a>	<a href="#">Starcraft Marine</a>	<a href="#">Sun Tracker</a>	<a href="#">SunChaser</a>
<a href="#">Swampwater</a>	<a href="#">Sylvan</a>	<a href="#">Tahoe Pontoons, (Inc.)</a>	<a href="#">Veranda Marine</a>
<a href="#">Werner Pontoons</a>			

### Dealers and Manufacturers

Sign up to receive information from dealers and manufacturers on various boat types and models.

[contact dealers and manufacturers](#)

### SIGN UP

Ready to start making your waves? Sign up here and get in touch with a boat dealer in your area.

First Name

Last Name

Address 1

Address 2

City

State  Zip Code

Phone Number

Email

Do you own a boat?  
 Yes  No

When do you plan to purchase a new boat?

Your information will be provided to manufacturers and/or nearby dealers so they may respond to your request for further information.



# PUT DB TO WORK FOR YOU

## UTILIZE FREE MARKETING CONTENT

### Promotional Materials



- ▶ [Door Window Clings](#)
- ▶ [Bumper Sticker Pack](#)
- ▶ [Windshield Sticker Pack](#)
- ▶ [Welcome to the Water Continuous Loop DVD for Video Displays](#)

### Web Content:

#### Videos



- ▶ [Stories of Discovery](#)
- ▶ [Good Run Video](#)
- ▶ [Boating Guy Videos](#)
- ▶ [Discover Boating Commercials](#)

#### Interactive Tools



- ▶ [Boat Loan Calculator](#)
- ▶ [Cost Comparison Tool](#)
- ▶ [Spousal Conversion Kit](#)
- ▶ [Take Me Fishing Hotspot Map](#)

#### Logos



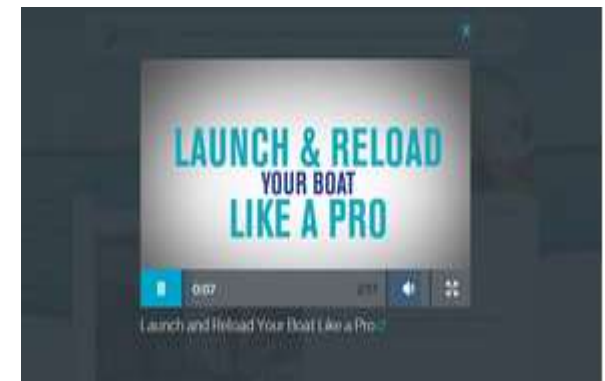
Download these Discover Boating logos to be placed on your web sites or your print materials. [Click for Logos](#)

#### Facts & Figures



Our Statistics and Research department provides members with the latest boating industry forecasts, market data, research and trends. [Review Facts & Figures](#)

# VIDEO VAULT: EDUCATIONAL HOW-TO'S



# PUT DB TO WORK FOR YOU JOIN THE CONVERSATION



Instagram



# QUESTIONS?

Armida Markarova – [amarkarova@nmma.org](mailto:amarkarova@nmma.org)

Ellen Hopkins – [ehopkins@nmma.org](mailto:ehopkins@nmma.org)