

# THE BOAT MARKETING INSIDER

HOW TO  
**ELEVATE YOUR  
SOCIAL MEDIA**

IN 2021

YOUR 90 DAY POST  
**COVID MARKETING  
ROADMAP**



HOW TO CREATE  
**CONTENT**  
FOR YOUR BUSINESS THAT'S  
WORTH SHARING... 101

How to  
**GROW**  
YOUR BUSINESS WITH  
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The world of social media marketing is noisy these days. The only way to succeed is to make sure that your social media posts stand out in a crowded playing field. You need to create content that's compelling and irresistible if you want to grab attention from your competitors -- or, let's face it, from your followers' friends and family. Here are some things that can help your Facebook posts and Tweets stand out in 2021.

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2021 brought us an unprecedented situation with a global pandemic that shut down cities across the US and abroad. Now, more than eight months into the pandemic, the road ahead is clearer than it was, but we still have a rough road ahead in many ways. With that in mind, I have some thoughts on what you can and should do in the next 90 days to get (and keep) your business on track for success.

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Content is king and all that. But how does a small business create enough good content to reach their marketing goals? That's the question. All you need is a primer with ideas that you can use in multiple ways to create content. That's what I'll do here -- break down simple content ideas that you can use (and reuse) to grow your business. Read on to learn more!

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Geofencing is one of those things that can sound intimidating if you don't understand it. Not to worry. That happens with any new technology. But geofencing is a strategy that I think small business owners should consider -- and you can't use it if you don't understand how it works. So with that in mind, here's the breakdown of what geofencing is, how people use it, and the resources you need to grow your business with it.

## Welcome to The Boat Marketing Insider

Thanks for checking out the October 2021 issue of The Boat Marketing Insider magazine, your online marketing resource guide for marine businesses. Each month, we'll be covering topics that resonate with marine businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Harry Casimir

CEO, Boat Marketing Pros

### THE BOAT MARKETING INSIDER IS BROUGHT TO YOU BY:

Boat Marketing Pros is a digital agency offering websites and digital marketing to the marine industry. We help clients all over the US connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So, we urge you to take action with some of the strategies we recommend.

To schedule a free strategy session, visit our website at [www.boatmarketingpros.com](http://www.boatmarketingpros.com).

Cheers!



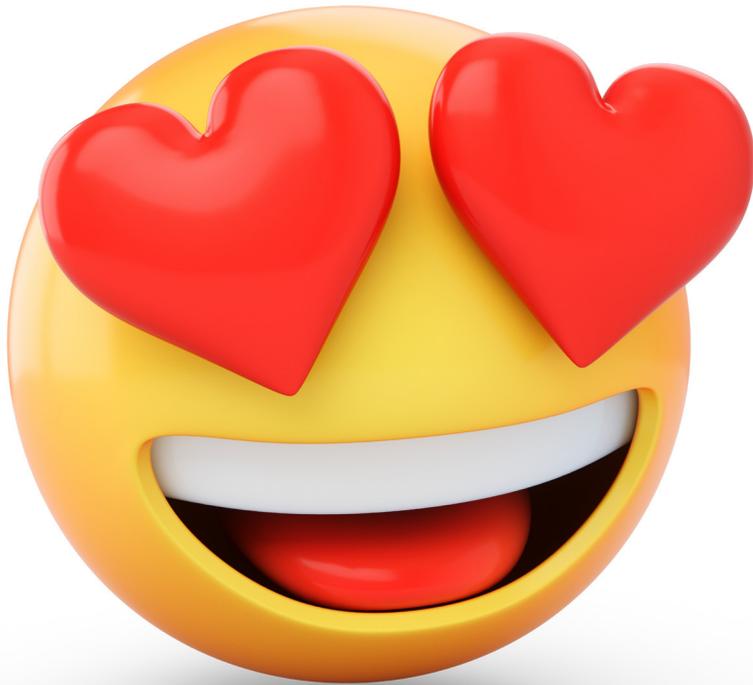
# 2021

## HOW TO ELEVATE YOUR **SOCIAL MEDIA GAME** IN 2021

The world of social media marketing is noisy these days. Getting your content to the people who are most likely to buy your products or use your services is akin to trying to flag down a car going 90 miles an hour on a six-lane highway -- when you're in a building on the side of the road. It's tough going.

The only way to succeed is to make sure that your social media posts stand out in a crowded playing field. You need to create content that's compelling and irresistible if you want to grab attention from your competitors -- or, let's face it, from your followers' friends and family.

Here are some things that can help your Facebook posts and Tweets stand out in 2021.



### UP YOUR EMOJI GAME

You might not think of emoji as professional but the bottom line is that internet users love them. Incorporating them into your social media content can help your posts stand out.

Go to [GetEmoji.com](http://GetEmoji.com) and you'll find a huge bank of emoji you can copy and paste into your posts.

It's important not to overdo it. Using one to three emoji per post is the right range. A word to the wise: make sure you know what an emoji means before you use it. I've seen more than one example of the "tears of laughter" emoji being used to express sorrow. If you don't know what it means, don't use it.

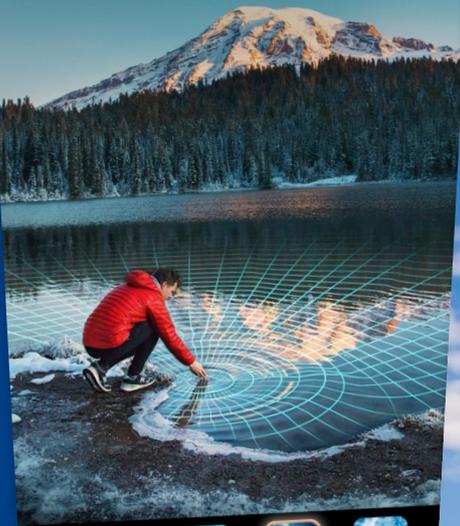
While it's common to see photographs and graphics attached to Facebook posts, visual imagery is less common on Twitter. One way to make your Tweets stand out in 2021 is to start adding images to them.

You should make sure to center your photos horizontally for the best appearance. If you're

### ADD IMAGES TO TWEETS

sharing more than one image, you may want to refer to this handy [guide](#) from Adobe that explains how to properly size images for sharing on Twitter.

## MAKE WATER FLOW



## 3D CAMERA EFFECTS



## EXPRESS YOURSELF



## ANIMATE YOUR PHOTOS

You already know that visual content is hugely popular on social media. The problem is that everybody knows it, which means that most of the content you'll see on your feed will have a photo or image attached.

One way to make your photos stand out is to turn them into animated GIFs. While there are

plenty of GIFs available online, your best bet is to take a few minutes to create your own.

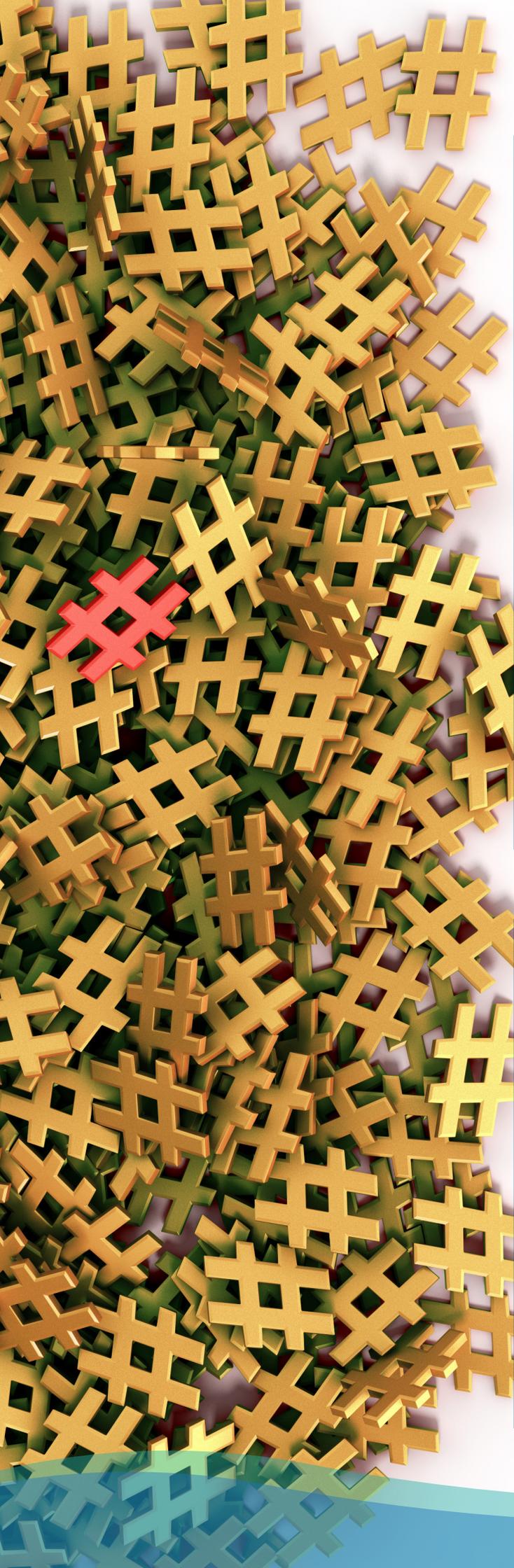
[Pixalooop](#) is a free tool that you can use to add animation to your photographs. You can choose to animate part or all of your picture. It's easy to freeze the parts that you don't want to animate. In addition to adding animation, you can choose from a library of video effects and overlay objects to make a memorable GIF.

When you think of social media content, you probably think of short, snappy posts that take less than a minute to read. While there is certainly a time and a place for short content on social media, one way to make your posts stand out is to share long form content.

Facebook is ideal for long form content because there is no limit on the number of characters you can post. You can also combine content types by pairing written content with photos, infographics, or videos.

## POST LONG FORM CONTENT

If you do decide to post long-form content, I suggest posting a TL; DR (too long, didn't read) synopsis at the top or bottom of your content. This type of summary will help people decide whether your content is useful to them.



## BECOME A HASHTAG EXPERT

Hashtags are everywhere and you might be forgiven for believing that using as many as possible is the answer to good social media marketing. In fact, that's not the case. Using too many hashtags can cause your posts to fade into the background.

Twitter guidelines suggest using no more than two hashtags per Tweet. You can use more but they count toward your 280-character limit. Your best bet is to choose one or two hashtags that will help the people in your target audience find your Tweets.

On Instagram, I've seen some people recommend using up to 11 hashtags per post, but I think 11 is too many. The truth is that the most effective Instagram posts have one to three hashtags.

It might be tempting to get cute with hashtags but that's not ideal for business-related Tweets. What I do recommend is creating a unique hashtag for your business and encouraging the people who Tweet about you to use it.

## USE SOCIAL MEDIA PLUGINS

You want people to be able to share your social media posts -- so why not make it easy? Adding social media plugins on your website or blog can streamline the sharing process and help your company be more visible on Facebook, Twitter, and LinkedIn.

For example, you can use a plugin such as Click to Tweet, which allows readers to click key quotes in your content and Tweet them to their followers.

Another option is to sync your blog with your Facebook or Twitter accounts to automatically share your new blog posts as they go live. It's a quick and painless way to get as many eyeballs on your content as possible, as quickly as possible.

Finally, you should absolutely include social media follow buttons on your homepage and blog. It used to be enough to simply put your Twitter handle and a link to your Facebook page on your site. However, today's internet users expect convenience. They'll be more likely to follow you if they can do it with a single click.



The social media landscape might be exceptionally crowded as we head into 2021 but that doesn't mean that you need to resign yourself to fading into the background. The tips here will help you to create the kinds of posts that people will notice -- and make it easy for the people who already follow you to find, read, and share your content.





Your  
**90 DAY**  
POST COVID MARKETING  
**ROADMAP**

The first quarter of 2021 brought us an unprecedented situation with a global pandemic that shut down parts of the country and created economic uncertainty and record unemployment. For a lot of businesses, that meant taking a new approach to marketing.

Now, more than eight months into the pandemic, the road ahead is clearer than it was then. With multiple new vaccines announced and an end in sight, we still have a rough road ahead in many ways.

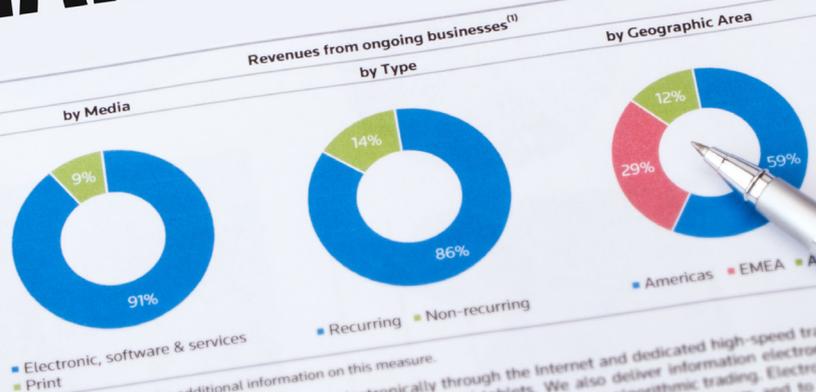
So... the big questions are:

- > What will businesses be doing to get back on track?
- > What will the new normal look like?
- > What are the ideal first steps (in the next 90 days) to set your business up for success?

With that in mind, I have some thoughts on what you can and should do in the next 90 days to get (and keep) your business on track for success.



# MARKETING PLAN



(1) Refer to Appendix A for additional information on this measure.

**By media.** We deliver most of our information electronically through the Internet and dedicated high-speed transmission lines to desktops and mobile devices such as smartphones and tablets. We also deliver information electronically over high-speed transmission lines to computer systems dedicated to high frequency or algorithmic trading. Electronic delivery improves our ability to rapidly provide additional products and services to our existing customers and to access new customers around the world. In addition, our offerings often combine software and services as integrated solutions that better serve the workflow needs of our customers. We also distribute some of our information in print format, primarily to customers of our legal business.

## AUDIT YOUR MARKETING PLAN

The first thing I suggest is a thorough audit of your marketing plan. A lot of companies hit the pause button -- or drastically reduced their marketing spending -- when the pandemic hit. For obvious reasons, that's not a long-term strategy.

I suggest creating a short-term plan that takes the current climate into consideration, and then mapping out some long-term plans as the situation evolves. With COVID cases spiking in the final quarter of 2021, we're not in the "after" yet -- but it's getting closer every day.

## EVALUATE YOUR SEO

In the early days of the pandemic, you may have been reluctant to drastically rethink your SEO, both on your website and in your ads. I think now is the time to make changes and do some planning.

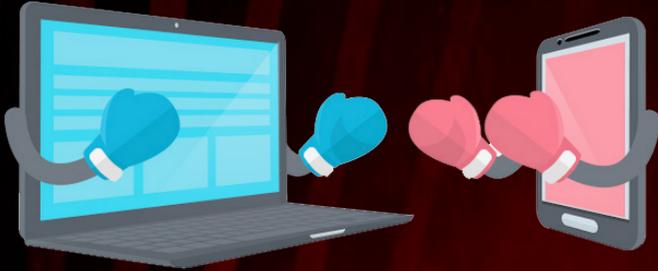
If there are changes in the way you do business that may impact the way people search for your company, then you'll need to incorporate them into your Google Ads and possibly your website. For example, if you're offering Zoom consultations or curbside pickup, then you should be using those things to your advantage while the pandemic is still top-of-mind for consumers.

At the same time, I suggest choosing negative search terms -- keywords that might be bringing you useless traffic. For example, if people are Googling "athletic shoes curbside pickup" to get to your site, and you don't offer curbside pickup, you should list "curbside pickup" as a negative search term.

I'd also suggest keeping a close eye on your traffic and search terms and updating them as needed. If you add a service or find that a term has become more or less relevant, you'll want to act to refine your traffic.

## MOBILE VS DESKTOP

This next topic is a tricky one. As of the time I'm writing this, in December of 2021, much of the United States is shutting down again as COVID-19 cases spike. Back in March and April, marketers noted a slow-down in mobile search as many people were working from home and glued to their computers all day.



Mobile traffic picked up again over the summer, but I expect to see it decrease again now and probably into the spring. The key is to do some non-mobile marketing while teeing up your mobile marketing strategy for the future.

Prior to the pandemic, estimates were that 75% of all digital traffic would be mobile by 2026. I don't think there's a reason to doubt that we'll get there, but mobile traffic is down now and you should be aware of that -- and market accordingly.

## FOCUS ON CUSTOMER RETENTION

It's always less expensive to retain existing customers than it is to attract new ones. It's possible you might have the marketing budget to prioritize new customer acquisition but if you don't, I suggest a focus on retention instead.

That may mean:

- > Revamping your communication strategy
- > Improving customer service
- > Revising automation to reflect current conditions

Of course, all these things may change as we get closer to the roll-out of new vaccines. It's important to review everything periodically and tweak as needed.

## USE YOUR ROI TO ADAPT

A lot of the business owners I talk to have told me that advertising channels that used to be fruitful are less so now. Of course, the reverse may be true as well.

That said, you should be tracking your ROI on every advertising and marketing channel and eliminating those that aren't delivering the results you want. Doing so will then allow you to redistribute funds to the channels that are working.





## INVEST IN MARKETING AUTOMATION

Finally, I believe that using this time as an opportunity to streamline your marketing and set yourself up for future success is the smart thing to do. Marketing automation will save you a ton of time and money in the long run.

You may want to consider:

- Building an email list and creating automated sequences for lead nurturing, customer reengagement, and other goals.
- Building chatbots to provide instant customer service on your website and social media.

➤ Creating social media posting schedules and getting ahead of the game with content marketing.

Best of all, using automation will make it easy to collect data and fine-tune your marketing going forward. If you can afford to do it, this is the ideal time to get automated.

These are uncertain times but doing the things I've outlined here can help you to navigate the remainder of the pandemic and be ready to adapt when it ends.



# How to Create **CONTENT** for Your Business That's *Worth Sharing... 101*



We all know that [content marketing](#) is the name of the game for businesses large and small. Content is king and all that. But how does a small business create enough good content to reach their marketing goals? That's the question.

The answer, as it turns out, is easy. All you need is a primer with ideas that you can use in multiple ways to create content. That's what I'll do here -- break down simple content ideas that you can use (and reuse) to grow your business.



## FAQ

Let's start with content that comes from a section you probably already have on your website: Frequently Asked Questions.

If you're like most companies, you have FAQs with short, snappy answers. I'm willing to bet that in most cases, you could flesh those questions out with additional information and suggestions to provide detailed and actionable con-

tent for your clients.

I suggest reviewing your FAQ and picking out questions where there's room to elaborate. Then, think about the best way to expand on the question. It might be a blog post, a short video, or an infographic. Whatever it is, you can share it to provide your customers with the kind of authority content they crave.

## Behind the Scenes

How do your products get made? You might think that people aren't interested, but there's a reason that shows like "How It's Made" are popular.

Think about your process and what makes it unique. Is there an element of your product

that's handmade? Do you have a shortcut that you created? Once you've identified a behind the scenes story, you can break it down into a slideshow, video, or photo array to share on your website and social media. Alternatively, you could do behind the scenes videos introducing your staff!



## Product Demonstrations

You won't be shocked to hear that product demonstrations are a kind of content you can create cheaply, but you might not realize the possibilities for content creation that are locked inside the products you sell.

Beyond the simple introductory product demo, you can show your customers the potential for other uses of your product. Even a product that

doesn't require a demo can be highlighted in a demonstration video.

For example, a clothing boutique that sells scarves could put together a demonstration video showing 10 different ways to wear a scarf. A kitchen supply company could show multiple uses for a utensil or condiment.

## Content Curation

Not every piece of content you post needs to be original. A big part of social media marketing is content curation, where you find content that's relevant to your audience and share it with them.

The key here is not to simply share the content as is. Instead, you should find a way to add some authority or a unique twist to it.

For example, you might find an article in your local paper or an industry publication with a list of... whatever. Instead of simply posting the list, share it and point out which item is your favorite and why. Alternatively, you could mention something that wasn't included in the list that you think should have been.



# Customer Testimonials and Stories

## WHAT OUR CUSTOMERS SAY

Happy customers are your best ambassadors and you should be featuring them in your content. While reviews are important, testimonials offer a more in-depth, story-oriented way to share the benefits of your products or services with your target audience.

The wide availability and affordability of video means that it's easy and inexpensive to film customer testimonials. You can even do them on Zoom!

To make your customer testimonials effective, it may be useful to map out an outline based on the customer's story. That way, you can share the kind of journey that will resonate deeply with people and help them to make an emotional connection with your product.

## Podcast

Have you noticed that podcasts are suddenly everywhere? There's a good reason for that. They're relatively easy and inexpensive to produce, and for some businesses, they feel less intimidating than video. Experts predict that podcast advertising will be worth \$1.33 billion by 2022.

From a marketing standpoint, the best thing about podcasts is that they feel personal and engaging. People can download them and listen when they're in their cars or cleaning the house. They offer a way for you to connect directly with your audience and share insights they can't get anywhere else.



# Storytelling is the best marketing!

## **Your Brand Story**

Differentiating yourself from your competitors is a must and content marketing provides the ideal way to do it. No matter what industry or niche you're in, your brand has a unique story that is yours to tell.

Whether you do it in a series of blog posts, a vid-

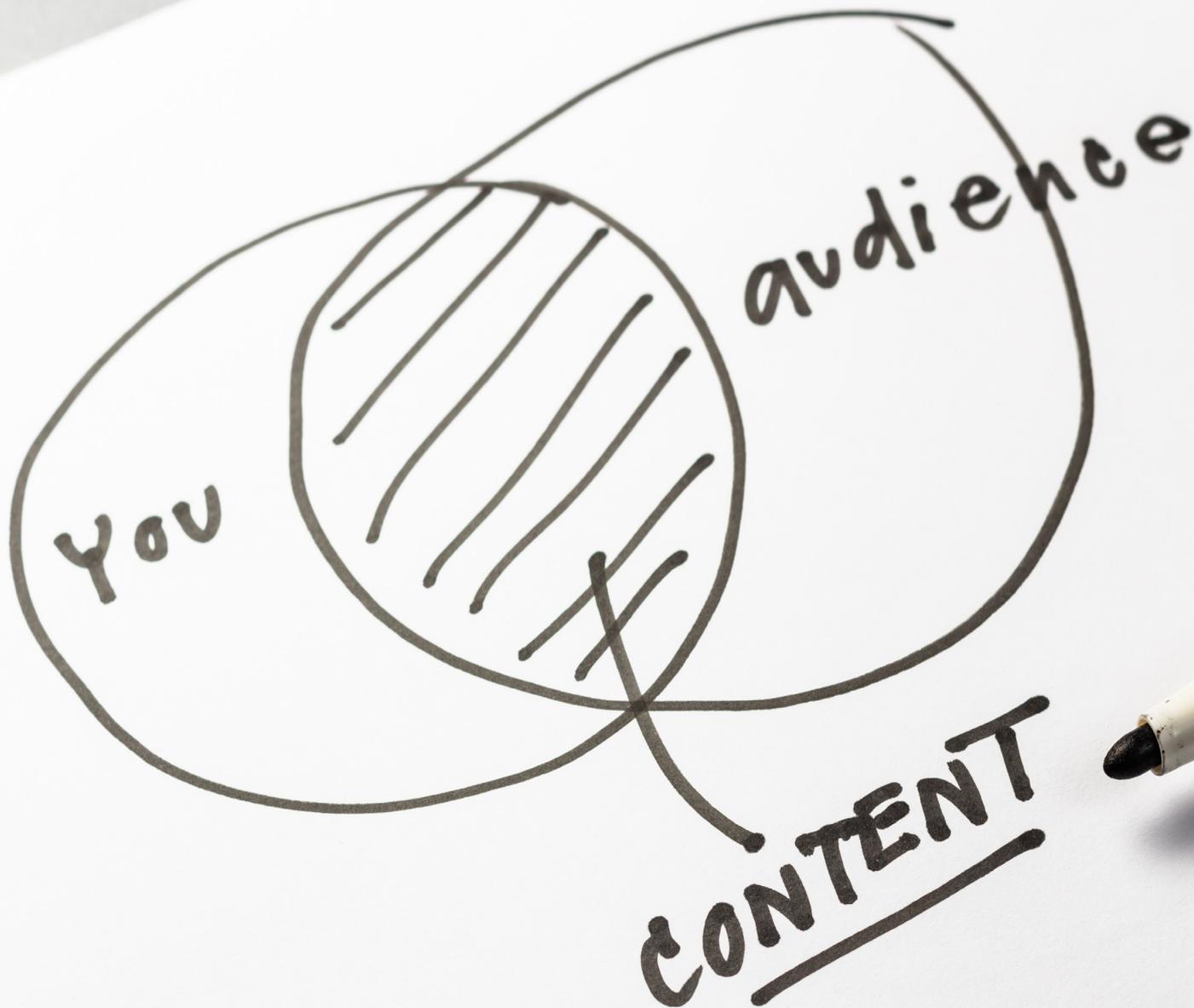
eo, or on your Instagram Story, tell the people in your target audience what you do, why you do it, and how you do it. Make sure to include the specific things that make you unique, whether it's a proprietary manufacturing process, personalized attention, or innovative products that deliver the solutions your customers need.

## **Seasonal Content**

It's always a good idea to create evergreen content because it has a long shelf life and will likely be as relevant two years from now as it is today. However, not all content needs to be timeless.

Seasonal content can be highly useful to your customers and entertaining at the same time.

Chances are that you've found yourself looking for content related to a holiday or time of year -- so why not provide seasonal content for your audience?



## Updated Content

Finally, don't assume that older content you've created is no good to you now. Instead, take an inventory of old blog posts, videos and graphics and see if there's an opportunity to update or improve them.

If there's information that could clarify or expand your existing content, add it and repost it. Take old video footage and intercut it with new footage. You could even break an old piece of

content into parts. For example, you could take a long blog post and transform it into a series of short videos.

I hope you get the idea. Your focus should always be on providing value and entertainment to your audience. You don't need to have a huge content marketing budget to create the kind of content that your audience will love -- and be eager to share.

How to Grow Your Business With

# GEOFENCING



Geofencing is one of those things that can sound intimidating if you don't understand it. That happens with any new technology. It's unknown and sounds vaguely expensive, and you might think that you need a lot of experience to figure out how to incorporate it into your marketing.

I get it. But geofencing is a strategy that I think small business owners should be using -- and you can't use it if you don't understand how it works and have resources to help you implement it.

With that in mind, here's the breakdown of what geofencing is, how people use it, and the resources you need to grow your business with it.



# What is Geofencing?

Geofencing is technology that draws a virtual fence around your business. You can specify the fenced area, which may be the shopping center where your store is located, a parking lot or garage, or even a larger radius around your store. When customers enter the perimeter, they'll receive a notification that provides an incentive to visit your store.

Geofencing is an enormously effective marketing tool. To give you an idea of just how big of a difference it can make, here are a few stats to chew on:

> 80% of shoppers say they are willing to receive location-based messages.

> Over 50% of consumers who receive a location-based notification from a store will visit the store.

> 72% of people who open the notification will follow through with a purchase if a CTA is included.

That last statistic is interesting because it indicates that you can benefit from geofencing even if you have an online store because some people may not visit the store, but they'll make a purchase later.

You should also know that geofencing can be used in online marketing. In 2021, people are visiting brick-and-mortar stores less frequently due to the pandemic. However, you can use last year's shopping information to geofence people online.



**Uber** 2m ago

Welcome to San Francisco. Would you like us to pick you up? There are currently 3 cars near the airport.



**Starbucks** now

Hi Phil! You are near Starbucks Oxford st. Currently 50% off on your favorite drink: Vanilla Latte!

slide to open



**Vouchercloud** now

It looks like you are near Hotel Chocolat at Cabot Circus, why not treat yourself? Pop in now and save with Vouchercloud.

slide to open

## Examples of Geofencing

A lot of big companies use geofencing and their success illustrates why it's a marketing technique that's worth your time and money. Here are some of my favorite examples.

The first is one that's been used by both Starbucks and Dunkin' Donuts. When people who have their apps come within a specified distance of one of their locations, they'll receive a notification letting them know how close they are and offering a discount on their favorite drink. This option combines geofencing with personalization to great effect.

Cosmetics company Sephora uses geofencing in a smart and unique way. When a customer with their app enters a Sephora store, they re-

ceive a notification asking them if they want to use a "store companion." The companion offers information about past purchases, recommended products, limited-time offers, and store events.

Finally, here's an example that makes me laugh. Burger King used its app to send customers a notification to go to McDonald's. That might seem crazy, but when users got within 600 feet of McDonald's, they received an in-app coupon for a one-cent Whopper.

As you can see, geofencing offers you the opportunity to interact with your customers in a way that's useful to them and profitable for you -- and even to have a little fun along the way!

# Geofencing Resources to Use

The idea of figuring out how to target customers based on their location may seem like a complex one but it doesn't need to be. There are two main options to consider:

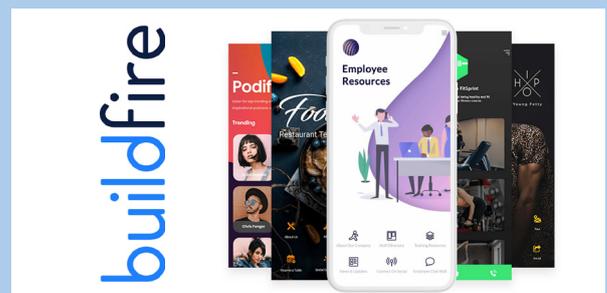
1. Create an app for your business and include location with it. If you already have an app, you may have the ability to target customers locationally already. Set it up to send notifications within a certain radius of your store.
2. If you want to send an ad to every mobile user in the area, whether they have your app or not, you'll need to partner with a company that specializes in mobile advertising.

The good thing about creating an app is that you can do it at a relatively low cost and let your customers know that if they download it, they'll receive special deals and discounts they won't get anywhere else. The chances are good that your regular customers will be happy to download your app.

If you decide to build an app, here are some resources you may want to try:



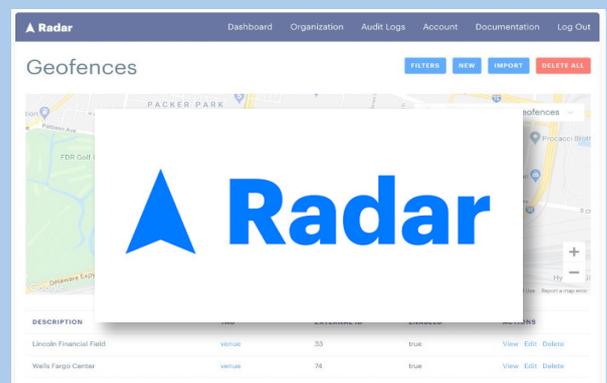
**OutSystems** has an app builder that you can try for free. They claim to be able to cut app development time by up to 75%.



**Buildfire** also has a free trial and has every function you can imagine available.



**Flutter** is an open source app builder that you can use for free.



**Radar** is an app builder that's specifically designed for geofencing.

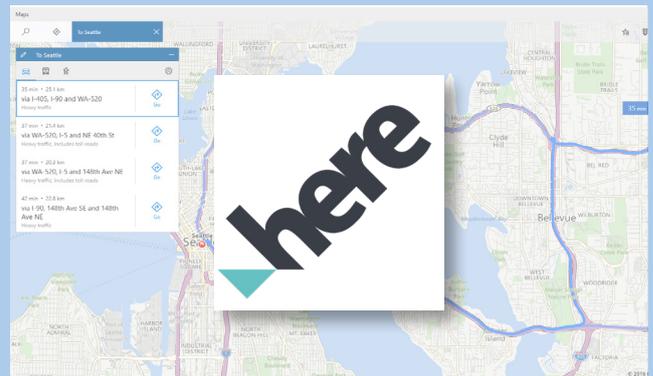


You may opt for geofencing software instead. Here are some suggestions.



**PlotProjRight moment marketing | Plot Projects | Plot Projectsects** is a company that specializes in locational marketing. Their PlotProjects SDK can be added to an existing app or they can help you build an app from scratch with the geofencing capabilities you want.

**Herow** is a privacy-first mobile solution that can help you optimize your locational marketing. In addition to tracking customer behavior, it provides statistics and analytics to help you refine your marketing.



**Pathsense** offers a variety of geofencing modules that you can use to connect with both iOS and Android users via your app and other tools.

**HERE Location Based Services** offers a full array of location-based services, including store mapping and geofencing. They offer an app builder as well.

The above geofencing options are all free although some offer premium options as well. What I hope you'll take away from this is that you don't need to spend a lot of money to get started with geofencing. It's a low-cost and highly effective way to connect with your audience.



If you're someone who's already used geofencing and wondering how to adapt it to online marketing, I suggest using your data first, to connect with your existing audience online and then, to create a lookalike audience. Doing so will help you connect with a new group of potential customers for your business.

Geofencing is one of those things I think is going to increase exponentially in the next five years. Now is a great time to implement it -- and get a leg up on your competitors!





## Ready for MORE **CUSTOMERS?**

Connect with us today for your complimentary strategy session, and tell us about your goals. You'll get a professional appraisal of your current website and we'll tell you how you could be doing better.

### **NO STRINGS ATTACHED.**

These sessions book up fast – sometimes weeks in advance so don't wait, connect with us today to schedule your complimentary strategy session today.

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