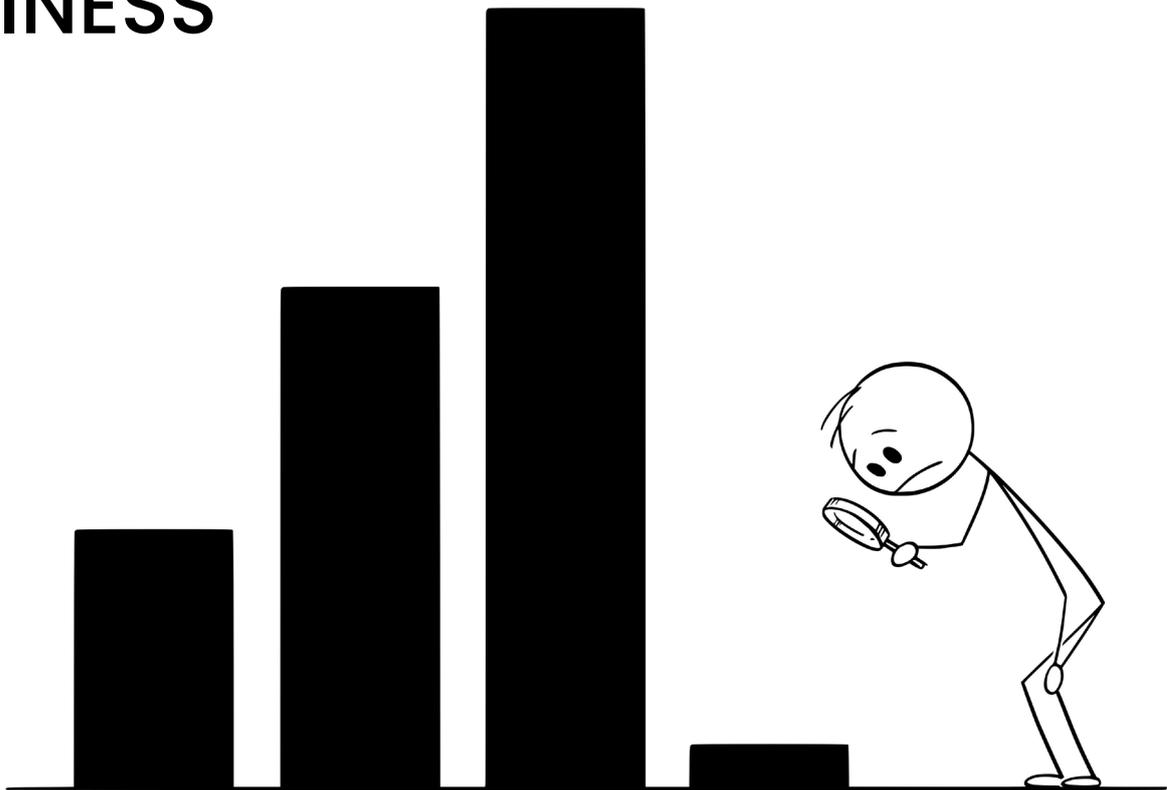


THE BOAT MARKETING INSIDER

VIDEO MARKETING 101
FOR LOCAL
BUSINESS

HOW TO
BOUNCE BACK
FROM A SALES SLUMP



7 UNDERRATED SOCIAL MEDIA
STRATEGIES
YOU SHOULD BE USING NOW!

Why Your
Business Needs a
LEAD MAGNET

Contents

Video Marketing 101 for Local Business

03



If content is king, then video content is the reigning emperor. By 2022, online videos will make up more than 82% of all consumer internet traffic - 15 times higher than in 2017. If you want to engage

with internet users who make up most of the world's population, you need compelling, attractive, and engaging video marketing strategies. It doesn't take much to craft an engaging video with nothing more than some decent lighting and a compelling story. That is perfect for smaller businesses that may not have the deepest pockets for marketing campaigns.

How to Bounce Back from a Sales Slump

10



Sales slumps can happen because of new competition, off-season demand, or a slew of other simple problems, the thing to remember if you have to push forward. The best tool in your arsenal as a business is

consistency. Stay focused on the long-term goals of your company and do your best to be proactive about any short-term slumps, and you will have a successful strategy. In the meantime, here are a few tips and tricks to keeping your sales flow moving forward even during the worst of times.

7 Underrated Social Media Strategies You Should Be Using Now!

16



Growing your small business' social media presence is crucial to your success, especially in today's digital age. While you may think otherwise, lacking a social media presence in today's online ecosystem is the

downfall of most modern businesses, ultimately categorizing your business as irrelevant and non-existent in the eyes of consumers. So, how do you begin to grow your social presence? By employing efficient and effective social media strategies. Luckily, in this article, we'll be sharing several tips and strategies that your small business can immediately implement!

Why Your Business Needs a Lead Magnet

23



A lead magnet is a well-known marketing tool that increases new leads by offering some kind of value in exchange for their contact information. You've probably seen these used in a variety of places online.

The reason these are so valuable is because email is still king. More than half of consumers trust emails they receive from companies they signed up for compared to random unsolicited emails. Here are some of the best types of lead magnets that can be delivered through email to increase your conversions and boost revenue.

Welcome To The Boat Marketing Insider

Thanks for checking out the December 2021 issue of The Boat Marketing Insider, your on-line marketing resource guide for marine businesses. Each month, we will be covering topics that resonate with 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 complex-ities 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 of 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.

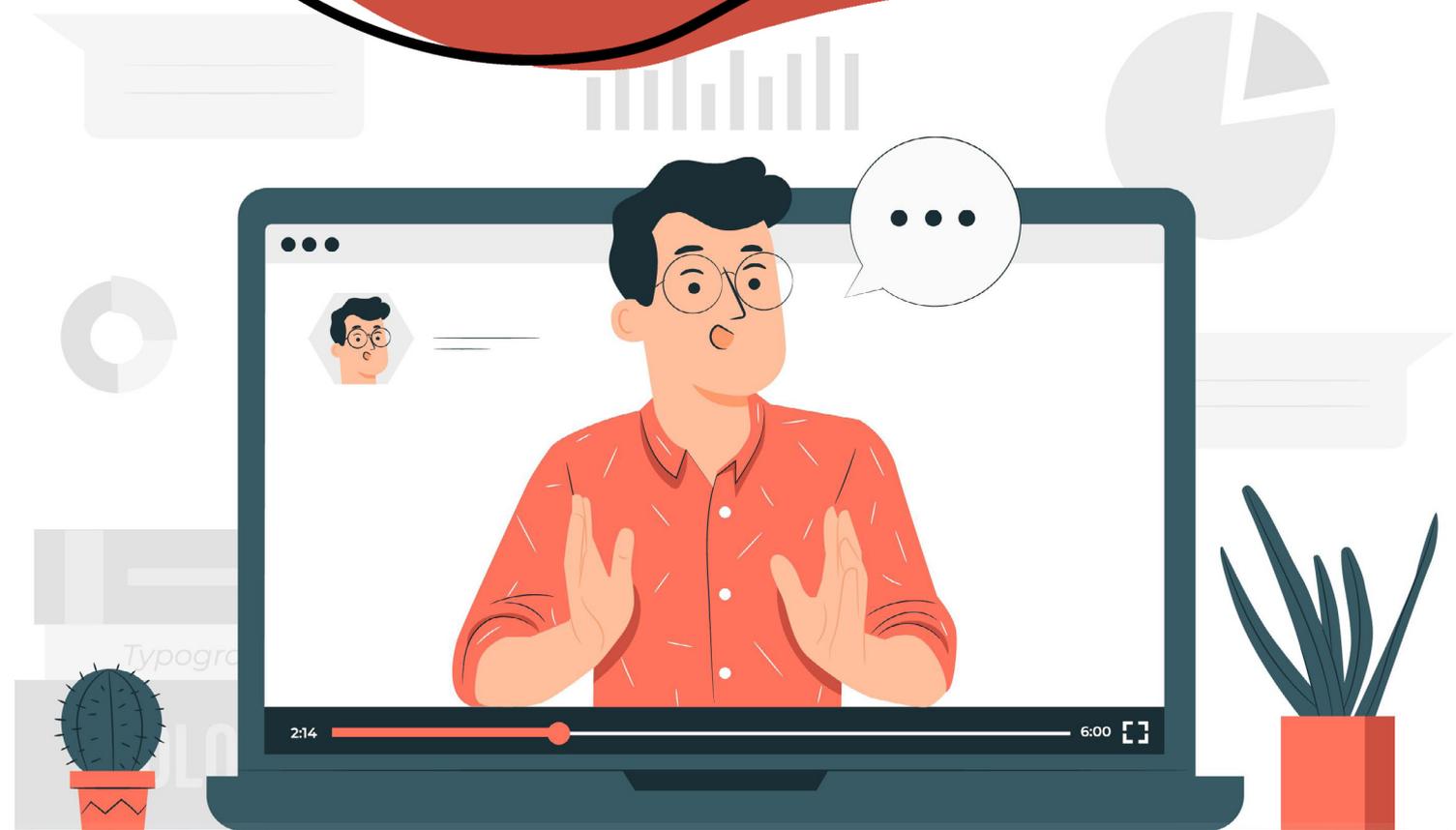
So, we urge you to take action with some of the strategies we recommend.

To schedule a free strategy session, visit our website at www.boatmarketingpros.com.

Cheers!

VIDEO MARKETING 101

FOR LOCAL BUSINESS



If content is king, then video content is the reigning emperor. By 2022, online videos will make up more than [82% of all consumer internet traffic](#) - 15 times higher than in 2017. If you want to engage with internet users who make up [most of the world's population](#), you need compelling, attractive, and engaging video marketing strategies.



WHY THIS MATTERS FOR SMALL BUSINESS

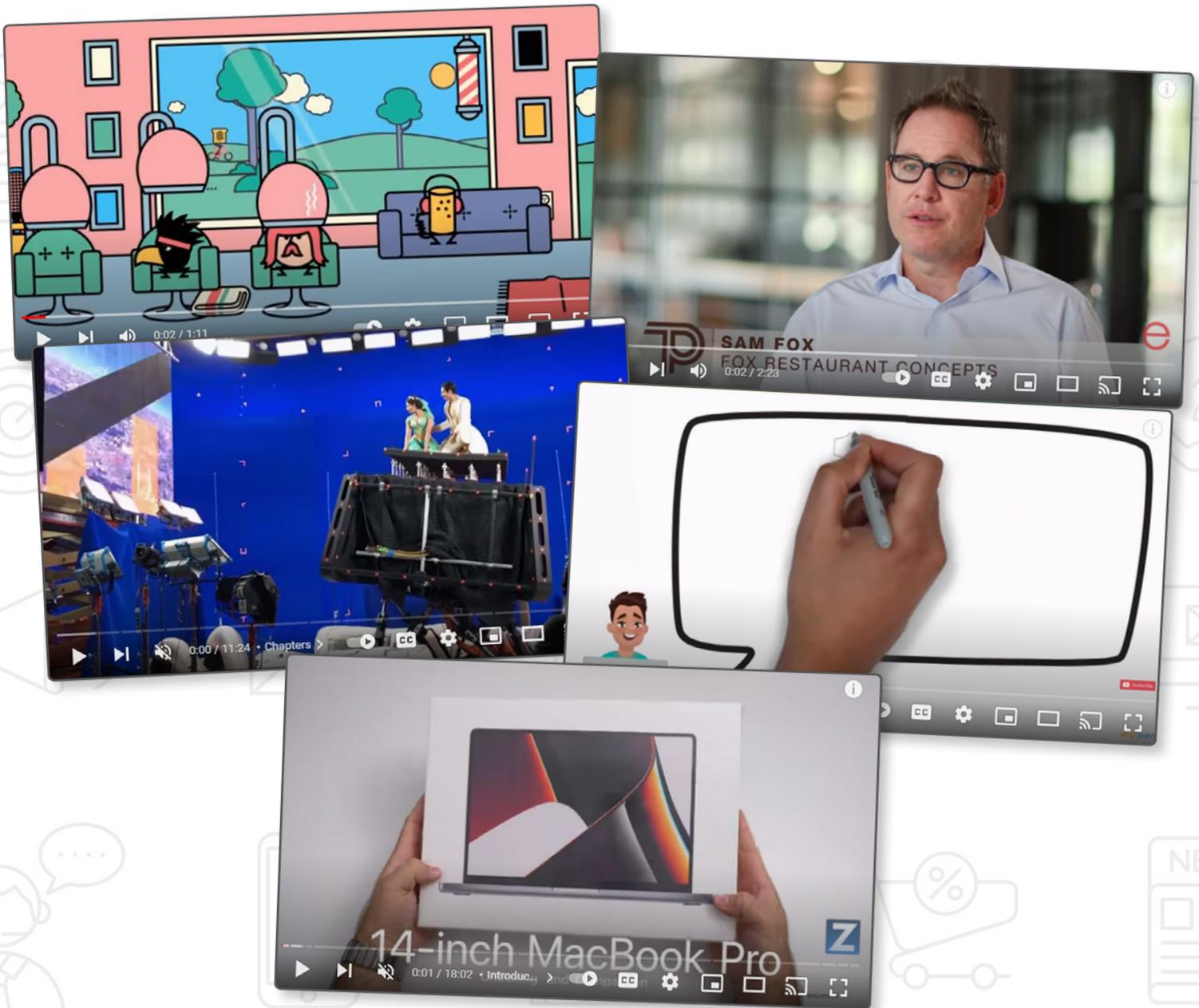
Running a successful business is all about managing operating costs while increasing sales and revenue. To do this, you need to choose strategies that have the highest ROI. Technology has finally caught up video marketing. Now practically everyone has a smartphone in their pocket capable of making movies that could be [featured in the Sundance Film Festival](#).

It doesn't take much to create an engaging video with nothing more than some decent lighting and a compelling story. This is perfect for smaller businesses that may not have deep pockets for their marketing campaigns but still want to do something relevant.

LOCAL MEANS LOCAL

... There are many types of video content your small business can create, including:

- Introductions
- Explainer Videos
- Testimonials from Clients
- Behind the Scenes
- Demonstration
- FAQs
- Brand Stories
- Product Reveals or Unboxing



With every one of these options, you have the opportunity to feature local-based talent, locations and content to engage your audience with.



LOCAL STORYTELLING IMPROVES SALES

There was a study done a while ago featured on the [Significant Objects](#) website where the experimenters decided to sell ordinary items they found at thrift stores and add compelling stories written by professional writers and authors. The result was practically a 20X increase in product value on average. Imagine selling a \$1.25 item for almost \$8,000!

Brand narratives increase brand value. This is a proven fact. If you want to increase the value of your company, tell a story through your video marketing. Personalize your content with local traditions that evoke an emotional reaction by your audience and use supporting data to hammer home those reactions.

A great example of this is [High Brew Coffee](#). Their brand story revolves around the founders, a married couple, drinking bold, cold brew coffee packed with caffeine to stay alert during a six-month rafting adventure through the Caribbean. The copy for that brand story practically writes itself.



SHOWCASE YOUR EXPERTISE EVERYWHERE

A woodworker named Marc Spagnuolo decided to take his hobby of making quality wood products online in 2006. Little by little, he made videos about how to construct custom bookcases, toy chests, and chairs, and his audience grew. He is currently sitting on [745,000 YouTube subscribers](#) and a growing company that sells membership plans, books, instructional videos, and supports a local charity.

This man is not the best in the world, and he never claims to be. His personable style and authenticity as a local husband and dad showing other people a valuable skill makes his videos highly valuable for customers across the globe. This has transformed his small business into a thriving online community.

What no one talks about is the marketing genius behind this company, [the founder's wife](#), Nicole. She took his videos and plastered them all over social media, their customized website, in email campaigns, and with any collaborators willing to give them some space. She leveraged the small-town charm of her craftsman husband to build a family business that will probably pay for the college education of their great-grandchildren.



EMOTIONAL RESPONSE

Viral content typically evokes high-arousal emotions. We're not talking about the "sideways no-pants dance" either. It means feelings that evoke a physical response. Think about those commercials and online videos that ignite something inside of you and triggers an emotional response.

The brand Always did a commercial a few years ago using the hashtag #likeagirl. In this commercial young actors were asked to perform actions "like a girl" including running, throwing, and fighting. In cases with boys or woman (older than their teens) they would mimic stereotypical actions of flailing around, and looking weak.

When the director asked the young girls 10-12 years old to perform the same actions. They do them normally, and often with incredible vigor.

This creates a brand story that supports teaching a new way of thinking about our society while celebrating woman - Always' target audience It evokes a feeling of inspiration and hope which makes it relatable and memorable.

While not every business will have a genius marketing agency like the one behind that commercial, the basic principles can be weaved into your local advertising techniques.

Participate and celebrate your local traditions that make people who they are, where they are.

Evoke a strong emotion when you celebrate your local traditions and the things that make a Mainer a Mainer and a Californian a Californian.

How to **BOUNCE BACK** From a Sales Slump



Bad news... There really is no way to avoid a future sales slump. Whether you run a seasonal lobster shack off the coast of Maine or a year-round charter boat service in Hawaii, you are bound to experience a short period when your bottom line fluctuates.

Sales slumps can happen because of new competition, off-season demand, or a slew of other simple problems, the thing to remember if you have to push forward. The best tool in your arsenal as a business is consistency. Stay focused on the long-term goals of your company and do your best to be proactive about any short-term slumps, and you will have a successful strategy.

In the meantime, here are a few tips and tricks to keeping your sales flow moving forward even during the worst of times.



ENGAGE WITH SOCIAL MEDIA

Love it or hate it, social media is here to stay. It offers a direct line of communication to your customers in fun, engaging, and attractive visual posts. Keep the pedal pushed down on your social media marketing to ensure your viewership and follower base do not dip into dangerously low levels. Host a social media contest with a unique Hashtag. There are currently 3.78 billion social media users globally, which is about half of the entire population. That means there are bound to be people who will appreciate your business.

If you're a grooming business. Put on a promotion for funny pet photos with the tag #myfunnypet and watch your numbers go back up as everyone from our local target market to the toy poodle owners in Siberia begins celebrating their goofy four-legged friends.

CELEBRATE LOYALTY

Too often, the knee-jerk reaction to lower sales is to immediately seek new marketing channels for lead acquisition. While this isn't a bad idea, don't go deep into that end of the campaign pool and neglect your loyal customers. Around 65% of a company's business comes from existing customers. That means the people helping you keep the lights on the most are the ones you've already built a working relationship with. Reward them with updated news, exciting early offers, and coupons to encourage them to purchase during an off-season.



STREAMLINE AND PERFECT

A sales slump is a great time to reevaluate your business process, customer journey, and sales funnels. It gives you the ability to do some quality A-B testing and review all the touchpoints of your customer experience. You can also get a breath of fresh air long enough to poke your head up and see what your competitors are offering.

This could be the chance to rebrand your company or update essential online visuals for your website, social media, and more. Think of the classic ice cream shop that closes for the winter months. When they open back up, they create a lot of buzz with new flavors or some kind of comfortable outdoor seating area that signals to customers they are strong, growing, and ready to engage.

MAINTAIN COMMUNICATION

It costs 5 times as much to acquire a new customer as to keep a current loyal client. The easiest way to maintain your existing customer base is to continually offer them value in the form of communication. Minor updates via email or social media show you're still there and preparing for the next wave of orders. This is a great time to get customer feedback and develop your brand story. A compelling story with an emotional trigger alters our brain chemistry, making us more trusting and willing to engage with new ideas.

Airbnb is a master class in brand storytelling. The name alone conjures images of A-Frame forest getaways built by individual hosts creating unique local places to stay for your next adventure. Attaching a high-quality story to your brand identity goes a long way to maintaining communication and loyalty with your current and on the fence customers.



MARKET OR DIE

A sales slump means you have fewer leads. Now is the time to engage in some quality lead magnets. These are low-cost trade-offs for encouraging higher sales that you and your team can quickly create. Consider writing a short guide for your product or service that you offer for free in exchange for email information. Maybe now is the perfect time to launch your new video series on how to prepare for a marathon to support your custom line of running shoes. Offering high value for your customers is a great way to wrap them into your sales funnel and encourage future sales.

Again, make sure you involve your social media campaigns with any kind of new lead magnet. A sales slump is the best time to focus on your paid advertising. It means you need eyeballs on your brand to offset any current losses.



ADD VALUE

Do your best to avoid cutting prices to compensate for leaner sales numbers. You do not want to devalue your products or services. In fact, you want to add value if possible. Rewards & incentives are a great way to keep your customers coming back. Nobody can turn down the dopamine buzz from a great deal. Focus on delivering what your business does best and let user-generated content like online reviews to increase the perceived value of your business.

Starbucks has an promotion where they will offer customers a free drink for their birthday in return for [signing up for their loyalty program](#). They didn't change anything to the product side of their business but instead added value to the loyalty side of being a customer. That is smart marketing!



WRAPPING IT UP

A sales slump is not the end of the world. A little preparation and action plan can go a long way to making sure your business can weather even the harshest of storms. Following a few easy steps can drastically increase the perceived value of your brand and build up customer loyalty. This leads to more sales now and in the future from repeat customers.

The reason for the sales slump may be out of your hands, but if you keep your marketing nose to the grindstone during those slow times, it will pay off as customers come back around.



7 Underrated **SOCIAL MEDIA** **STRATEGIES**

You Should Be Using Now!

Growing your small business' social media presence is crucial to your success, especially in to-day's digital age. While you may think otherwise, lacking a social media presence in to-day's online ecosystem is the downfall of most modern businesses, ultimately categorizing your business as irrelevant and non-existent in the eyes of consumers.

Having an active social media presence not only allows you to promote your business but it allows you to share your brand story, engage with your customer base, and reach those you wouldn't otherwise have the opportunity to reach.

In short, having an active social media presence can have a major impact on the growth of your business, the reputation of your business, and ultimately, the bottom line of your financials.

So, how do you begin to grow your social presence? By employing efficient and effective social media strategies. Luckily, in this article, we'll be sharing several tips and strategies that your small business can immediately implement!

Below are seven (7) of the most underrated social media strategies that small businesses and local businesses alike can implement immediately for success:

- Build Trust Through Influence
- Use Automation Tools to Streamline Your Business
- Humanize Your Business with a “Behind the Brand” Approach
- Focus on the People, NOT the Profits
- The Three C’s: Create Consistent Content
- Use Platforms that Your Target Audience Uses
- Utilize Your Cover Image for Promotion

BUILD TRUST THROUGH INFLUENCE

Influencer marketing is a popular social strategy used by brands, large and small, employing other non-compete brands, relevant influencers, and PR events to promote a product or service.

While influencer marketing is most commonly used to promote a brand's products and/or services, however, there's a larger benefit that most overlook, and that's consumer trust. After all, there's no denying that people trust people more than they trust brands and businesses.

As a small business, A-list influencers are unlikely to be within your marketing budget. However, that doesn't mean you can't implement an

influencer marketing strategy. By using micro influencers, local accounts of relevance, and user-generated content, you can begin to build trust through influence.

Finding suitable micro influencers doesn't have to be difficult either. In fact, there are several resources available within your grasp. Aside from the obvious manual search that can be effective but time-consuming, there are also social media management platforms available for search.

You can learn more about finding local micro influencers by using sites like [Social Blade](#) and [People Map](#).





USE AUTOMATION TOOLS TO STREAMLINE YOUR BUSINESS

Besides the tools used to search for relevant micro influencers, there are also several automation tools available to be used at your discretion. Not only will these tools allow you to streamline your operation, but it will make your marketing strategy much more automated so that YOU can put your time towards growing your business.

Whether you need to automate your social media posting schedule or your digital ad bidding strategy, there are tools that can help.

The following is a list of tools to look into:

- Sprout Social: SM Management Platform
- Hootsuite: Social Media Management Platform
- HubSpot: All-in-One CRM Tool
- MailChimp: Email Marketing Automation Tool
- AdRoll: Advertising Automation Tool

In any business, big or small, time is money. By saving time on tedious tasks, you save money in the long run, ultimately allowing you to grow your business in real-time.

HUMANIZE YOUR BUSINESS WITH A “BEHIND THE BRAND” APPROACH

In today’s digital world, consumers see through the noise. In other words, while brands were once able to hide behind their content, consumers now value transparency and relatability more than ever. One way to practice transparency and relatability?

Get personal with your audience and share an inside look into your business’ processes, people, and culture.

This can be achieved by going live on social, incorporating brand faces into your content, sharing an inside look into the behind the scenes of your op-

erations, and personally engaging with your community.

Building customer trust is key for a business’s success. How you do that is by being transparent, honest, and relatable as possible. Humanize your brand and begin to see your business flourish on social media!

FOCUS ON THE PEOPLE, NOT THE PROFITS

While content is king in the world of social media, too often, businesses saturate their content with promotional material and sales tactics. As mentioned in the previous tip, consumers see right through this. Consumers don’t want to be sold something; they want to be a part of something greater.

By shifting your focus away from profits and promotion

and towards community engagement and relationship building, you’ll quickly begin to notice that your audience is more likely to invest in your brand, share their positive experiences through reviews and other user-generated content (UGC), and openly share their feedback with you.

This is helpful for several reasons. Not only does it limit the

amount of spend you need to put towards marketing and promotion, but it also creates a free source of influencer marketing (UGC), builds brand reputation, and ultimately grows the bottom line of your business.

By focusing on the people rather than the profits, you’ll ironically begin to see the profits pour in!





“ It’s what allows you to stay relevant; it’s what provides value to your customers; it’s what allows you to share your message; and it’s what allows you to build brand awareness. ”

THE THREE C’S: CREATE CONSISTENT CONTENT

As mentioned above, content is king. While it’s smart to focus your content around your community rather than promotion, it still requires you to develop an effective content marketing strategy.

Content is the backbone of most businesses online presence in today’s day and age - especially small businesses. It allows you to stay relevant; it’s what provides value to your customers; it’s what allows you to share your message; and it’s what allows you to build brand awareness.

Simply creating content, however, is not enough. You need to create compelling content that your audience engages with, consistently, And during the times they’ll most likely see and engage with it. By building out a monthly content plan using a content calendar, repurposing old content, and experimenting with different content ideas, you’ll start dialing in what works and eliminating what doesn’t.

Plus, you’ll be able to remain relevant and continue to provide value, ultimately increasing engagement and and experiencing a greater ROI.



USE PLATFORMS THAT YOUR TARGET AUDIENCE USES

It's no secret that social media is an incredible tool for your business. However if you're not active on the platforms that your target audience are on your efforts are largely for nothing.

Take Nike for example...Their audience is so large that all social media channels are relevant. Now consider a small, local automobile shop whose target audience is 45–55-year-old males. Sharing content on TikTok, for example, is likely going to be ineffective because, well, how many 45–55-year-old males are on TikTok seeking automobile content?! Instead, Facebook is likely the most relevant platform.

Learning who your target audience is and where they spend most of their time online is a surefire way for choosing the correct platform(s) to share your content and capitalizing on your audience's attention.



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Promote



USE COVER PHOTO FOR PROMOTION!

Your social media pages are highly visible assets for your business. Especially Facebook because there is only one thing everyone notices first – your cover photo.

This is the holy grail of visual real estate on your page. A virtual billboard for your business that you really should be tapping into, and the odds are, you're not. Don't waste this opportunity with just your logo a lame vision statement. Use the space to promote your business! You can pro-mote sales, special discounts, upcoming events, important news, announcements and more. This strategy is super effective but not used nearly as much as it should be.

Before you know it, you'll be converting more of your fans into customers and will continue to repurpose your cover for future promotions,

The content shared on social media is key, and now more than ever your social media presence plays a role in the success of your small business. By implementing the tips discussed through-out this article, you'll be able to gain a better understanding of your audience's behavior, thus being able to make better decisions surrounding the content that you post!

Wrapping up... Now, more than ever your social media presence plays a role in the success of your business. By implementing just some or all of our tips we covered in this article, you'll be able to make better decisions about the content that you post and strategies you want to use to grow your presence online! And don't be afraid to experiment along the way! Social media is fluid and constantly changing, and so should your marketing strategy.



Why Your **BUSINESS** Needs a **LEAD MAGNET**

The online world is full of competition that can drown out your marketing campaigns with nothing more than a strategically placed cute cat meme. To ensure your messaging rises above the rest, you need to integrate every single technique and customer touchpoint possible. That is where the power of a lead magnet can help.

A lead magnet is a well-known marketing tool that increases new leads by offering some kind of value in exchange for their contact information. You've probably seen these used in a variety of places online.

The reason these are so valuable is because email is still king. More than half of consumers trust emails they receive from companies they signed up for compared to random unsolicited emails.

As a result, email marketing is still one of the most productive and highest ROI methods, especially for small to medium-sized businesses. It generates \$42 for every \$1 spent. That is a 4,200% ROI!

Capturing those high-value email addresses is going to take some sort of value exchange. You need to offer something worth a direct line of communication to your customers. Here are some of the best types of lead magnets that can be delivered through email to increase your conversions and boost revenue.



25%

Coupons & Discounts

The [majority of consumers](#) report that they will change their purchasing habits based on the coupons they receive. That just means opportunity for you!

Offering coupons and discounts is an excellent way to capture leads to build longer-lasting customer relationships. The cost of a 25% off coupon is much lower than the cost of acquiring a loyal customer and it instantly creates good will between your business and new customer. That means they're more likely become repeat customers.



CASE STUDY

Video

When it comes to video lead magnets for a lot of small businesses – ebooks, training courses, webinars, white papers, checklists, just aren't going to convert the same way as they do for digital marketing related products and services.

But regardless video is still one of the best types of lead magnets and there are two types of video lead magnets that convert pretty well.

“How-To” videos are basically the most useful content consumers search for online. Demonstrate to your viewers they've got a problem and your video can help them find a solution.

“Case Study” videos pack a one-two punch mixing a “how-to” video and a customer testimonial video all in one.

I'm sure there are other ideas local businesses can use video to generate leads but these two are proven to get results.

Ready-Made Templates

Pre-made templates are a great way to increase leads, and they have the added bonus of being incredibly easy to make. With modern tools like Canva for graphics and a decent understanding of Microsoft Office, your team can bust out a few quick templates for practically anything.

Whether you want to offer pre-made social media posts your clients can fill in or ready-to-use financial documents for a new business, pre-made templates will undoubtedly provide high value for your leads.

Free Report & Guides

Not to be confused with e-books. You don't need to have a five-volume tome on wood-working to encourage more people to visit your website. Using a quick written "how-to" guide for building a small birdhouse will be more effective.

If you work in travel you could create a checklist with a "post pandemic" packing guide for a customer's next trip to Disney World. The possibilities are only restricted to your own imagination with this one. Think about the healthcare industry and how often you've come across "10 Foods for Lower Cholesterol" guides while shopping for a decent vitamin online.



```
package com.example.entity;  
public class User {  
    private Long id;  
    private String firstName;  
    private String lastName;  
5  
6  
7    public User(Long id, String firstName, String lastName) {  
8        this.id = id;  
        this.firstName = firstName;  
        this.lastName = lastName;  
    }  
    public Long getId() {  
        return id;  
    }  
    public void setId(Long id) {  
        this.id = id;  
    }  
}
```

- └─ projects
- └─ git
- └─ conf
- └─ src
- └─ ?
- └─ test
- └─ target
- └─ resources
- └─ com
- └─ ac.search
- └─ ac.rat
- └─ ac.breck

But before you start generating any leads, make sure you have your autoresponder setup (we like Mail Chimp and Constant Contact) and follow up email series to nurture your new leads. Be sure there's a clear option to unsubscribe. You never want anyone on your email list that doesn't want to be there in the first place.

Summing it up...

Lead magnets have become an essential marketing tool for small businesses to quickly scale and grow revenue without breaking open the piggy bank to pay for the campaign.

So, what's your next lead magnet going to be?



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