



NATIVE MARINE

DEALER MARKETING

// A PARTNER IN YOUR ONLINE MARKETING

MARINE DEALER

DIGITAL MARKETING

SERVICES 2023

NATIVE-MARINE.COM

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OUR FOCUS

Our focus is on building meaningful brand experiences and driving consumer engagement for our clients. We do this by designing a personalized brand strategy and implementing it through the evolving world of digital marketing.

We're a small team based near Portland, Maine. We specialize in driving measureable results for the dealers we partner with through our industry tailored process designed to reach consumers at every step of the sales funnel.

Native is here to drive engagement, and encourage the way people think about the brands we work with.

HOW WE CAN PARTNER WITH YOUR DEALERSHIP

We value ourselves as great listeners because we believe that is the key to a successful partnership. Our relationship together begins with us first learning your journey.

Through industry expertise, market research, data insights and routine management, Native works to place you in front of leads & potential buyers at all stages of the process. The right message at the right time. Get started with Native Marine Dealer Marketing today.



DIGITAL MARKETING MANAGED SERVICES

Take advantage of Native's managed services to seamlessly connect your brand strategy across multiple tailored touchpoints along the customer journey.

From first exposure of paid social media brand awareness campaigns, to search engine marketing to down funnel on-site landing page leads, we have a history delivering the right message, to the right audience at the right time.

WHAT YOU CAN FIND HERE

A general summary and our unique approach to our range of digital marketing and lead generation services, tailored to Marine industry specific best practices.

IN HOUSE SPECIALISTS A DEDICATED TEAM

Dedicated account specialists and a team built around industry experience are what brings a successful partnership between Native Marine and the dealers we serve.

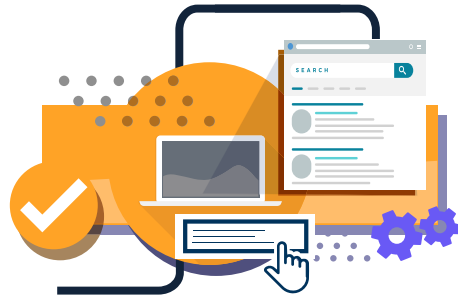


TRANSPARENCY & ACCURACY THROUGH REPORTING

Identifying, optimizing for and reporting on metrics that matter most to your dealership.



DIGITAL MARKETING GOOGLE ADS



Advertise on the platform where users are actively searching for solutions you have to offer.

Through use of search intent via keywords, in-market audience targeting & demographics we put your message in front of the right audience at a key point in the boat buyer's customer journey and sales cycle.



90% of those conducting searches haven't made up their minds about a brand yet.*

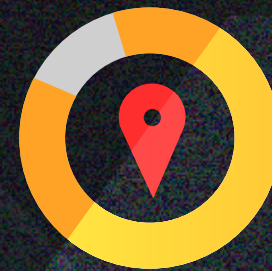
Making PPC advertising a critical point in the consumer journey where they are crossing the interest into consideration phase and closer to becoming a qualified lead.

*simplilearn.com, 2022 Statistics

PERSONALIZED, TARGETED CAMPAIGNS

Crafted copy, mindful of specific audience segments to which is served to is the key to engagement optimized campaigns.

You wouldn't try to sell a baby stroller to a donkey. So why should your digital marketing be any different?



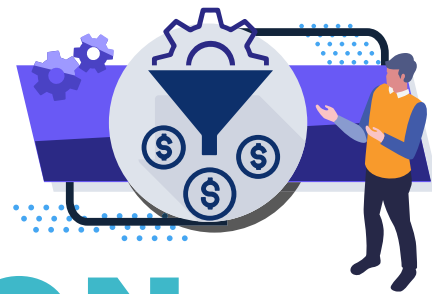
84%

84% of people today turn to search engines to find and interact with local businesses.

GOOGLE ADS THE KING OF COMMERCIAL INTENT

Grossing billions of searches per day, the Google search network is one of the most widely used platforms for users to seek and interact with local businesses.

DIGITAL MARKETING LEAD GENERATION



Lead generation as a tactic is not one that is static or can be attributed to any single stage of the customer journey. A successful lead generation campaign consists of several strategic stages and elements that form the consumer nurturing process.

✓ THE BOTTOM LINE

Achieved through first exposure, delivering value-based content then progressing into the exploration, interest and consideration phases, Native specializes in pushing qualified leads down funnel leading to door swings at the dealership ground level.

7x

A consumer will on average be exposed to a brand 7 times before interacting.

86%

Currently, Google holds 86.86% of the global search engine market.*

*simplilearn.com, 2022 Statistics

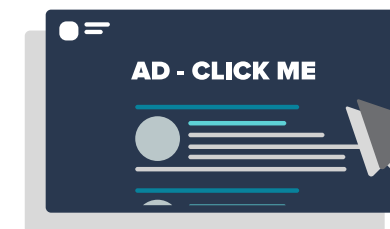
THE JOURNEY

The lead journey can be multi-faceted and often is different for every dealer.

A common structure can be first serving a user an ad via a local informative search engine search for “bowrider boats for sale Michigan”. They may view your inventory offering, familiarize with your business and leave.



2



From there your retargeting campaign takes over and begins to serve them seasonal incentives messaging on in-stock bowriders.

After clicking the retargeting ad and being sent to a lead-gen page where they enter their information, they can both be contacted by your sales team and also added to your next email campaign for further nurturing.

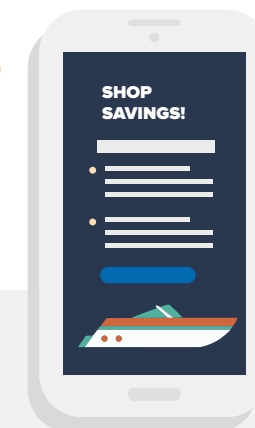
1



3



4



DIGITAL MARKETING FACEBOOK ADS

Targeted social media allows you to target and serve your brand and services to engaged users via an array of interest & behavioral segments available to the advertiser.

Because of the ability to target based on behavior and interests, you have the opportunity to deliver hyper focused messaging that can speak very personalized messaging. This is where Facebook ads reaches where Google ads often cannot and an essential supplement to your digital marketing presence.

BRAND AWARENESS

LEAD GENERATION

CONSIDERATION

PRE-EXPOSE USERS
BEFORE THEY ARE EVEN LOOKING FOR YOU!

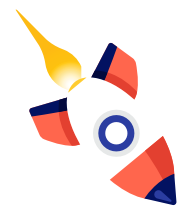
58%

58.4% of the worlds population uses social media & engaged for almost 2.5 hrs per day.*

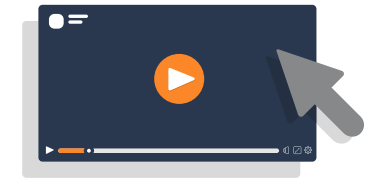
9x

A consumer will on average visit a company's website 9 times before making a substantial purchase.

*simplilearn.com, 2022 Statistics



ENGAGE WITH CONSUMERS



Facebook ads is the platform where you can drive advanced user engagement by leveraging the ad platforms available such as video, native lead generation ads, user scrollable ad carousels.



DIGITAL MARKETING EMAIL MARKETING



A staple of any brand's digital marketing platform for promoting events, new product awareness and upselling to current customers.

By delivering value based content organically paired with current sales based content to prospects that have already taken interest in your brand, email campaigns can easily become an important part of any brands marketing platform.

2ND TO NONE

First party data has shown to drive the best overall ROI, this makes CRM email marketing a tactic that cannot be overlooked by your dealership.

AFTER-SALES

UPSELL

EVENT PROMOTION

DELIVER TIME SENSITIVE, PERSONALIZED MESSAGING
TO SEGMENTED, PRE-QUALIFIED AUDIENCES

DRIVE DOWN FUNNEL ENGAGEMENT
WITH YOUR MOST VALUABLE LEADS

CONVERT ON MORE LEADS & IMPROVE
YOUR BOTTOM LINE



WHO WE WORK WITH





READY TO GET STARTED?

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 **NATIVE MARINE**
DEALER MARKETING