

Boating Safety Advocacy


Dates | August 15, 2019 to August 15, 2020



Email – Safe Boating Classes

1. Safe Boating Classes
2. MarineMax stores around the country hosted several safe boating classes throughout the year – in-person (pre-COVID) and virtually. The goal of the email was to get them to register for the class.
3. The audience was our segmented store MarineMax email databases
4. Email Analytics:
 1. Open Rate range: 24.5% - 31%
 2. Click Through Rate range: 2% - 12%

(888) 719-1610
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CONFIDENCE
FREEDOM
UNITED BY WATER
MARINEMax

Safe Boating Class

April 4 | 9am - 5pm

Whether you're new to boating or just want to brush up on your skills, join us for our Safe Boating Class at the [Safe Harbor Essex Island Marina](#). We'll cover topics including:

- Safe boating procedures
- Knot tying and basic navigation
- Personal Watercraft Operation (CPWO)
- Waterski Endorsements

Call [\(888\) 719-1610](#) or [visit us online](#) to reserve your spot. Hurry, space is limited! The cost for the course is \$85.

[Register](#)

MarineMax Westbrook
627 Boston Post Road | Westbrook, CT 06498
(888) 719-1610

[CONTACT STORE](#)

All Boats | [Spring Savings](#) | [Events](#) | [Service](#)

BOATING SAFETY 101 VIRTUAL CLASSROOM

WITH CAPTAIN BROCK
MAY 22, 1PM EDT

[zoom](#)

[Save Your Spot](#)




MarineMax Palm Beach at PGA Marina
1111 PGA Blvd. | Palm Beach Gardens, FL
(877) 932-4882

MarineMax Pompano
700 S Federal Hwy. | Pompano Beach, FL
(888) 714-7855

Print - Women on Water Class Flyer

1. Safe Boating Classes
2. MarineMax stores around the country hosted several safe boating classes throughout the year – in-person (pre-COVID) and virtually. The printed flyers were used around the dealerships to promote the classes, the flyers were sometimes used by the sales team to send information to prospects.
3. The audience were visitors to the store, or email recipients.
4. MarineMax Charleston hosted several virtual classes, with over 70 participants!



**EXPERIENCE
EMPOWER
UNITED BY WATER
MARINEMax**

WOMEN ON WATER®

Charleston Boat Show proudly presents Women on Water hosted by MarineMax! Ladies take the helm and experience a unique hands-on class designed to get you behind the wheel and confident on the water. In a relaxed classroom setting you will learn to tie proper lines, boat operation and handling, rules of the water and so much more.

JAN25 10:30am & 5:00pm – MarineMax Women on Water Class
JAN26 10:30am & 3:30pm – MarineMax Women on Water Class
LOCATION: MEETING ROOM 10 (UPSTAIRS LOBBY)

Space is LIMITED! Call or email Diana De Carvalho at (877) 357-7574 or at diana.decarvalho@marinemax.com to reserve your spot.


WOW
WOMEN ON WATER

**CHARLESTON
BOAT SHOW**
Celebrating 40 Years

marinemax.com

Print - Kids in Boating Class Flyer

1. Safe Boating Classes
2. MarineMax stores around the country hosted several safe boating classes throughout the year – in-person (pre-COVID) and virtually. The printed flyers were used around the dealerships to promote the classes, the flyers were sometimes used by the sales team to send information to prospects.
3. The audience were visitors to the store, or email recipients.
4. MarineMax Naples hosted a Kids in Boating class for families.



IN THE KNOW
ON THE WATER
UNITED *by* WATER
MARINE*Max*

KIDS IN BOATING

JUL 15 10am - 12pm
MarineMax Naples

A love of boating is often something that instilled at a young age. Afternoons out on the water with friends and family are among the best memories many recall when thinking back to their childhoods on the water. So if there is a future boater in your life, why not get them in on the action now so they can have confidence on the water every time they get on board.

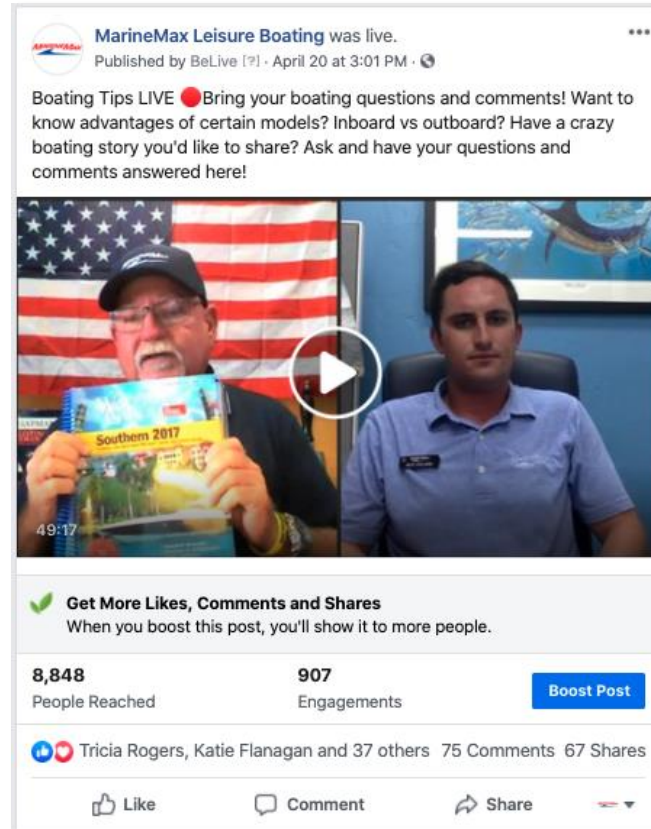
To RSVP, please contact Anna Gilbert: anna.gilbert@marinemax.com

MarineMax Naples
1146 6th Avenue South, Naples, FL 34102 | marinemax.com/naples

Social Media – Boating Tips LIVE

August 15, 2019 – August 15, 2020

1. Every Monday at 3PM on Facebook and YouTube
2. An opportunity for the public to ask specific questions they may have about boating, fishing, etc. and have those answered LIVE.
3. Social Media Analytics
 - 15 Episodes
 - Reach: 210,849 users
 - Engagement: 11,655
 - Average Live Viewer Count: 60

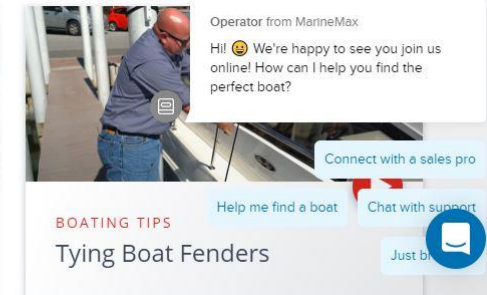


Video – Boating Tips LIVE

Award-Winning Video Series dedicated to informing and entertaining boaters


































1. Series of videos showcases MarineMax and Captain Keith and Nick as the experts in the boating industry
2. Partnerships with brands like Raymarine have created variety in the series to appeal to a wider audience
3. Introducing YouTube and Facebook Boating Tips LIVE series gets boating questions answered in a personalized approach.
4. **Analytics**
 1. 58 total videos in series
 2. Nearly 2 million views
 3. Over 13 million impressions
 4. 60,000 hours watched
 5. Nearly 10,000 likes

Watch Our Boating Safety Videos



Video – Boating Tips LIVE

Overall Boating Tips Stats

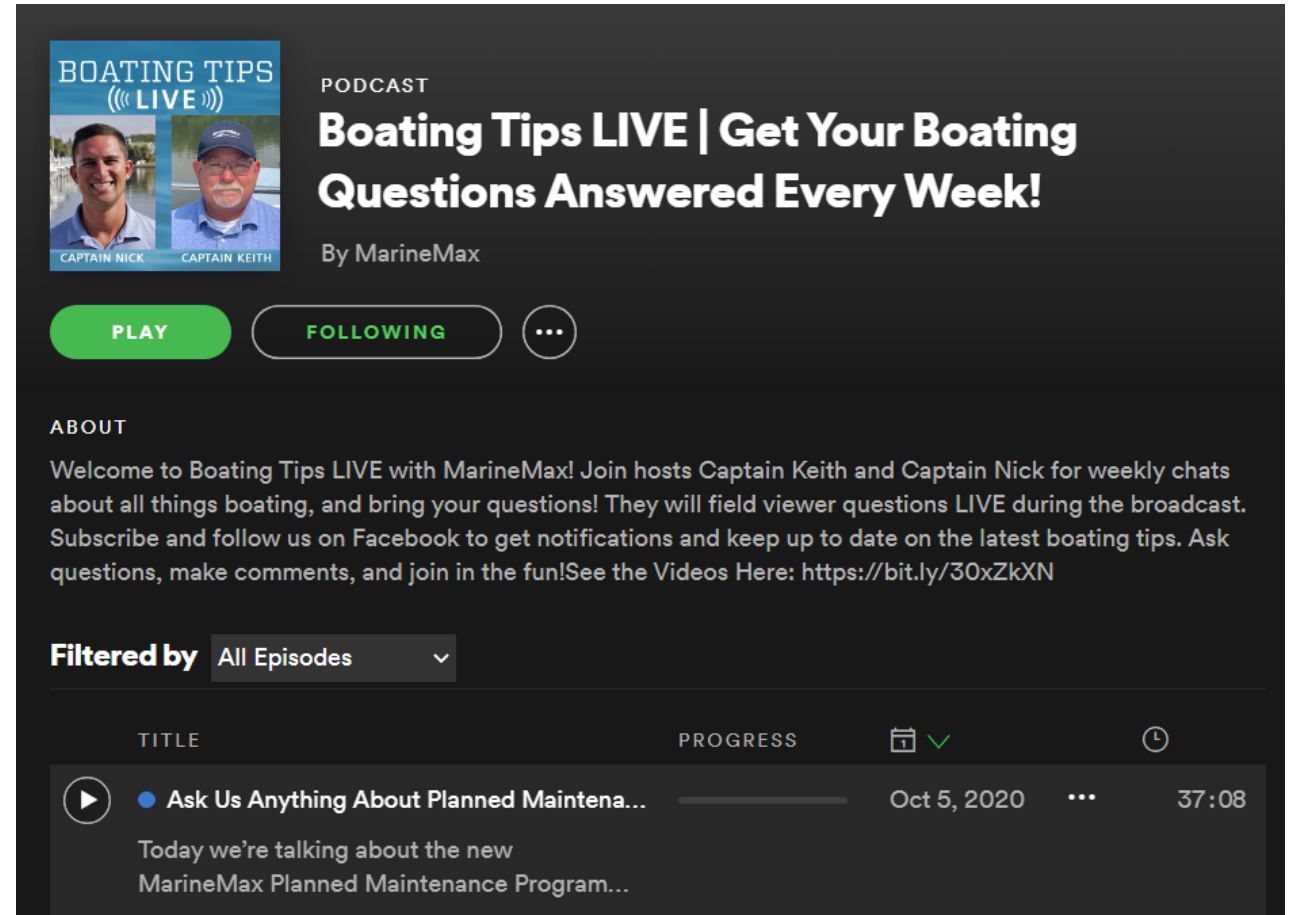
Video	 Comments added  	Subscribers gained 	Card clicks 	Likes 	Shares 	Views 	Watch time (hours) 	Average view duration 	Impressions 
 Total	339	5,808	309	8,921	6,324	1,611,341	59,903.1	2:13	13,107,321
 Boating Tips Episode 8: Understanding Channel Markers	97 28.6%	2,577 44.4%	172 55.7%	3,987 44.7%	2,164 34.2%	498,371 30.9%	19,738.2 33.0%	2:22	5,710,942
 Boating Tips Episode 15: How To Retrieve a Stuck Plow Boat Anchor	32 9.4%	256 4.4%	16 5.2%	340 3.8%	516 8.2%	75,087 4.7%	2,796.8 4.7%	2:14	454,670
 Boating Tips Episode 21: Shore Anchoring	27 8.0%	853 14.7%	14 4.5%	926 10.4%	394 6.2%	190,209 11.8%	8,482.6 14.2%	2:40	1,453,663
 Boating Tips Episode 22: Reading Channel Markers	24 7.1%	538 9.3%	0 0.0%	482 5.4%	178 2.8%	94,838 5.9%	4,106.4 6.9%	2:35	624,734
 Boating Tips Episode 14: Docking a Multi-Engine Outboard Boat	17 5.0%	213 3.7%	29 9.4%	539 6.0%	284 4.5%	137,238 8.5%	5,658.5 9.5%	2:28	910,696
 Boating Tips Episode 16: Raymarine Navigation Electronics Setup	9 2.7%	286 4.9%	0 0.0%	297 3.3%	378 6.0%	73,845 4.6%	3,638.3 6.1%	2:57	662,021
 Boating Tips Episode 19: Simrad Chartplotter Demo	8 2.4%	87 1.5%	0 0.0%	136 1.5%	208 3.3%	34,964 2.2%	1,306.0 2.2%	2:14	255,167
 Boating Tips Episode 33: Trimming an Outboard Engine Explained	7 2.1%	32 0.6%	2 0.7%	98 1.1%	65 1.0%	11,739 0.7%	568.9 1.0%	2:54	112,721
 Boating Tips Episode 32: Boat Trim Tabs Explained	7 2.1%	106 1.8%	8 2.6%	200 2.2%	191 3.0%	36,909 2.3%	1,747.5 2.9%	2:50	261,014
 MarineMax Boating Tips Raymarine Edition: Automatic Routing	7 2.1%	4 0.1%	0 0.0%	19 0.2%	23 0.4%	1,580 0.1%	50.7 0.1%	1:55	14,815
 Boating Tips Episode 23: Passing Other Boats	6 1.8%	17 0.3%	1 0.3%	26 0.3%	18 0.3%	8,241 0.5%	133.5 0.2%	0:58	43,169
 Boating Tips Episode 30: Joystick Auto Heading Mode	6 1.8%	31 0.5%	3 1.0%	69 0.8%	74 1.2%	16,159 1.0%	374.3 0.6%	1:23	108,256
 Boating Tips Raymarine Edition: Axiom UAV App for DJI Mavic Pro...	5 1.5%	17 0.3%	2 0.7%	57 0.6%	366 5.8%	12,654 0.8%	672.5 1.1%	3:11	91,983
 MarineMax Boating Tips Raymarine Edition: Make the Axiom Syst...	4 1.2%	5 0.1%	2 0.7%	31 0.4%	31 0.5%	5,188 0.3%	184.3 0.3%	2:07	39,703
 Boating Tips Episode 20: Passing Under Bridges Safely	4 1.2%	10 0.2%	0 0.0%	54 0.6%	13 0.2%	6,082 0.4%	115.3 0.2%	1:08	31,381
 Boating Tips Episode 24: Using Shore Power	4 1.2%	80 1.4%	1 0.3%	92 1.0%	47 0.7%	20,681 1.3%	987.3 1.7%	2:51	162,337
 Boating Tips Episode 17: Retrieving a Stuck Danforth Anchor	4 1.2%	22 0.4%	0 0.0%	60 0.7%	60 1.0%	10,308 0.6%	385.5 0.6%	2:14	54,025
 Boating Tips Episode 34: Top Boating Tips (2018)	4 1.2%	20 0.3%	0 0.0%	29 0.3%	7 0.1%	3,946 0.2%	272.2 0.5%	4:08	28,184
 Boating Tips Episode 3: Flushing Your Outboard Engine	4 1.2%	26 0.5%	2 0.7%	61 0.7%	93 1.5%	30,011 1.9%	341.6 0.6%	0:40	142,186
 Boating Tips Episode 4: How To Use Your Boat's Flare Kit (Safely!)	3 0.9%	19 0.3%	0 0.0%	83 0.9%	41 0.7%	14,614 0.9%	391.4 0.7%	1:36	106,705
 Boating Tips LIVE Kickoff	3 0.9%	3 0.1%	0 0.0%	6 0.1%	2 0.0%	505 0.0%	50.6 0.1%	6:00	16,775

Podcast – Boating Tips LIVE

Award-Winning Video Series dedicated to informing and entertaining boaters

Boating Tips LIVE videos are syndicated on several podcast platforms including;

1. Spotify
2. Apple Podcast
3. Google Podcast
4. Amazon Podcast



The screenshot shows the podcast page for "Boating Tips LIVE | Get Your Boating Questions Answered Every Week!" by MarineMax. The page features a dark background with a blue header for the podcast title. Below the title, there are two circular buttons: a green "PLAY" button and a white "FOLLOWING" button. To the right of these buttons is a three-dot menu icon. Below the buttons, there is an "ABOUT" section with a paragraph of text. At the bottom, there is a "Filtered by" dropdown menu set to "All Episodes". Below this is a table of episodes with columns for "TITLE", "PROGRESS", "DATE", and "DURATION". The first episode listed is "Ask Us Anything About Planned Maintenance..." with a progress bar, a date of "Oct 5, 2020", and a duration of "37:08".

BOATING TIPS
(((LIVE)))

CAPTAIN NICK CAPTAIN KEITH

PODCAST

Boating Tips LIVE | Get Your Boating Questions Answered Every Week!

By MarineMax

PLAY FOLLOWING

ABOUT

Welcome to Boating Tips LIVE with MarineMax! Join hosts Captain Keith and Captain Nick for weekly chats about all things boating, and bring your questions! They will field viewer questions LIVE during the broadcast. Subscribe and follow us on Facebook to get notifications and keep up to date on the latest boating tips. Ask questions, make comments, and join in the fun! See the Videos Here: <https://bit.ly/30xZkXN>

Filtered by All Episodes

TITLE	PROGRESS	DATE	DURATION
Ask Us Anything About Planned Maintenance...		Oct 5, 2020	37:08

Today we're talking about the new MarineMax Planned Maintenance Program...

Email - Safe Boating Week

May 13, 2020 & Article in Newsletter May 6, 2020



1. Safe Boating Week
#LifeJacket2Work & #SafeSkipper
2. The objective of the email was to showcase our safe boating initiatives, entice the audience to click through to the landing page, and encourage them to participate via social media with hashtags.
3. The audience was our engaged MarineMax email database – delivered to over 120,000 contacts.
4. Email Analytics:
 1. Stand-alone email:
 1. Open Rate: 27.5%
 2. Click Through Rate: 5.5%
 3. 1889 unique clicks to the website
 2. Newsletter article:
 1. 85 unique clicks to the website



National Safe Boating Week | May 16 - 22

MarineMax is proud to support National Safe Boating Week, which calls awareness to boating safety and the critical importance of always wearing a life jacket each and every time on the water.


[GET THE TIPS](#)



Keeping The Water Safe For All Boaters

May 16 - 22 is National Safe Boating Week! It's important that boaters enjoy their time out on the water in a safe manner. Take a look at some of our boating safety tips and remember, safe boating is fun boating.


[CHECK IT OUT](#)



#LifeJacket2Work

Wear Your Life Jacket To Work (or Home) Day is Friday, May 15! Snap a photo wearing a life jacket with the hashtag #LifeJacket2Work to spread the word.


[LEARN MORE](#)



#SafeSkipper Giveaway

Want a chance to win an exclusive t-shirt and Go-Boating Kit? Share a photo or video of you practicing safe boating with the hashtag #SafeSkipper for a chance to win!

[CLICK FOR DETAILS](#)



Top Safety Videos

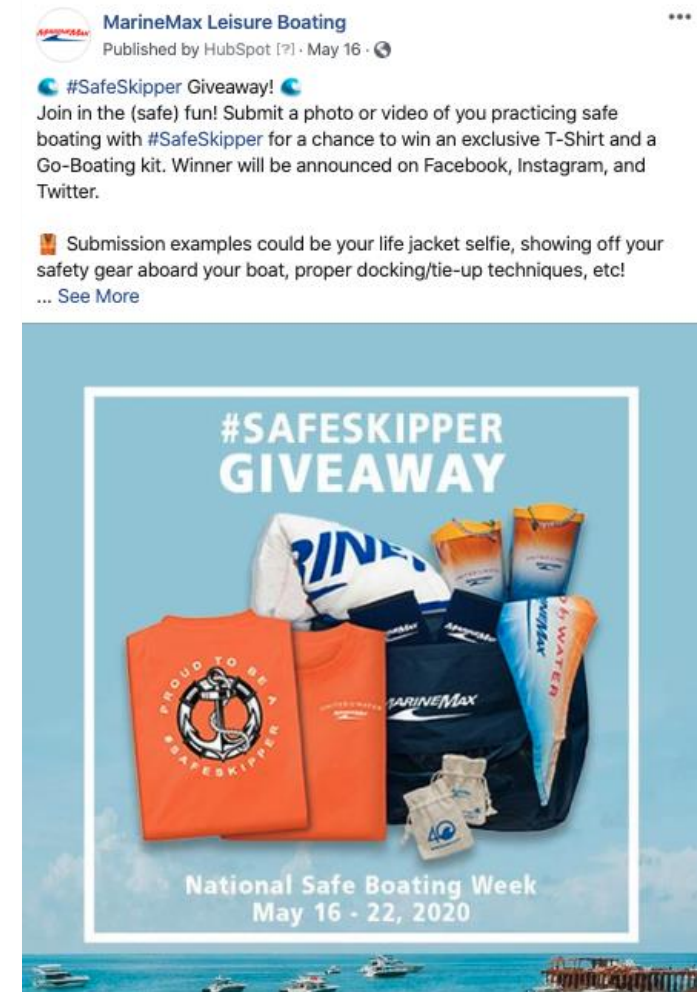
Need a reminder on how to use flares? Unsure of the proper technique for tying up at the dock? Don't worry, we've got you covered! Take a look at some of our favorite boating safety videos.

[WATCH VIDEOS](#)

Social Media - Safe Boating Week

May 16 - 22, 2020

1. Safe Boating Week
#LifeJacket2Work & #SafeSkipper
2. The objective of the campaign was to showcase our safe boating initiatives, raise awareness to the important issue, and entice the audience to participate via social media with hashtags.
3. The audience was our engaged MarineMax social media fanbase across Facebook, Instagram, and Twitter.
4. Social Media Analytics:
 - Reach: 34,777
 - Engagement: 1,079



Print - Safe Boating Week

1. MarineMax #SafeSkipper Giveaway
2. The objective behind creating giveaway items was to showcase our safe boating initiatives, raise awareness to the important issue, and entice the audience to participate via social media with hashtags.
3. The audience was our engaged MarineMax social media fanbase across Facebook, Instagram, and Twitter.
4. Giveaway items included: T-shirts (standalone), and a branded Boating Kit

