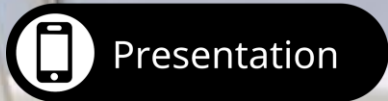




RECREATIONAL
BOATING & FISHING
FOUNDATION

DIGITAL MARKETING ON A SMALL BUDGET



Capt. Vicki Norman
Atlanta, GA February 27, 2024

ABOUT CAPTAIN VICKI NORMAN

MARINE MARKETING SINCE 1994

PRINT MAGAZINE PUBLISHER; POWERBOAT MAGAZINE, SPORTBOAT AND SPEEDBOAT TRAILER BOATS, BASS & WALLEYE, WATERCRAFT WORLD

TRANSITIONED PRINT TO DIGITAL IN 2013

CURRENT; MARINE GROUP PRESIDENT, DIGITAL THROTTLE

NEW MEMBER BOATING INSTRUCTOR , FREEDOM BOAT CLUB
MARKETING COUNCIL MEMBER, FREEDOM BOAT CLUB
MARINE MARKETERS ASSOCIATION

PERSONAL

- **USCG SINCE 1992**
- **PADI DIVEMASTER SINCE 2007**
- **BOAT TESTER, MORE THAN 500 BOATS 18-50'**
- **FORMER COLLEGIATE AWSA WATER SKIER**
- **VOLUNTEER, SAN DIEGO SURFRIDER / BLUEWATER TASK FORCE MEMBER**



AGENDA

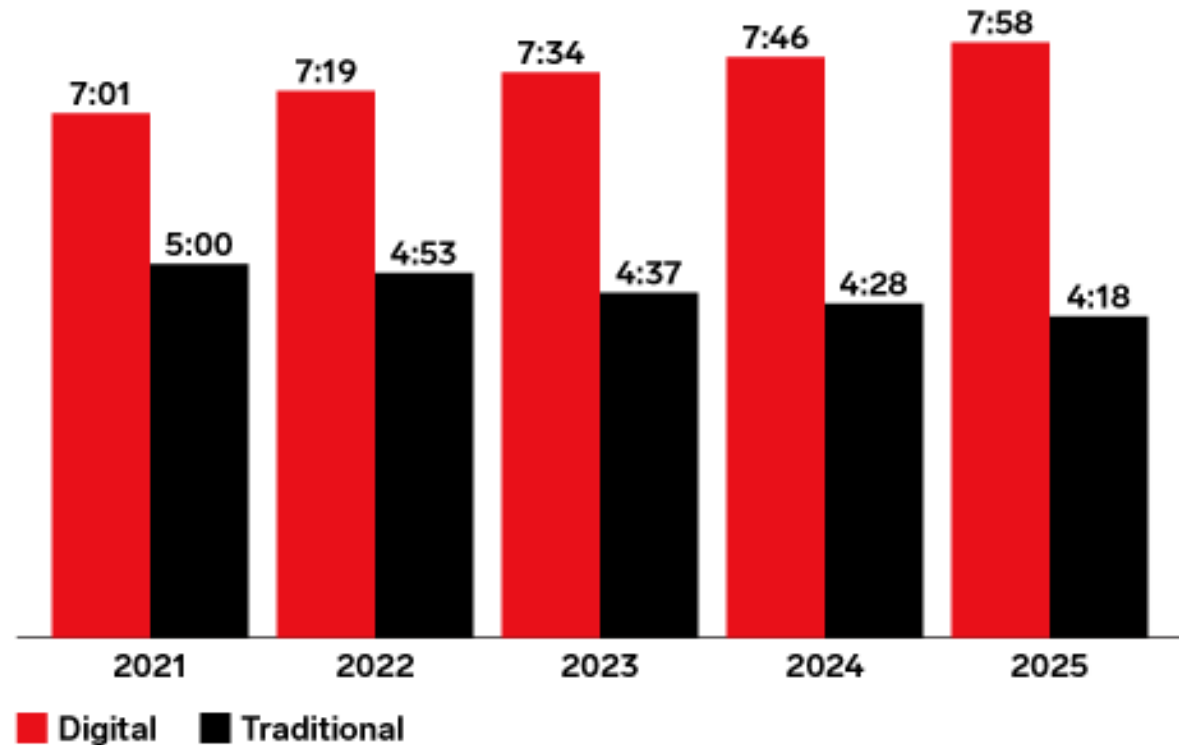
1. DIGITAL ADVERTISING OVERVIEW INTRO
2. BEFORE YOU START - SET UP FOR SUCCESS
 - A. MONITOR, MEASURE & OPTIMIZE
3. GEOGRAPHIC TARGETING
4. DIGITAL ADVERTISING OPTIONS
 - A. *GOOGLE*
 - B. *SOCIAL MEDIA*
5. ESTIMATED COSTS-WHAT DOES \$1,000 GET YOU?



DIGITAL VS TRADITIONAL TIME

Average Time Spent per Day With Digital vs. Traditional Media by US Adults, 2021-2025

hrs:min



2023

DIGITAL: 7 HOURS 34 MINUTES

TRADITIONAL: 4 HOURS 53 MINUTES

DIGITAL ADVERTISING

7:34 TO 8:20 PER DAY



2:50 per day



1:20 per day



1:42 per day



1:51 per day



0:37 per day

**SOCIAL MEDIA, YOUTUBE, STREAMING AUDIO, PODCAST, OTT STREAMING
LATER IN PRESENTATION WE WILL SHOW A BREAKDOWN AS IT RELATES TO AGE**

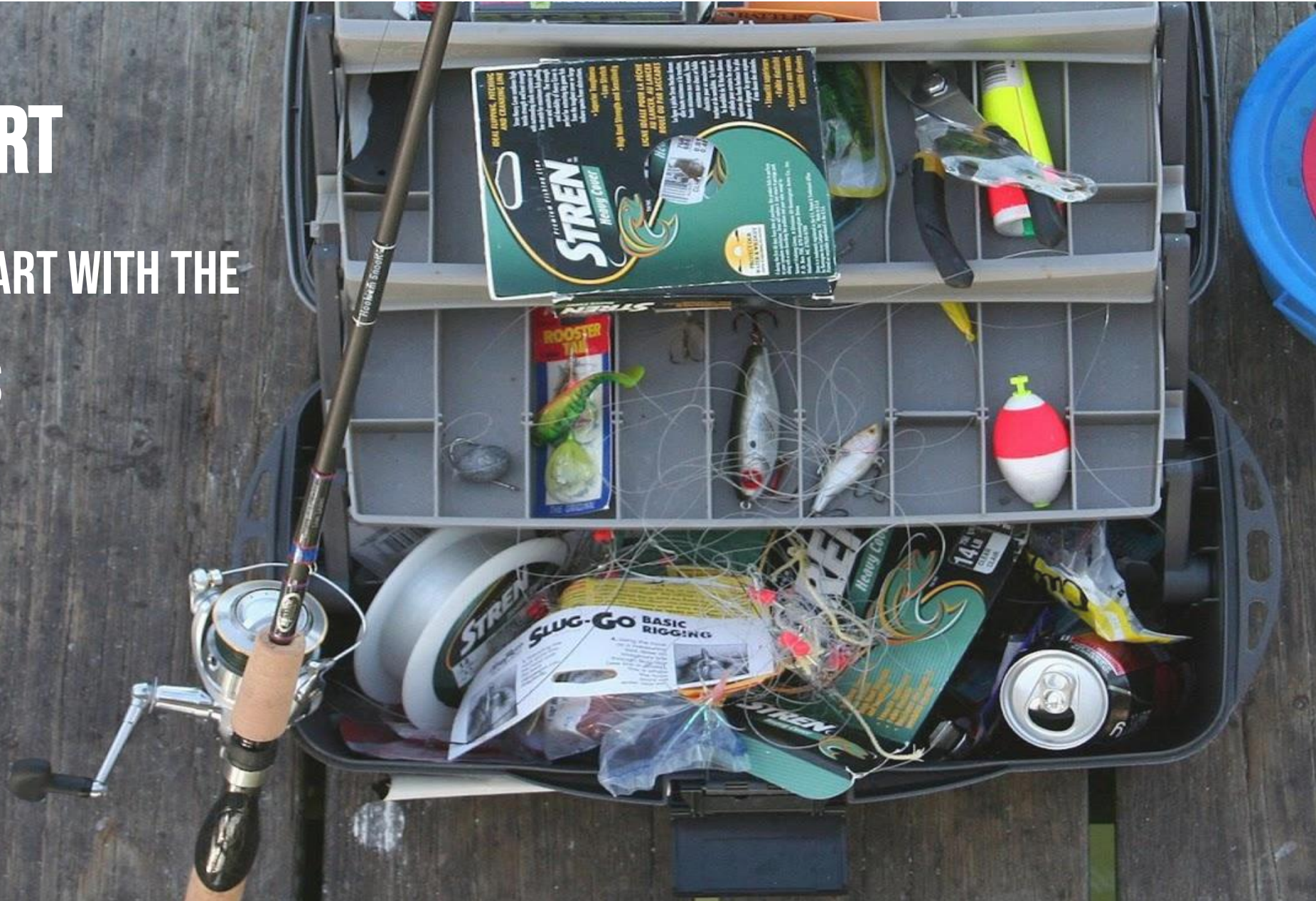
ALL SCREENS ALL THE TIME

DIGITAL MARKETING ON A SMALL BUDGET

BEFORE YOU START

MAKE SURE THAT YOU START WITH THE

RIGHT TACKLE AND TOOLS



Stabilize Your Boat

The MC² Quick Gyro can reduce the boat roll up to 95% in just 15 minutes.

[Ask for Quote](#)

Why A Quick Gyro?

The MC² Quick Gyro is natural dissipated and it is equipped with a mass revolving around a horizontal axis. This solutions result in minimal maintence and extremely simple installation.

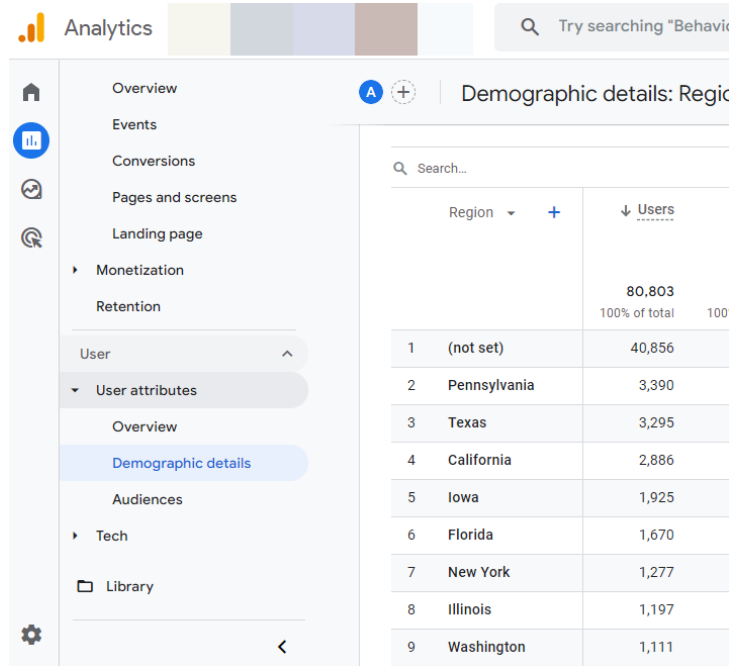
#1 MAKE SURE YOUR SITE LOOKS GREAT ON MOBILE

64% OF DIGITAL ADS SEEN ON MOBILE

~80% OF DIGITAL ADS CLICKED FROM MOBILE

#2: KNOW YOUR GEOGRAPHY

LEARNED



GOOGLE ANALYTICS 4

- SEE WHERE YOUR WEBSITE TRAFFIC IS COMING FROM

***DON'T FORGET ABOUT NEIGHBORING STATES WHERE LAKES CROSS OVER OR PEOPLE VISIT FROM**

SMALL BUDGETS: TEST OUT ADS FOCUSING ON JUST A FEW POPULAR GEOGRAPHIC REGIONS

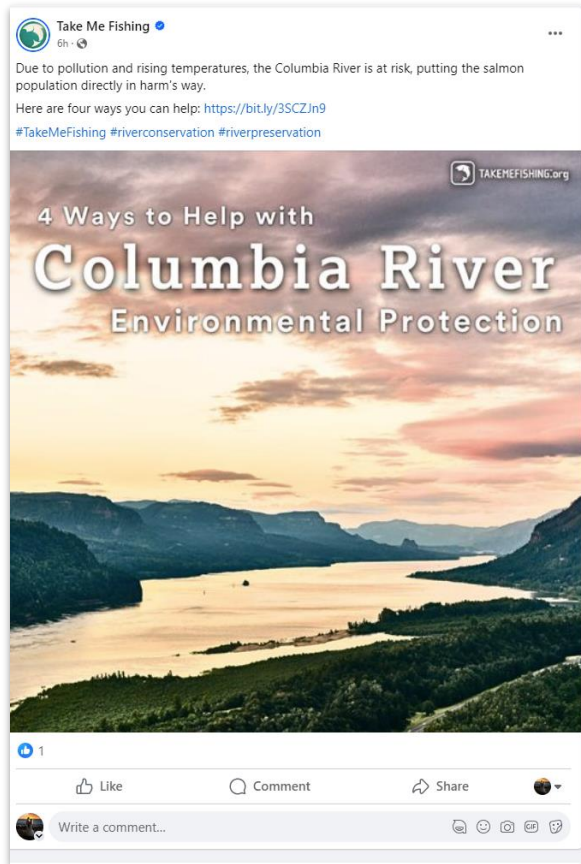
SEE HERE FOR LIST OF STATES BY POPULATION:

[HTTPS://WWW.STATSAMERICA.ORG/SIP/RANK_LIST.ASPX?RANK_LABEL=POP1](https://www.statsamerica.org/sip/rank_list.aspx?rank_label=POP1)

Population Estimate for 2022

Rank	State	FIPS Code	Population
1	California	06000	39,029,342
2	Texas	48000	30,029,572
3	Florida	12000	22,244,823
4	New York	36000	19,677,151
5	Pennsylvania	42000	12,972,008
6	Illinois	17000	12,582,032
7	Ohio	39000	11,756,058
8	Georgia	13000	10,912,876
9	North Carolina	37000	10,698,973
10	Michigan	26000	10,034,113

#3 UPDATED AND ACTIVE SOCIAL MEDIA PRESENCE POST AT LEAST 1-2 X PER WEEK



Don't forget to #TAG and SHARE

GOOD:

- Boat/Fish images
- Company Info
- Contact Information

BETTER:

- Lifestyle images/posts
- Event/Recent Stories
- One to two posts / week

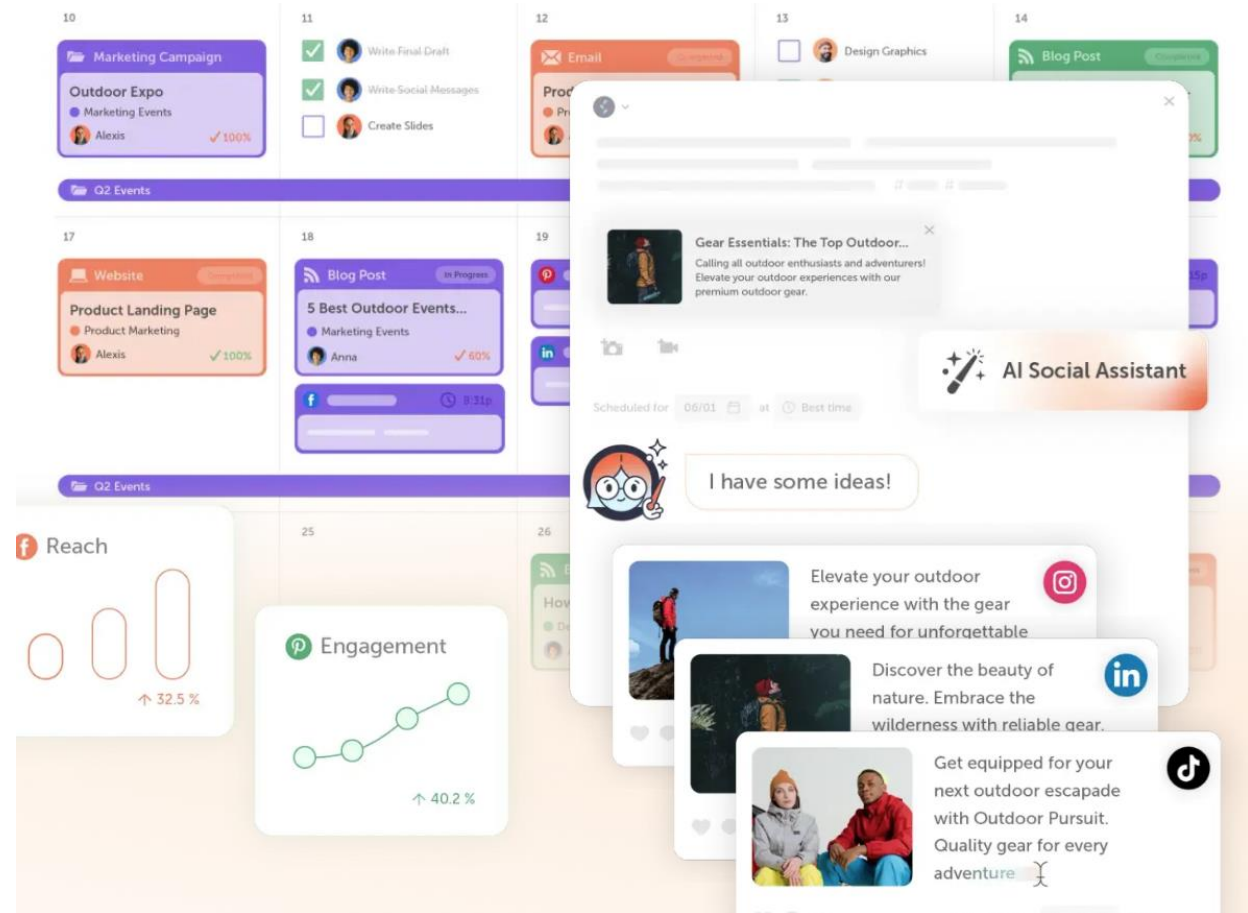
BEST:

- Actively post
- Videos
- Create Community

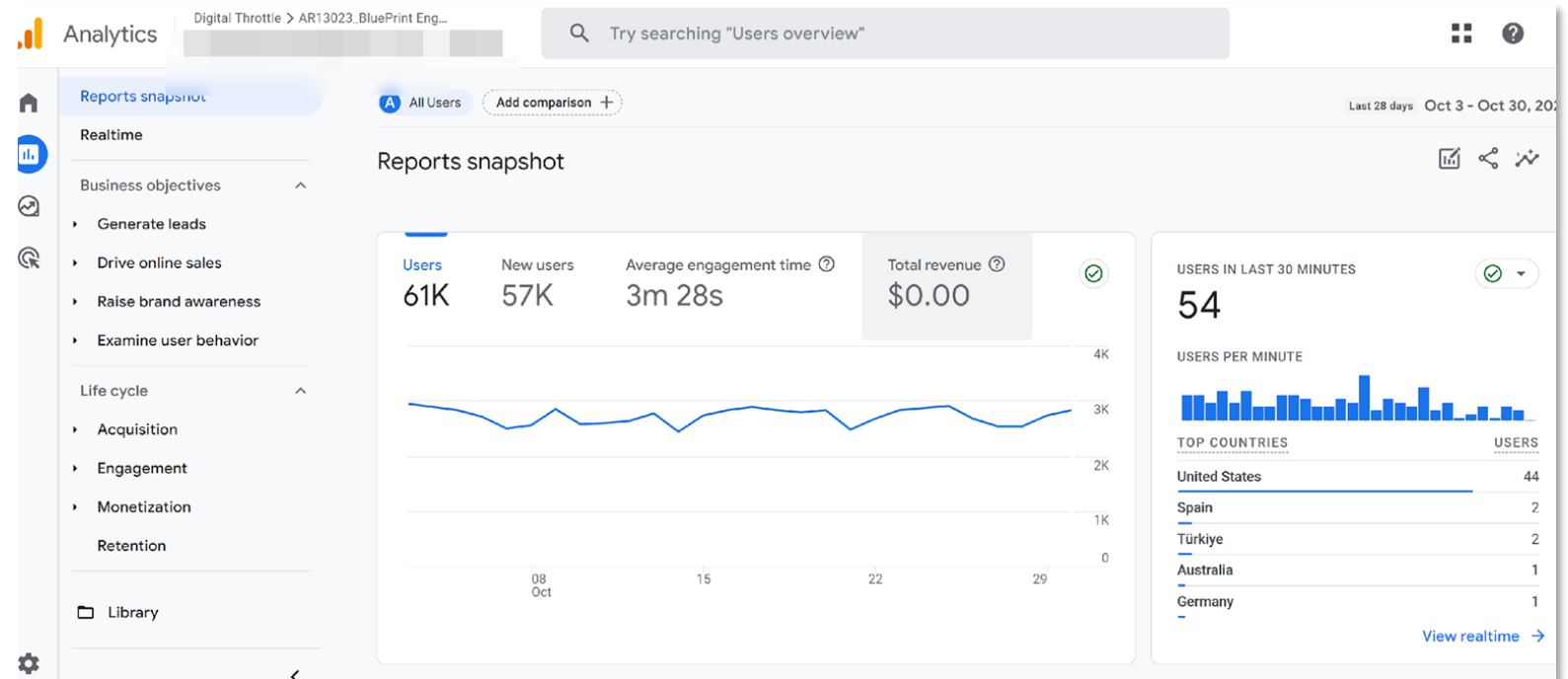
SOCIAL MEDIA MANAGEMENT TOOLS AVAILABLE

MANAGING YOUR OWN POSTS? HERE ARE THE 5 MOST WIDELY USED MEDIA MANAGEMENT TOOLS;

1. HOOTSUITE - GOOD ANALYTICS BUT \$\$\$\$
2. BUFFER - SIMPLE AND AFFORDABLE
3. ZOHO - CRM INTEGRATION
4. SENDIBLE - ROBUST AI INTEGRATION
5. **CO-SCHEDULE** - MY FAVORITE



#4 GET GOOGLE ANALYTICS 4 SETUP CORRECTLY

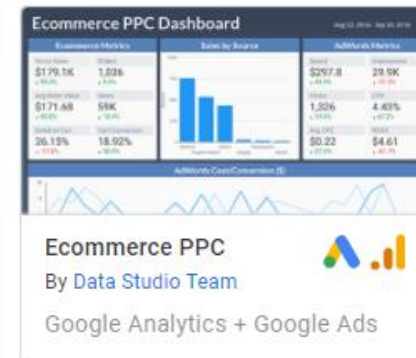


LEARNED: REPORT WITH LOOKER DATA STUDIO

- ✓ **FREE**
- ✓ **PRE-BUILT TEMPLATES**
- ✓ **CAN CONNECT TO SPREADSHEETS AND OTHER DATA SOURCES LIKE GOOGLE ANALYTICS, FACEBOOK, GOOGLE ADS, GOOGLE SHEETS ETC.**



Google Ads ▾



LEARNED: ALWAYS USE CODES TO TRACK SPECIFIC ADS

DEVELOP A TRACKING SYSTEM FOR ALL DIGITAL CAMPAIGNS. THREE MAIN TRACKERS TO USE:

- **SOURCE** = WHAT COMPANY IS RUNNING YOUR AD.
EXAMPLE “FACEBOOK”, “GOOGLE”, “REDDIT”, “YOURADAGENEY”, ETC.
- **MEDIUM** = WHAT TYPE OF AD. EXAMPLE “BANNER”, “VIDEO”, “SEARCH”
- **CAMPAIGN** = UNIQUE IDENTIFIER FOR EACH TARGET OR GOAL.
EXAMPLE: “123” IS THE JANUARY 10% OFF CAMPAIGN.

[UTM BUILDER](#)

<<< Use this tool to build out your UTMS

[SAMPLE TRACKING SHEET](#)

https://thesite.com?utm_source=digitalthrottle&utm_medium=social&utm_campaign=16265721

#5 YOUR SITE & SOCIAL PAGES = BEST AUDIENCE DATA

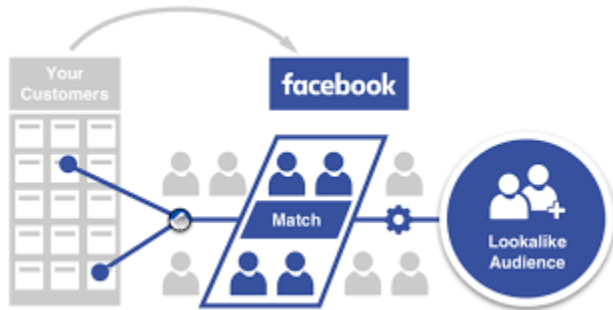
RETARGETING



MOST EFFECTIVE TYPE OF DIGITAL AD!

BUT - NEED TO HAVE AT LEAST 1,000 VISITORS TO YOUR SITE EACH MONTH

LOOKALIKE



FIND SIMILAR & RELATED PROSPECTS USING YOUR DATA

EMAILS



MORE VALUABLE THAN EVER!



Cookies are



going...



going...



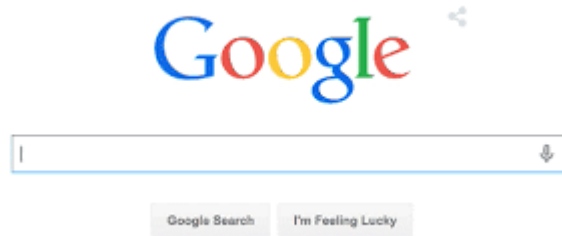
gone!
(in 2020)



TRADITIONAL DIGITAL AD OPTIONS

SO MANY CHOICES!

GOOGLE ALL



SEARCH



88% OF SEARCH IS ON GOOGLE AND 12% OF SEARCHES ON BING



VIDEO ADS BANNER ADS



BANNER ADS



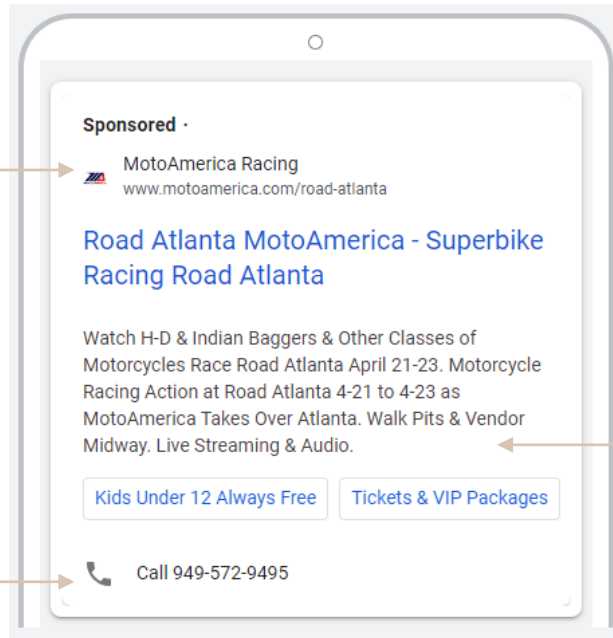
ECOMMERCE SHOPPING



SEARCH-ALL

MAKE USE OF ALL THE FREE SEARCH AD ELEMENTS

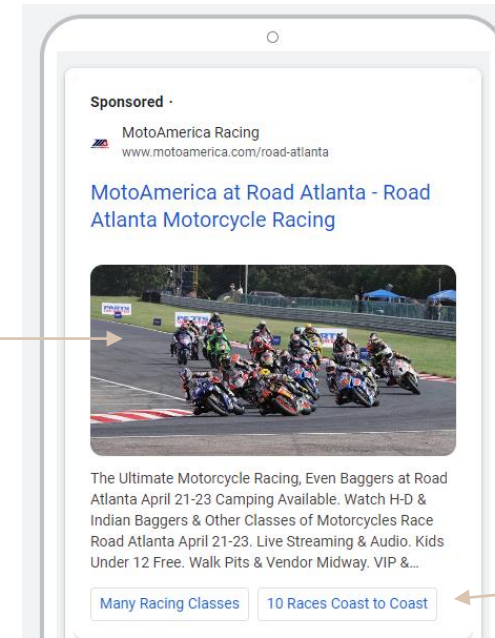
Validate Company to Show Logo & Name



Show Customer Service Phone

Include Images

Callouts



Site Links



DuckDuckGo.



Bing



88% OF SEARCH IS ON GOOGLE AND 12% OF SEARCHES ON BING

KEYWORD RESEARCH

RESEARCH KEYWORDS



✓ FREE VERSIONS



COMPETITOR SEO KEYWORDS



DON'T REPEAT YOUR OWN TOP SEO KEYWORDS!




CONTINUE TO MONITOR THE KEYWORDS YOU ARE USING

BANNERS ON YOUTUBE WORK GREAT



YouTube



2023 Sebring SpeedTour
Catch 850 hp Trans Am cars, Classic Corvettes, Alfas, Porsches at this Legendary Track
SpeedTour Sebring Raceway
[Learn more](#)

Ad

YouTube

Search



TIG vs MIG Welding Sheet Metal - How & When to Use Them!! Roadster Hood + Cowl (Part 3)



Make It Kustom
299K subscribers

Join

Subscribe

16K



Share



Thanks



686K views 1 year ago Welding Tips

All From Make It Kustom Gas tungsten arc w...

Say NO to DIYs
Affordable Gutter Protection
Go clog-free with LeafFilter
Sponsored · LeafFilter®
[Visit site](#)

TIG WELDING
SHEET METAL PANELS
NO WARPING?
1:14:10
How To TIG Butt Weld Sheet Metal 1939 Zephyr
Make It Kustom
108K views · 10 months ago

TIG Setup Simplified
22:08
TFS: TIG Setup Simplified with LOTS of Detail
The Fabrication Series
1.1M views · 4 years ago

\$200 VS \$2,000
\$200 VS \$2,000
\$200 TIG Welder VS \$2,000 TIG Welder
Lift Arc Studios
524K views · 10 months ago

SECRETS OF MIG WELDING SHEET METAL!!!
1:08:17
How To Fabricate + MIG Weld Thin Sheet Metal - Fender...
Make It Kustom
567K views · 1 year ago

MIG WELDING
LIKE TIG
MIG Welding Basics For...

EASY BANNER DESIGN

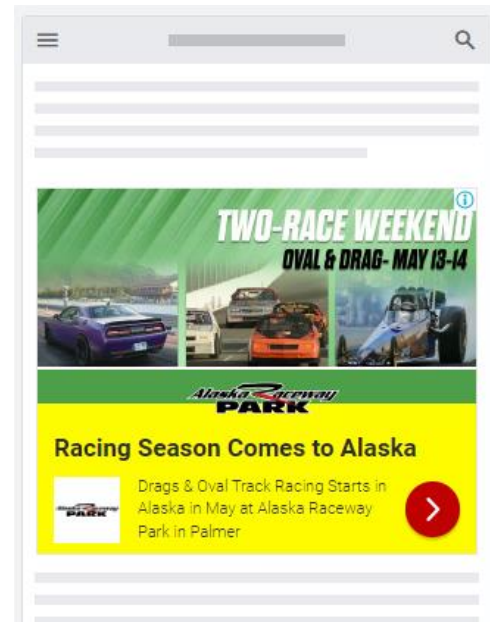
RESPONSIVE BANNERS



Racing Season Starts May 10
The 2023 Alaska Auto Racing Season Kicks off in May in Palmer. Tickets are Available Now
Alaska Raceway Park [Open >](#)



(NO DESIGNER NEEDED - JUST IMAGES AND AD COPY)



Descriptions ⓘ

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

ⓘ You have entered the maximum number of descriptions.

NASCAR & NHRA Racing in Alaska Starts May 10 with Opener
86 / 90

The 2023 Alaska Auto Racing Season Kicks off in May in Palmer
88 / 90

NHRA & NASCAR-Sanctioned Races at Alaska Raceway Park
70 / 90

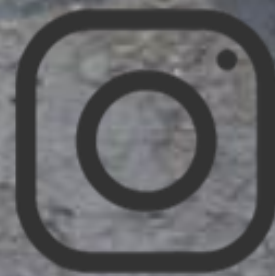
Alaska Raceway Park Starts the 2023 Racing Season at the AK NASCAR Season Opener
87 / 90

Dragas & Oval Track Racing Starts in Alaska in May at Alaska Raceway Park
82 / 90



DIGITAL MARKETING **ON A SMALL BUDGET**

SOCIAL MEDIA OPTIONS



USERS & GENDER

PLATFORM	US USERS (million)	% of Population	MALE	FEMALE
YouTube	239	70%	49%	51%
Facebook	256	75%	45%	55%
Instagram	143	42%	43%	57%
TikTok	150	44%	43%	57%
Twitter / X	99	29%	67%	33%
SnapChat	109	32%	48%	51%
Reddit	26	8%	38%	62%
Pinterest	85	25%	24%	76%

*Source eMarketer 2023

USE BY AGE

PLATFORM	<18	18-24	25-34	35-44	45-54	55-64	>64
YouTube		16%	22%	18%	13%	9%	9%
Facebook	3%	18%	24%	18%	14%	11%	11%
Instagram	9%	32%	30%	15%	8%	4%	3%
TikTok	25%	25%	15%	12%	10%	11%	2%
Twitter / X	8%	25%	27%	28%	7%	3%	2%
SnapChat	20%	39%	12%	8%	3%		
Reddit		26%	34%	27%	6%	4%	3%
Pinterest		32%	27%	16%	11%	9%	5%

*Source eMarketer 2023

SOCIAL POSTING IS NOT ADVERTISING

6% OF YOUR FOLLOWERS WILL SEE YOUR ORGANIC POSTS SO **NO NEED TO 'BOOST'**

LEARNED: "BOOSTING" =

- IMPRECISE TARGETING
- REPORTING NOT ACCURATE (2-3X)
- EXPENSIVE!

PAID = \$8 TO \$12 CPM



Boating Videos
Sponsored ·

AO Coolers made the Voyager I-Sup paddle board kit with fun in mind; which is good, because paddle boarding is ... See more

<https://aocoolers.com/Voyager-10'6-I-SUP-Sale-Inflatable-iSUP-Complete...> [Learn more](#)

BOOSTED: \$64.24 CPM

AO Coolers
February 6 at 6:29 PM ·

Valentine's Day is just around the corner, and if you're special someone has a passion for hunting, our Insulated Game Bags are the perfect gift! This new arrival is now 15% off for Valentine's Day!

#AOcoolers #AOandGO #AmericanOutdoors #bowhunting #deerhunting #hunting #gamebag #huntinglife

3

Like Comment Share

Write a comment...

AD EXAMPLES BY SOCIAL PLATFORM

MotoAmerica Sponsored

**SEPT 22-24, 2023
BAGGER RACING
AT NEW JERSEY
MOTORSPORTS PARK**
SEE 6 CLASSES OF RACING DURING SUPERBIKE WEEKEND

UNUSUALLY FAST MOTOAMERICA GET TICKETS TODAY!

Bagger Motorcycle Racing
Get your tickets for King of the Baggers part of MotoAmerica Superbikes at ... See more

Learn more

448 34 comments 111 shares

Like Comment Share

Facebook

Instagram

motoamerica Sponsored

SEPTEMBER 22-24 | NEW JERSEY MOTORSPORTS PARK, NJ

SCAN ME

Learn more

motoamerica Get your tickets for King of the Baggers part of MotoAmerica Superbikes at New Jersey!... more

Instagram

Following For You

MotoAmerica Superbike Racing at New Jersey

MotoAmerica

Don't Miss Superbikes at New Jersey! Septemb... Sponsored

Promoted music

711k 1281 232

Home Discover + Notifications Me

TikTok

u/digitalthrottle Promoted

Get your tickets for MotoAmerica Superbikes at New Jersey! September 22nd – 24th at the New Jersey Motorsports Park.

6 CLASSES OF ROAD RACING!

- Medallia Superbikes
- Supersport
- REV'IT! Twins Cup
- Junior Cup
- Mission King of the Baggers
- Mission Mini Cup

2023 SUPERBIKES AT NEW JERSEY
MOTOAMERICA

New Jersey Motorsports Park

GET TICKETS TODAY!

motoamerica.com Learn More

Vote 0 Share

Reddit

MotoAme... @MotoAme... · Sep 14

Get your tickets for MotoAmerica Superbikes at New Jersey! All-weekend racing across multiple classes including Superbikes, King of the Baggers, and more. September 22nd – 24th at the New Jersey Motorsports Park!

6 CLASSES OF ROAD RACING!

- Medallia Superbikes
- Supersport
- REV'IT! Twins Cup
- Junior Cup
- Mission King of the Baggers
- Mission Mini Cup

2023 SUPERBIKES AT NEW JERSEY
MOTOAMERICA

New Jersey Motorsports Park

GET TICKETS TODAY!

motoamerica.com

Don't Miss Superbikes at New Jersey! September 22-24th

1 12

Twitter / X

SOCIAL AD DESIGN - TEST, TEST, TEST!



SQUARE IMAGE OR VIDEO



VIDEO NOT ESSENTIAL. STATIC IMAGES USUALLY SAME OR EVEN BETTER CTR



FOCUS ON THE BENEFITS OF YOUR PRODUCTS, NOT FEATURES.

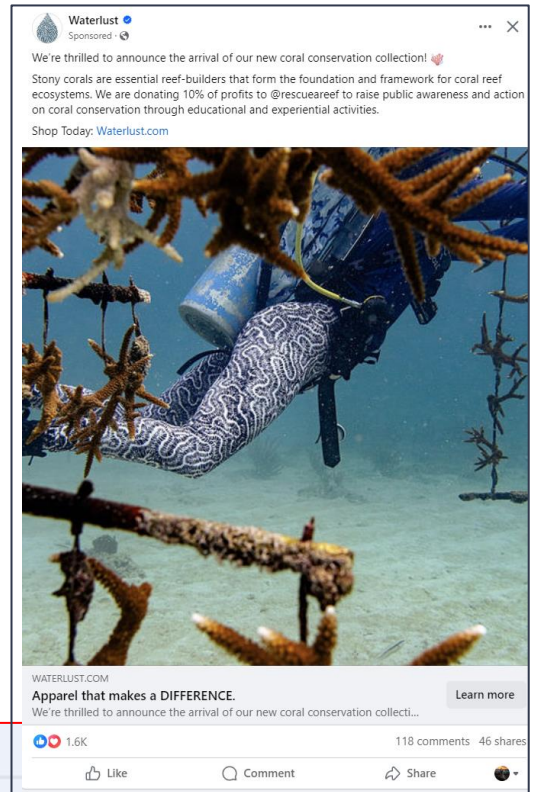


MAKE AT LEAST 2 ADS FOR EACH CAMPAIGN (3+ IDEAL)

MONITOR YOUR SOCIAL ADS

- MONITOR QUESTIONS & COMMENTS IN THE ADS YOU RUN AND ANSWER QUESTIONS
- SET REALISTIC GROWTH GOALS

Placements ?	Creatives ?	Engagements ?	Conversions ?											
Platform ⇅	Budget Spent ⇅	Imps ⇅	CPM ⇅	Link Clicks ⇅	Total Clicks ⇅	CTR ⇅	Reach ⇅	Frequency ⇅	Post Comment ⇅	Post Save ⇅	Post Reaction ⇅	Post Share ⇅	Video Watch 25% ⇅	
Audience Network	0.33	93	\$3.55	4	8	8.60%	56	1.66	0	0	0	0	27	
Facebook	340.68	171,477	\$1.99	1,827	4,882	2.85%	149,523	1.15	13	22	183	11	3,435	
Instagram	67.38	12,097	\$5.57	349	947	7.83%	11,668	1.04	2	32	156	17	111	

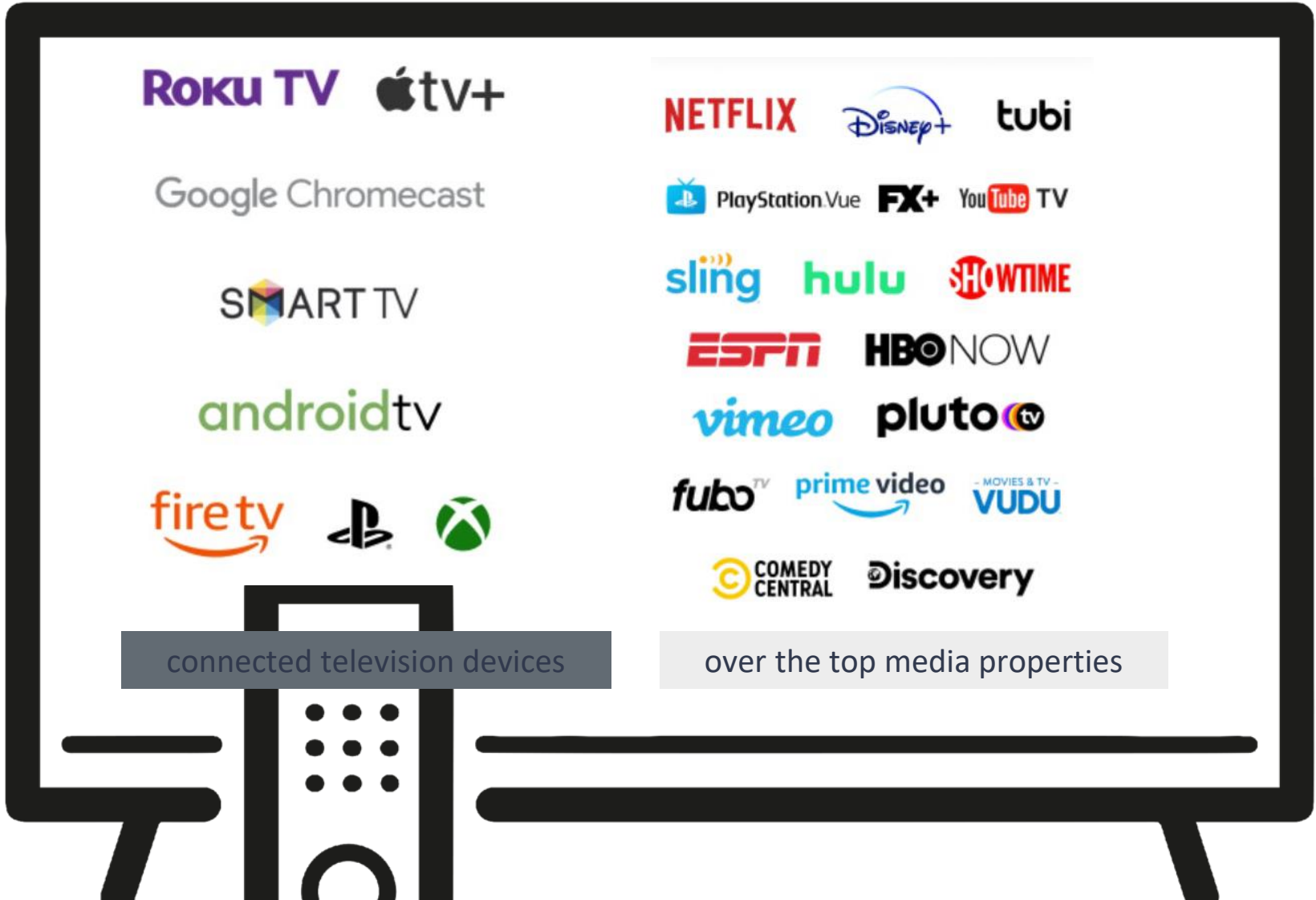


DIGITAL MARKETING ON A SMALL BUDGET



OTHER DIGITAL OPTIONS (NOT LOW COST)

CTV & OTT



OR

You Tube

STREAMING AUDIO



SPOTIFY



PANDORA



PODCASTS

PRO

- FREE VOICE OVER WITH SUPPLIED SCRIPT
- LIVE IN 3-5 DAYS
- GOOD GEOGRAPHIC TARGETING

CON

- **EXPENSIVE (\$25+ PER THOUSAND LISTENERS)**
- DIFFICULT TO MEASURE RESPONSES
- BROAD TARGETING VS. SOCIAL ADS

ESTIMATED PRICING WHAT DO YOU GET FOR \$1,000?

PLATFORM	Est AD VIEWS	Est CLICKS
Search Ads	7,500	600
YouTube Video	25,000	50
Banner Ads	300,000	300
Facebook	100,000	600
Instagram	100,000	350
TikTok	100,000	200
Other Social	80,000	150
CTV or OTT	40,000	0
Streaming Audio	30,000	90

**Source: Digital Throttle Actual results and eMarketer 2023*

THANK YOU!

Vicki Norman

vicki.norman@digitalthrottle.com

415-996-3026

