



A young man is swimming in a lake, with a pontoon boat carrying several people in the background. The scene is bright and sunny, with a clear blue sky and green trees in the distance. The water is dark blue with white splashes around the swimmer.

mission

Inspire and excite, share knowledge and motivate people to spend time on the water.

vision

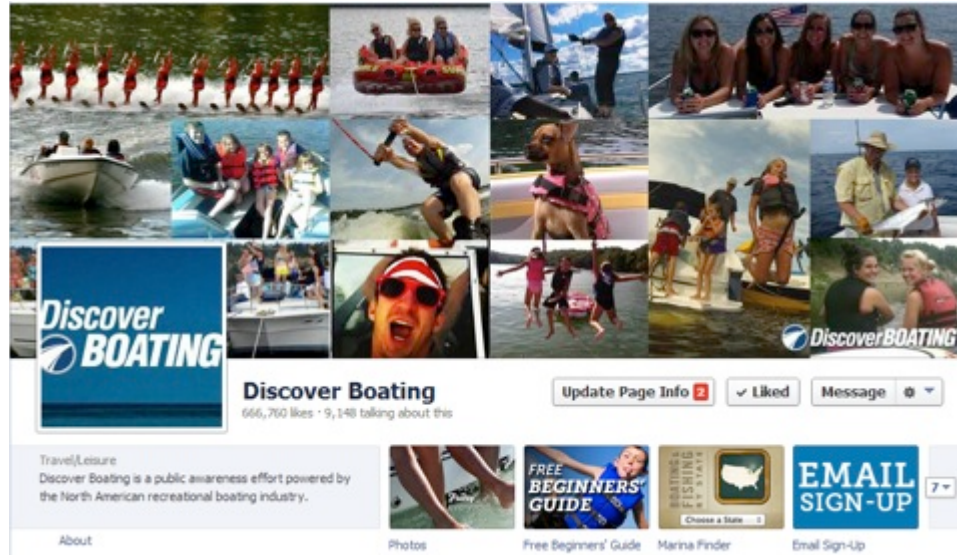
We are the **ultimate advocate and resource** for experiencing life on the water.



WHAT DOES DISCOVER BOATING DO?



FACEBOOK IS OUR PRIMARY SOCIAL COMMUNITY FOR CONTENT ACTIVATION



- Our 667k fans are much more engaged than average brand communities
- Boating content generates likes, comments & social sharing among friends
- Continually monitor what type of content gets the most response / engagement.

SECONDARY SOCIAL PLATFORMS HAVE SPECIFIC ROLES

YouTube



Feature videos from the campaign, as well as niche content

Twitter



Seize opportunities to be part of the conversation

Pinterest & Instagram



Focus on leading topics like family, vacations, recipes and style

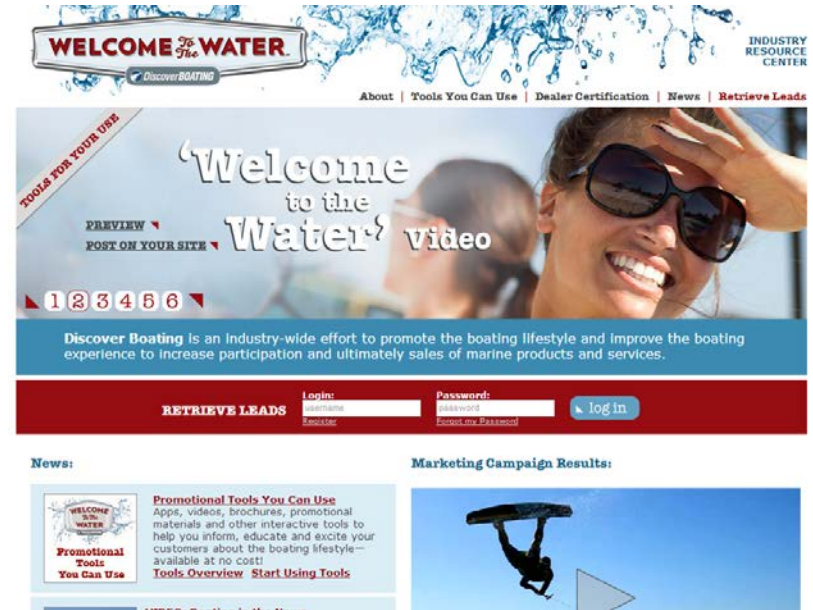
DISCOVERBOATING.COM



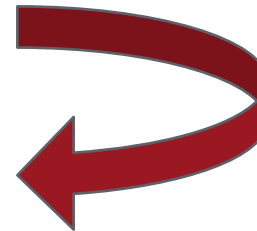
- Consumer website
- Boating resources, interactive tools



GROWBOATING.ORG



- Industry resource
- Free boating web tools, resources, promotional materials available for you





**Best
Of
All
Times**

