

# Putting Boats In Slips

## Marina Marketing For Harbormasters



# When Did The Word “Marketing” Become Synonymous with Lying?

# Marketing Goal Setting: What Is Your Motivation?

- Increase Sales
- Expansion of Facility To Increase Market Share
- Improve Public Perception
- Improve Customer Relations

**If You Can't Measure It, You Can't Achieve It**

# What is Your Unique Selling Proposition?





# Your Selling Proposition Is Not:

- Modern Docks
- Fuel
- 30/50 Amp Power
- Sundries and Stores
- Close to Restaurants, Shopping and Golf
- Nice Showers



# What Can You Provide That No One Else Can?

- What Unique Attraction Do you Have?
  - Bell Harbor
- Does your community have a theme?
  - Chemainus
- Do you have a service or experience that can be branded?
  - Roche Harbor



# Strategies For Goal Achievement

## Promotion/ Advertising

- Engage potential customers with an offer that grabs their attention

## Public Relations

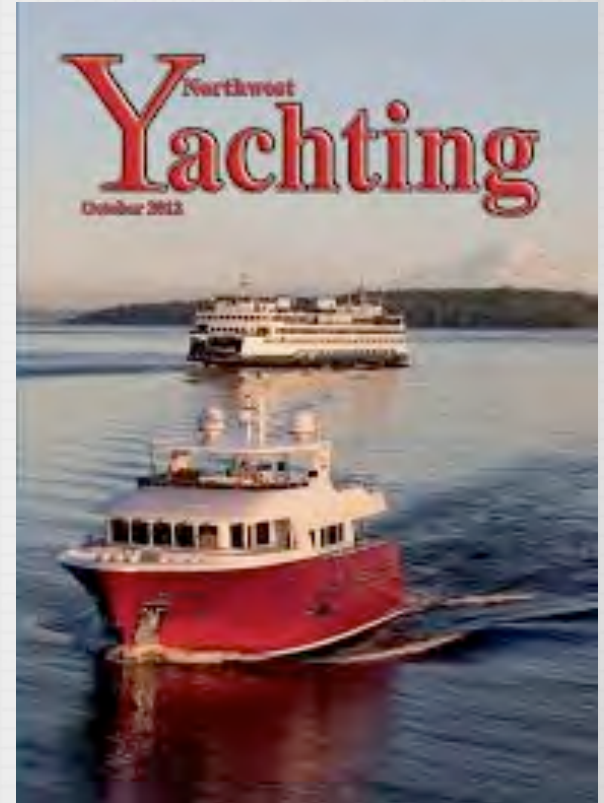
- Boating Press Engagement
- General Press
- Blogs and Review Sites

## Customer Engagement

- Events
- Social Media
- Technology

# No One Reads Your Advertising (Except You)

- Long Term Ad Buys Or Campaigns Don't Work
- Ads are only relevant when someone is about to make a decision
- Online Ads Are Most Effective
- You Must Expect Immediate And Measurable Results
- Try Something Crazy. Experiment To See What Works
- Partner With Others





# Sales Promotion

- Get Boaters Attention
  - One YEAR FREE
  - 24 month commitment
- Supported With Advertising
  - Highly Targeted
  - Online and Print
  - Short Duration
- Call To Action



One Year FREE Moorage at  
Bremerton Marina\*


Puget Sound's  
newest, state-of-  
the-art marina  
with unparalleled  
amenities

Enjoy:

- Free wifi
- Free showers
- Free on-site parking
- Free dockside pumpout
- Gorgeous bathrooms
- New docks
- Wide berths
- Huge fairways
- Slips from 36' to 120'
- Walking distance to:
  - Ferry terminal
  - Restaurants
  - Movie theater
  - Starbucks
  - Galleries and Museums
  - Spectacular Fountain Park

There are festivals and events all summer long.  
With a deal this good, what are you waiting for?

Contact us: 360-373-1035  
www.facebook.com/BremertonMarina  
www.BremertonMarina.com  
kathy@portofbremerton.org



\*Two year contract required. Moorage billed every other month. Does not include electricity or State Washington tax. Current tenants of the Port of Bremerton marinas are not eligible for this offer. Other conditions may apply. Offer expires July 15, 2013 and is limited to the first 75 boaters.

# Public Relations

- PR is what you get others to say about you
- Must be seen as significantly newsworthy by the media
- It is non-direct messages about your facility, project or event
- Because it is written by others it has great credibility
- Inexpensive
- PR can also bite you in unexpected ways



# Good PR



QUICK ESCAPE

## PORT OF BREMERTON

ROOTED IN HISTORY. BUT NO LONGER JUST A NAVY TOWN

At Port of Bremerton, you'll find the destroyer *USS Turner Joy*, the large copper-ringed fountains that are the namesake of Fountain Park and the sail of the nuclear-powered submarine *USS Parche*, the most decorated ship in the history of the U.S. Navy.

# Bad PR

## 'Absolutely Preventable' Sinking of Tug Danger to Eagle Harbor & Problem for Coast Guard



Posted by Contributor on October 3, 2013 at 3:24 pm

by Julie Hall and Sarah Lane

Nathan Littlejohn, spokesman for Coast Guard District 13, said that the tugboat sinking and subsequent oil spill at Eagle Harbor Marina yesterday, October 2, was "absolutely preventable." According to some current and former residents, the





# Blogs and Recommendation Sites


- Who Is Talking About Your Facility?
  - Monitoring developing news about your organization
  - Keeping current on a competitor or industry
  - Watching out for negative reviews or mis-information
- Resources
  - Google Alerts
  - Yelp
  - Active Captain
  - Twitter









# Customer Engagement


# Facebook: You Can't Buy Advertising This Good


**Pacific NW Boater**



Check out this breakwater! About 30-feet wide and it barely moves with the big ferry wakes. The boats move a bit, but the breakwater feels as solid as the ground... There are picnic tables, benches, public art – and all very clean, too!





Unlike · Comment · Share ·  9  2 · 22 hours ago · 

 You and 8 others like this. Top Comments ▾



**Mike Schultz** Bremerton Marina is awesome. Fresh, new, big, clean. With an amazing water park and maritime museum on the other side of the ferry landing and the Turner Joy battleship museum on the other side of the marina. The foot ferry every 20 mins right there to Port Orchard is also a fun diversion.  
[Like](#) · [Reply](#) ·  4 · 22 hours ago

**Susan Presley** Awesome!  
[Like](#) · [Reply](#) ·  1 · 22 hours ago

# Social Media Is Influencing Thousands



## Bremerton Marina

120 likes · 22 talking about this · 612 were here

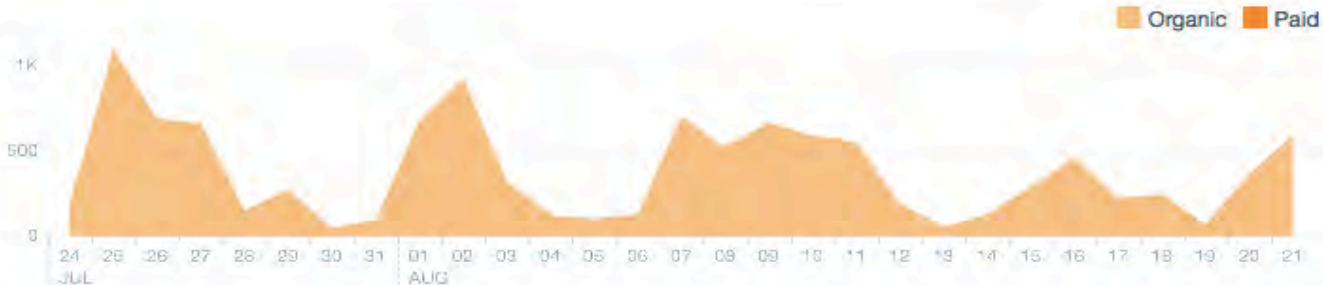
Update Page Info

✓ Liked



### Total Reach

The number of people who saw any activity from your page including posts, posts by other people, Page like ads, mentions, and checkins.



#### BENCHMARK

Compare your average performance over time.

Organic

Paid

# You Can Create Events

- Collaborative Partners
  - Coast Guard
  - US Navy
  - Bainbridge Island Police
  - Kitsap County Sheriff
  - Fish and Wildlife
  - Local Boating Experts
  - Convention Center
  - Boating Authors
- Used All Our Strategies to Succeed
  - Short Term Advertising
  - Press Release (PR)
  - Social Marketing on Facebook
  - Crazy Idea

*Confidential and proprietary information of Marsh Andersen llc*

## Welcome to the Water!

Celebrate National Marina Day  
at Bremerton Marina  
Breakwater Park

Saturday June 8, 10 am – 4 pm



Enjoy a day full of free educational and fun activities for the whole family, including:

- Complimentary lunch
- Music
- Boater classes
- In-water boat display
- Restaurant discounts
- And much more!

And FREE overnight moorage for all visiting boaters

Stay overnight and enjoy the Sunday Farmer's Market!

For more information:  
[www.portofbremerton.com/marinas/bremerton](http://www.portofbremerton.com/marinas/bremerton)



# US Navy Band





# Coast Guard



# Boating Instruction



# Cruising and Safety Instruction





# Community Building Events

- Collaborative Effort
  - Port/City/Non-Profits
- Inexpensive To Produce
  - Sponsor Funded
  - Local Bands
  - Donated/Rented Gear
- Support From Local Business
- Strategies Invoked
  - PR
  - Social Media



Presented by: Kitsap Bank and Kitsap Entrepreneurial Center

# ROCK THE DOCK

FRIDAY NIGHT SUMMER MUSIC CONCERTS

featuring

- July 19th - March at Dawn w/ Tom & Gary Band
- July 26th - Michael O'Neill w/ Afton Prater
- August 2nd - US Navy Band -- Passages
- August 9th - My Friends The Band w/ Angela Fleming
- August 16th - Blue Rocket Music w/ Eugenie Jones
- August 23rd - Dusty Cadillac Blues w/ Aaron McFadden

Rock the Park @ Evergreen Park

Music, Food, & Beer Free Family Event  
Every Friday on the Bremerton Boardwalk 6-9PM

**KITSAP BANK**  
**KPEC**  
**BREMERTON**  
**Visit Kitsap Peninsula**  
**Visit Kitsap.com**  
**BOOGALOO'S BAR-B-QUE**  
**PORT OF BREMERTON**  
**B**

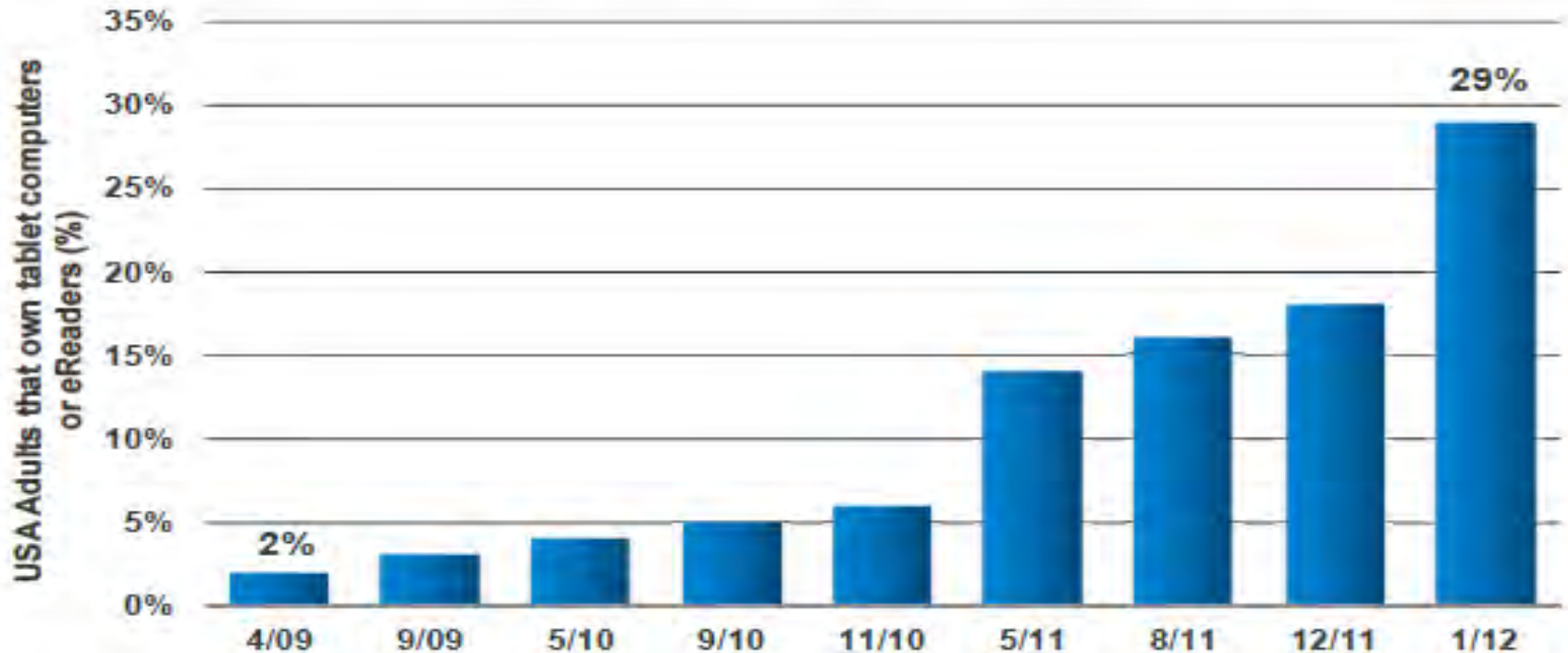
# If Your Website Isn't Mobile, Shoot It Now!

- Everything is mobile-first from a content perspective. If it doesn't work on mobile – go home.
- If the video doesn't load, the content doesn't look right or the photos are too big -if I can't see it on my mobile devices it's a waste of time.





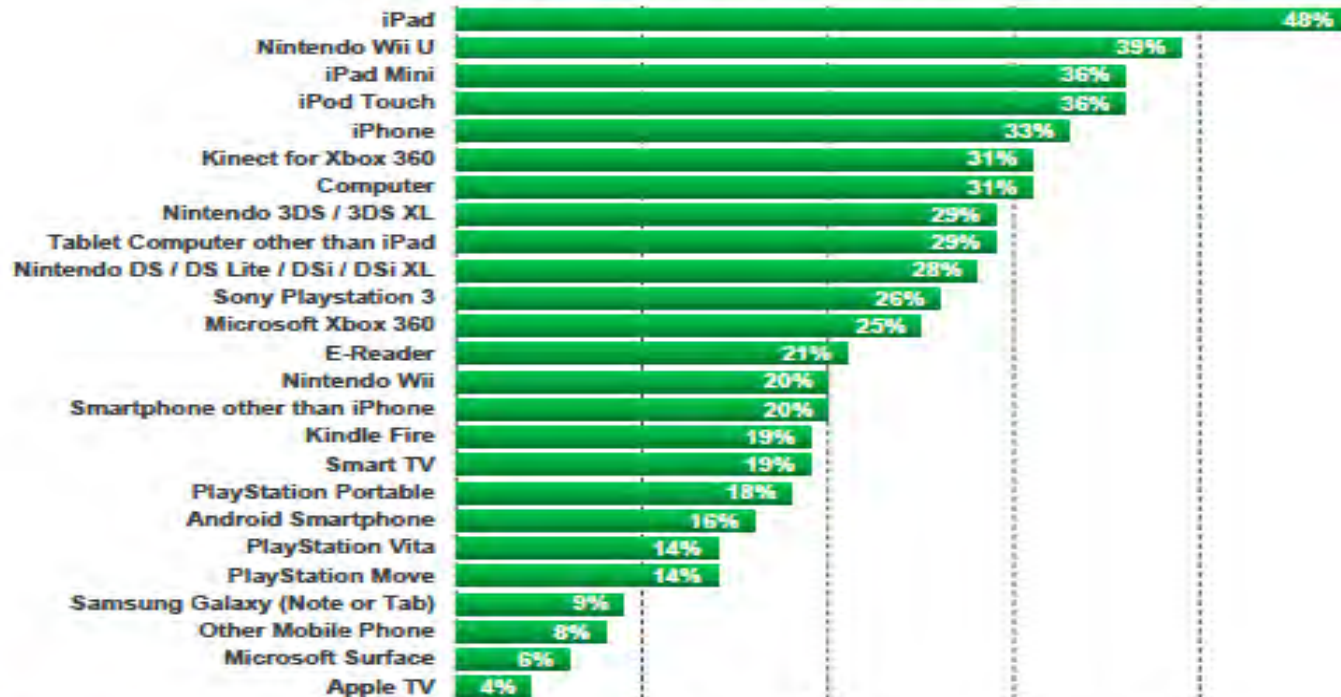
# 29% of US Adults Own A Tablet or eReader



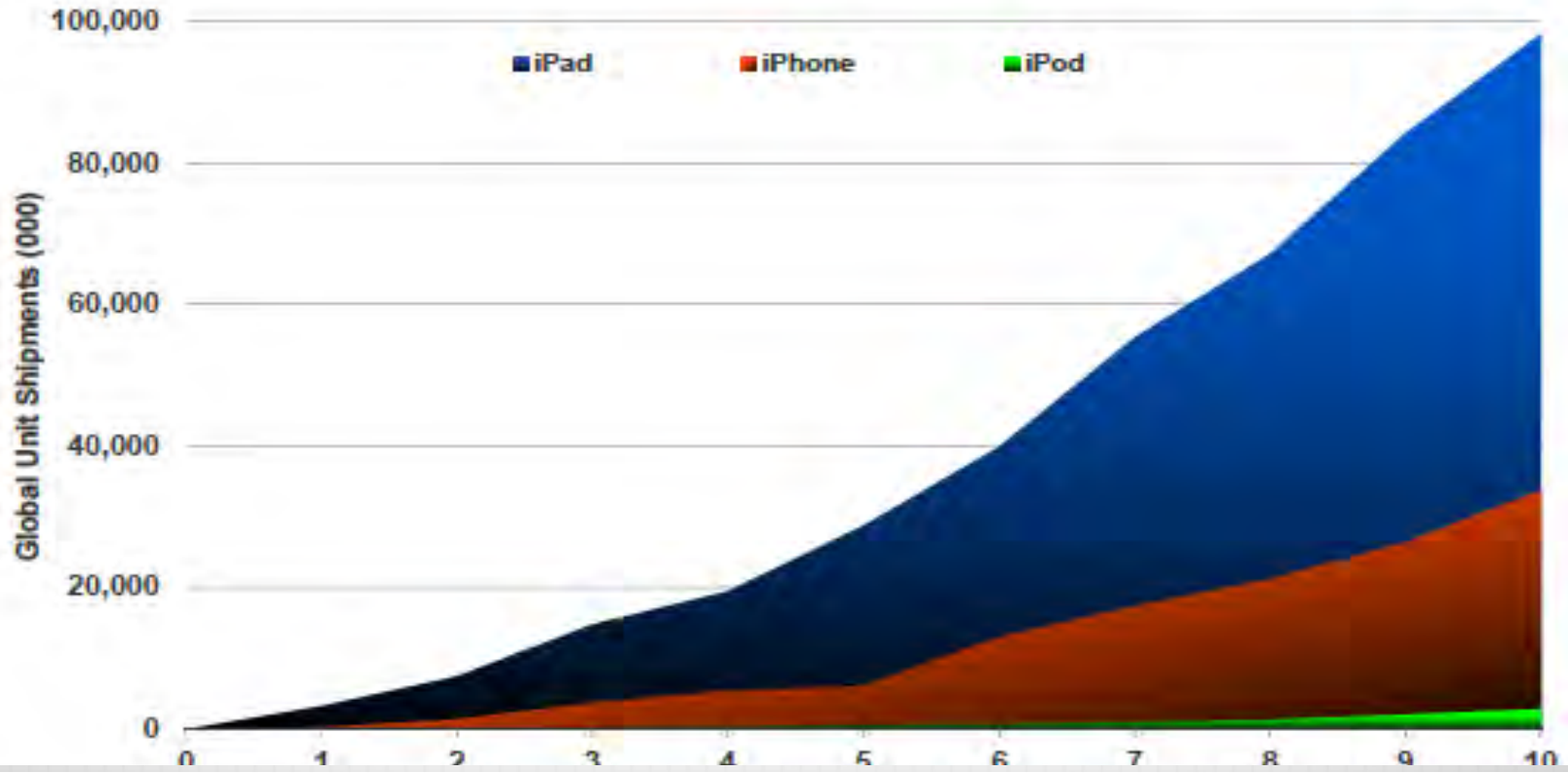
# 48% Of Kids Want an iPad For Christmas

## 36% Want an iPad Mini

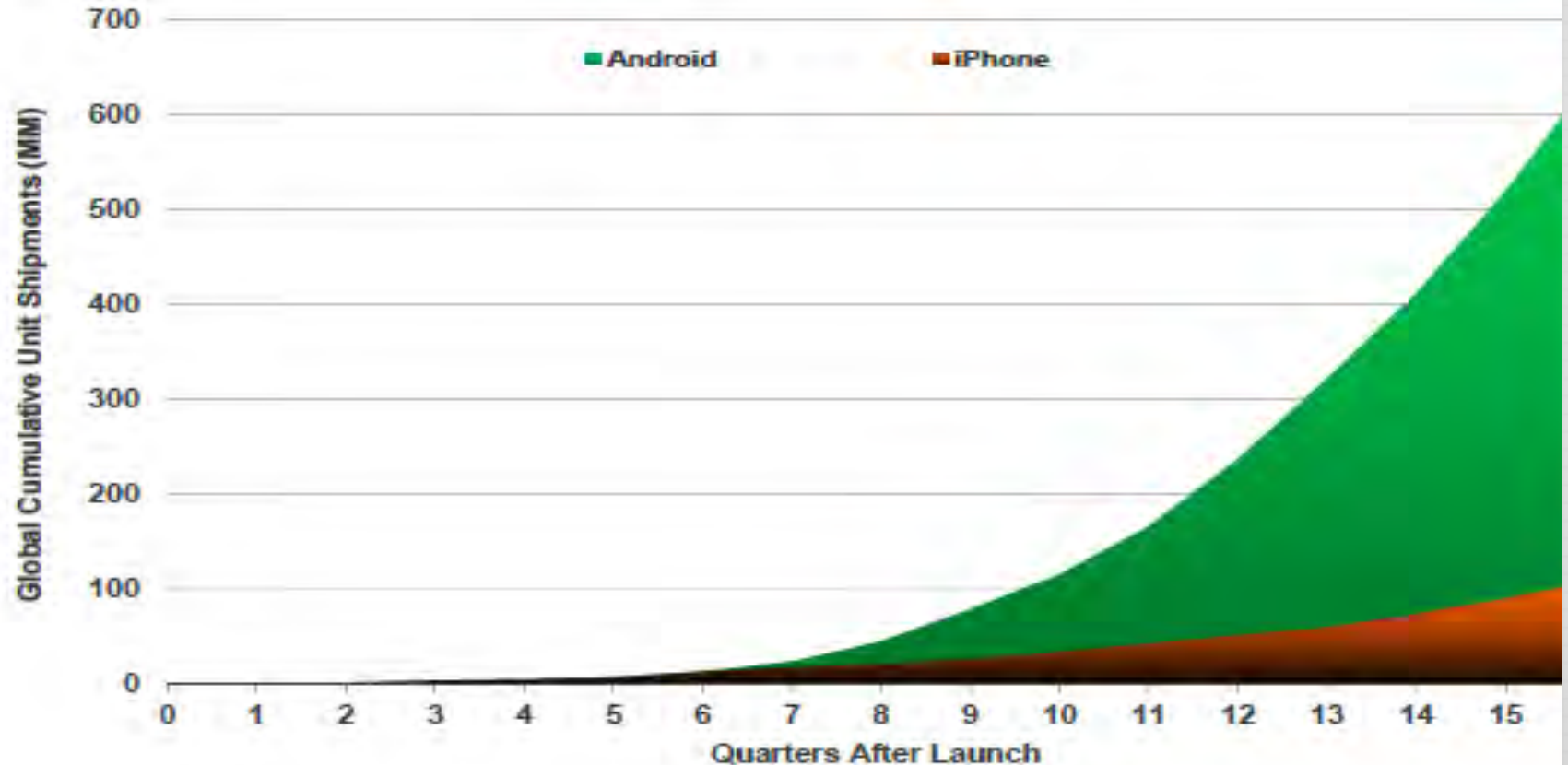
Interest in Buying in Next 6 Months Among USA Kids Ages 6-12



Ipods Changed History. iPhones Ramped Faster. Ipad Growth 3X Faster Than iPhone!



# Android Ramping 6X Faster Than iPhone



# Don't Make Me Walk To Your Office To Check In

**THEN...**

Big + Odd Looking Machines /  
Receipt Printers Cash Drawers



**NOW...**

(Square)

Simple + Elegant Tablet + Square Reader /  
Email Receipts / Touch Signing





# What Boaters Want?



# Thank You

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