Introduction

• KVH Industries (1986-present)
  – Vice President – Marketing & Strategic Planning
• In-house marketing agency
  – 12 people
  – Graphic artists, web designers, writers, digital marketing specialists
• Advertising
  – Print, radio, cable TV, billboards
• Trade Shows
  – 50 per year in leisure and commercial marine and government markets.
• Internet, Social Media and Digital Marketing
Overview of what we’ll cover

- Web 2.0, and why it impacts your business
- A simple marketing plan for increasing your sales
- Marine electronics customer overview
- Web sites design considerations
- Search engines and search engine optimization (SEO)
- Big benefits of blogging
- Leading social media sites
  - YouTube
  - Linkedin
  - Facebook
  - Twitter
- Measuring your results with metrics that matter.
The new Internet and why it matters

- **Web 1.0**
  - Web sites with static content
  - Hyperlinks to related sites
  - Dot-com boom and the “fools gold” of clever domain names

- **Web 1.0 was about:**
  - Individual users
  - Reading
  - Taxonomy (structured by creator)
  - Owning content
  - Consuming
  - Home page design
  - You find the news

- **Web 2.0**
  - Easy to create web content
  - Social Networking and Computing
  - Open web-based Communities
  - Clean, simple, straightforward design

- **Web 2.0 is about:**
  - Collaboration
  - Reading & Writing (posts and blogs)
  - Folksonomy (organized by users)
  - Sharing content
  - Producing
  - Personalization
  - News finds you

How the Internet Impacts Offline Sales

**Share by Segment, 2012**

<table>
<thead>
<tr>
<th>Category</th>
<th>Share</th>
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<tr>
<td>Online sale</td>
<td>7.2%</td>
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<tr>
<td>Web-influenced offline sales</td>
<td>38.2%</td>
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<tr>
<td>Web-influenced sales</td>
<td>45.4%</td>
</tr>
<tr>
<td>Non web-influenced offline sales</td>
<td>54.6%</td>
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</table>

Source: Forrester Research, as cited by Business Insider, June 12, 2012

**US Web-Influenced Retail Sales, by Segment, 2011-2016**

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-web-influenced offline sales</th>
<th>Web-influenced offline sales</th>
<th>Online sales</th>
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<tr>
<td>2011</td>
<td>$1,103</td>
<td>$1,672</td>
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<td>2012</td>
<td>$1,206</td>
<td>$1,723</td>
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<td>2014</td>
<td>$1,429</td>
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<tr>
<td>2015</td>
<td>$1,532</td>
<td>$1,780</td>
<td>$1,160</td>
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<tr>
<td>2016</td>
<td>$1,660</td>
<td>$1,812</td>
<td>$1,197</td>
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The business implications of Web 2.0

Traditional purchase decision journey

SEE AN AD  RECEIVE A MAILER  LOOK AT A CATALOG  CALL 1-800  VISIT A STORE  CONTACT CUSTOMER SERVICE  SIGN UP FOR LOYALTY CARD

Linear -- Predictable -- Brand controlled

Source: The Open Brand, Digital Trends for 2011

The business implications of Web 2.0

The NEW purchase decision journey

SEE AN AD  RECEIVE A MAILER  LOOK AT A CATALOG  CALL 1-800  VISIT A STORE  CONTACT CUSTOMER SERVICE  SIGN UP FOR LOYALTY CARD

Non-Linear -- MultiChannel -- Digital-First

Source: The Open Brand, Digital Trends for 2011
Web 2.0 – Social Media

Where should you start?

• Which sites and services are popular with your customers?
• Which types of content are easy for you to produce?
• Where can you get a tangible benefit to your business?

A simple marketing strategy for dealers

• Identify your target audience
• Determine why they should select your business over your competitors
• Select communications channels for reaching your audience
  – Traditional advertising, trade shows, direct mail, PR, direct sales calls
  – Web sites, banner ads, email, blog posts, social media sites
• Engage prospective customers in conversations
• Lead them through the sales cycle and make the first sale
• Continue the conversation to assure satisfaction, learn about new problems and opportunities
• Make repeated sales to existing customers
Identifying Potential Customers

Who Buys Marine Electronics?

• Boat owners, usually of higher value vessels used offshore
  
  • Average owner > 30’ inboard cruiser
    – 96% male
    – 57 years old
    – Attended or graduated from college
    – Professional/managerial (often retired)
    – Income average $300K, net worth $4.5 million
    – Boating experience average 35 years
    – Boat cost average $450K (diesel inboard cruiser)

• Affluent, successful, well educated professional who is very experienced in boating


Retail Sales of Powerboat (non PWC)

Source: NMMA, 2012
New to Pre-owned Boat Unit Sales

Source: NMMA, 2012
Marine Electronics Customer

- Where do they buy marine electronics?
  - Retail stores . . . . . 76%
  - Catalogs . . . . . . . . 24%
  - Internet . . . . . . . . 26%


Problems Customers try to Solve

- Consider where the customers might look to get answers!
- Where can I learn about categories of products, what they can do for me?
- How should I choose one brand over another?
- Where can I find reputable companies that sell and install products?
- Who can look at the electronics on the used boat I just bought, tell me if they need to be serviced or replaced, or provide me with manuals and teach me how to use them?
- Where can I find companies to fix or replace broken electronics on my boat?
- What do other customers think about different manufacturers products, dealer's services, etc.?
Value of NMEA Dealers to Customers

• Dealers add value by assisting customers with:
  – Selecting the appropriate product for their boat, budget, and applications
  – Selling and delivering the product
  – Professionally installing the product
  – Educating the customer in the use of the product
  – Providing after sale warranty and service support

• Manufacturers of sophisticated technical products rely on dealers to make customers happy.

• Manufacturers spend $$$ millions to generate leads for marine electronics products and services
  – Leading suppliers forward sales leads to local dealers
  – Visit each of your supplier’s web sites and make sure your info is updated!

• How well do your marketing efforts present the premium service you deliver?

How KVH links customers to dealers
How KVH links customers to dealers
Best way to reach potential customers?

- First action taken when buying marine electronics
  - Visited a marine electronics dealer . . . . . . 19%
  - Looked though a marine magazine . . . . . . 17%
  - Got advice from family or friends . . . . . 11%
  - Visited a boat show . . . . . . . . . . . . . . . . . 10%
  - Visited a manufacturers web site . . . . . . 10%
  - Visited a boat dealer . . . . . . . . . . . . . . . . . 7%

- How can you make yourself easy for potential customers to find in the places they are likely to look?

- How can you make it easy for your customers to recommend you to their friends (viral marketing)?

- It’s never been easier or more affordable thanks to the internet and new social media tools!

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5 Step Internet Marketing Plan

1. **Build a web site**
   - Free or low cost web site development tools available from Google.com, 1and1.com, etc.

2. **Optimize your site for search engines**
   - Involves the content and structure of your web site and getting other sites to link to yours

3. **Start a blog**
   - Blogs are very low cost and easy to build
   - Content is readily available
   - Blog posts are huge benefits in SEO

4. **Leverage Social Media**
   - Create a YouTube page for your company
   - Leverage LinkedIn to reach professionals
   - Set up a Facebook page for staying in touch with your customers
   - Consider Twitter account for ongoing updates on events, etc.

5. **Benchmark your ROI using relevant metrics**
Web Site Design

- Web site is the home of your online business
  - Use other marketing tools to drive traffic to your website.
- When somebody visits your web site, they spend about 3-5 seconds determining:
  - Is this site credible and professional?
  - Does the author look trustworthy?
  - How can I find what I want or need?
  - Does this site make me feel welcome?
  - Am I in the right place?
- If you fail to create a right impression immediately, or if your site is confusing, your visitor is one click away from your competitor’s web site!
- Good design makes a huge impression and influences subconscious customer perceptions about the quality of your business.
Web Site Design

![Web Site Design Image]

Web Site Design

![Web Site Design Image]
Website Design

Getting Found on Search Engines
Web Site Design for Search Engines

- The value of your web site is directly related to how many of your customers find it
- Search Engine Optimization (SEO) – making design decisions to improve rankings
  - Keywords – Search terms used by prospects to find businesses. Think in terms of the products you carry and the services you offer.
  - Your web site needs to be designed around the words the people you want to reach will use when they search for companies like yours
- Search Engines use complex algorithms to rank your site against different search terms based on:
  - Web site content – words on each page and the back-end code containing indexing tags, descriptions and instructions (around 25% of total)
  - Web site influence – who is linking to you from others sites (the more inbound links and the more influential the linking site, the better)

SEO – Web Site Content

- Tactics for improving your web site content performance
  - Figure out the keywords your customers will use when searching for marine electronics
- Homepage
  - Make sure keywords included in high level messages
  - Look at the page title and metatags in relation to search terms and how you listing appears on search engine
- Product/service pages
  - Put each brand on it’s own optimized page and again consider keywords
  - If customer searches “Furuno dealer Miami” and you have a page dedicated to Furuno and titled “Best Furuno Dealer in Miami”, you may win the search war
- Resource center –
  - Offer links to other places of value or interest to your customers
- Create a blog
  - Great tool for easily posting fresh content.
  - Each blog post is a new web page so dramatically improves your search engine results
SEO – Web Site Influence

- 75% of your search engine results position determined by the sites that link to you
  - The more incoming links the better
  - The more influential and the larger the site referencing your site, the better

- Tactics for improving your site influence
  - Use the networking power of social media to link your sites to your stakeholders and have them reciprocate
  - Offer content on your site of interest to your customers and promote on social media

- What really cool or useful things could you offer to encourage people to link to your site?
  - Photos of nice installations or celebrity boats
  - Recommended electronics packages for different types of boats
  - Videos explaining how to use products, best installation practices, etc.
  - Troubleshooting checklists or decision trees to help customers figure out basic technical problems
  - Your own list of the top 10 electronics products for upcoming seasons (Christmas, Spring Fitting Out, Father’s Day, etc.). Look at magazine editorial calendars for ideas.

Top Search Engines (searches/month)

1. Google – 900 million
2. Bing – 165 million
3. Yahoo – 160 million
4. Ask.com – 125 million
5. Aol.com – 33 million
Google Searches

Search Engine Listings

Note the impact of page titles and metatag descriptions!
Search Engine Keywords

Keywords used by customers to find your company are paramount in your web site design!

Search Engine Organic Results

Actual search results win 88% of clicks.
Search Engine Paid Results

Pay by the click searches on Google Adwords

Tools for Search Engine Optimization

www.google.com/webmasters
Blogs

- Regularly putting your content up on the web is blogging
  - Facebook or LinkedIn post
  - YouTube video (video blogging)
  - Twitter (micro-blogging)
  - Dedicating blogging software (Wordpress, Blogger, Tumblr.com, etc. -- fast, cheap and easy)

- Blogging in the US
  - 42 million blogs viewed by 329 million people per month
  - 60% of businesses have a blog
  - 25 billion pages viewed monthly
  - 500,000 new posts every day
  - 400,000 daily comments

Benefits of blogging to your business

- Search engine ranking
  - 30% of all search results link to new content
  - For high rankings, you need an easy way to constantly update your content
  - Blogging is the easiest, lowest cost way to post content

- Engage your customers
  - Become the source of new product information, troubleshooting tips, fun things to do, fishing tips, photos of cool boats, etc.
  - Customers will "get to know you" from your posts
  - Popular bloggers are considered "industry experts"
  - Every blog post your customer reads gives them an opportunity to participate in the conversation or contact you directly.

- Spread the word
  - Blogs are very easy to share with other social platforms
  - By offering content on your web site in your blog posts, you can drive more traffic to your business
Type of content that attracts leads

![Bar chart showing type of content that attracts leads](chart.png)

Source: Focus Research, "Marketers' Benchmarks 2011."

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**Blogging Tactics**

- **You can benefit from other blogs**
  - Link to blog posts of manufacturers or others on your blog
  - Post comments
  - Answer questions
  - Request reciprocal links
  - Offer to work with leading bloggers like Ben Ellison to provide feedback on hot electronics trends or to answer questions

- **Popular Marine Blogs**
  - Ben Ellison’s Panbo.com
  - Alan Spicer Marine Telecom -- blog.marinetelecom.net
  - Marine Installer’s Rant -- TheMarineInstallersRant.blogspot.com
  - The Hull Truth – TheHullTruth.com
  - Marine magazines all have blog
Blogs as Websites

www.wordpress.com  Easy, free blogging software & hosting

KVH’s Maritime Blog

- www.kvhmobileworld.com
  - Feedback and observations from shows
  - Trends that you’re seeing in the industry
  - Interesting applications
  - First installations of new products
  - Anything interesting we want to promote
- Blog posts link to the KVH web site
- Very easy to share blog posts on social media
Sharing Blog Content

LinkedIn

Promotional Flash Drives - Min. just 100 units. Free Imprint. 5 Day Delivery.

Commercial Fishing

Latest Discussions

KVH’s new satellite antenna test facility
This video gives an interesting look at KVH’s new antenna test facility in Rhode Island. A custom-built hexapod motion table...

Extreme Testing: KVH Satellite Antennas Take a Wild Ride

YouTube.com

For more information, please visit www.kvh.com/satcom and www.kvh.com/tracvision. KVH’s Vice President for Product Development describes the custom hexapod that KVH uses for testing its satellite antennas, which are used at sea, on land, and in the air. posted 1 day ago

Like Comment Unfollow More

Source: YouTube.com

YouTube Statistics

• 2nd largest search engine on the web
  — Owned by Google and tied into mainstream searches

• Over 800 million unique users each month

• Over 4 billion videos are viewed a day
  — In 2011 more than 1 trillion views
  — Almost 140 views for every person on Earth

• 72 hours of video are uploaded every minute
  — More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years

Source: YouTube.com
Benefits of YouTube to your Business

• **Power of Video**
  – Create compelling multimedia presentation
  – Create company pages with contact information and an overview of your business

• **Huge Audience**
  – Very easy to share videos creating viral marketing opportunities

• **Very Affordable**
  – Posting content and creating company pages is free on YouTube
  – New camera and phone technology makes videos easy and economical to produce
  – You can post links to your supplier’s content on your company page

• **YouTube Videos work for you 24/7/365**
  – Easy to embed videos in your web site or on your blog
  – Easy to link to YouTube videos from other sites

Embedding YouTube Videos
Embedding YouTube Videos

Direct link to the video

Code and display options for embedding video in your site
YouTube Embedded Videos

YouTube Company Channel

• Great company page with description and contact information
• Lots of interesting content
  — Product demonstrations
  — Nice installations
  — Boat show interviews and highlights
  — Manufacturer’s videos
• YouTube channel both feeds website content and sends traffic from YouTube to website
KVH on YouTube

Sharing YouTube Videos

- Very effective use of video
- Establishes differentiating benefits of business
  - Premium class service
  - Stand behind their work
  - Will go out of their way for customers
- Scenes of employees and jobs reinforces professional image
- Friendly, conversational presentation
  - Owner involved in business, makes sure service is first class
  - Happy to answer questions, provide information, start a dialog
  - Straightforward, honest businessman
Sharing YouTube Videos

http://youtu.be/OC6OhUtr4I4

Options →

Share

Embed

Email

Facebook

Twitter

Google+

LinkedIn

Blogger

StumbleUpon

Myspace
Sharing YouTube Videos

LinkedIn Overview

- **LinkedIn Statistics**
  - World's largest professional network
  - 175 million users
  - American users spend an average of 17 minutes on the site
  - 50% of LinkedIn users have a bachelor’s degree or higher
  - > 2 million companies on LinkedIn

- **Great business to business resource**
  - Create your professional profile
  - Direct links for people searching for your business
  - Indirect links through groups you join and people you know

- **Build you network linking with associates and friends**

- **Use to research or make contact with others**
LinkedIn Step 1 – Your Profile

LinkedIn Step 2 – Your Connections

- Making connections is easy
  - Connections of your connections
  - Groups
  - Your own lists

- Connections are very valuable
  - Easy access to your network
  - Broad network provides credibility indicating you are well-connected
  - Your network’s contacts will be suggested to you

- If your connections are competitively sensitive to you
  - Privacy settings to show only shared connections or none at all
LinkedIn Step 3 – Join Groups

• KVH Channel Partner Group

• Additional Possibilities (can belong to up to 50 groups)

• Check your customers’ groups to find good prospects and “join”
• Create your own group, it’s free and easy!

Facebook Overview

• 1 Web site in the USA
  – 950 million total users (and still growing!)
  – Received 9% of all US Internet visits
    • More than 1.6 billion visits a week
  – 1 in every 5 page views in the US was on Facebook.com.
    • >400 billion page views this year in the US.
  – Average visit time on Facebook.com is 20 minutes.

• Emphasis is more personal than professional
  – Profile your personal page
  – Join networks or connect with friends and build a network
  – “Pages” can be set up for businesses
Using Facebook for your business

• Set up a page for your business
  – Pages are designed for businesses as opposed to individuals
  – Pages have features like multiple administrators, listing categories to aid in search results
  – Pages are available to anybody (public), versus profiles which require mutual acceptance to connect

• Promote your business page
  – Make it engaging by taking advantage of applications like embedded YouTube videos and photos
  – Leverage viral nature of Facebook – the news feed (every time a fan engages your page it gets posted to all their friends via the news feed)
  – Let your existing network and customer database know about your new page

• Share Content and Information
  – Your own material or other stuff you find on the web
  – Gets posted to your “wall” and is shared on the news feeds of your friends

Keeping in touch with customers

– Your own material or other stuff you find on the web
– Gets posted to your “wall” and is shared on the news feeds of your friends
Overview of Twitter

• Twitter is a social network based on microblogs
  — 140-character messages
  — Users “follow” or subscribe to each other’s updates
  — Public text messaging

• Receive messages via multiple technology devices, including smart phones
  — Teenage authorities conclude Twitter works better on PDA’s than Facebook

• Statistics
  — 46 million active users (more than 500 million registered)
  — Twitter users send 175 million tweets each day
  — Roughly 9% of US adult Internet users are on Twitter
  — The average Twitter user has 27 followers
  — 36% of Twitter users tweet at least once per day, but 40% have never sent a tweet

Source: TheSocialSkinny.com

Twitter for your business

• Set up an account under your company name with your logo or lead person’s picture
• Create a custom background with additional information about your business
• Follow your suppliers and other influential people in your industry
  — Develop relationships by responding to their tweets
• Use tweets to announce new content, events, sales, etc.
• Interact with your customer base
Metrics that Matter

• Effectiveness of internet marketing is tangible and measurable.
  – Google Analytics great tool - www.google.com/analytics

• Determine the important parameters of your sales pipeline.
  – Number of new leads
  – Number of web site visitors
  – Number of followers or friends or contacts on social media
  – Number of sales quotes written
  – Number of customers per month, Average order size. Repeat purchases.

• Design your marketing efforts to improve your business in ways that are measurable.
• Monitor and track change over time to determine where you are having the most success.

Summary

• Communications networks have changed the expectations of consumers.
• Businesses must adapt to be ready and available whenever and wherever the customer wants to converse.
• Traditional marketing tools aren't dead, but many are inefficient and relatively expensive.
• New social media and cloud-based applications are very efficient, and very affordable.
• There are LOTS of resources on the web that can help you along the way.
• The only way to begin is to get started!
Questions?

For a copy of this presentation please give me your business card or email me at jdodez@kvh.com