Welcome to Generating Better Leads and Converting them to more Sales

Jim Dodez  
SVP Marketing & Strategic Planning  
KVH Industries, Inc.

Sanibel, Florida  
October 8-11, 2014
Who the heck is this guy?

- **KVH Industries**
  - Satellite TV, satellite communications
  - Licensed news, sports, movies, TV and music
  - Maritime training programs
  - Fiber optic gyros & military navigation systems
  - 550 employees, offices in US, UK, Denmark, Norway, Cyprus, India, Singapore, Hong Kong, & Japan

- **Jim Dodez**
  - Joined KVH in 1986, focused on marketing, sales, business development, strategic planning
  - NMEA conference committee (2013-14), strategic planning committee (2012-13), marketing committee (2011-12)

Jim Dodez, circa 1995 with the TracVision Zero (empty dome)

20 years later KVH is the market share leader in both satellite TV and maritime VSAT
KVH’s in-house marketing agency

Exhibits and Tradeshows

Advertising

Web sites

Literature & collateral

PR and content

KVH Industries, Inc.
KVH Digital Marketing Efforts

Blog: www.kvhmobileworld.com
KVH on Facebook
KVH channel on YouTube
KVH on LinkedIn
KVH on Twitter
KVH Landing Pages
A simple marketing plan for dealers

• **Identify your potential customers**

• **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 to start a conversation**

• **Lead them through the sales cycle and make the first sale**

• **Continue the conversation to assure satisfaction, learn about new problems, build relationships, and 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 average $4.5 million
  - Value of primary residence average $800K
  - Value of other real estate $1.5M
  - Boating experience average 35 years
  - Boat cost average $450K (diesel), $116K (gas)

- **Affluent, successful, well educated, experienced in boating**

New Inboard Boat Sales Trends in USA

Source: NMMA
New Inboard Boat Sales Trends in USA

Source: NMMA
New Inboard Boat Sales Trends in USA

Source: NMMA
Are you targeting the resale market?

- >80% of large boat sales involve pre-owned boats
- Target sales and marketing programs to pre-owned boat buyers
- Offer surveys of electronic equipment as a promoted service (presale or after the sale)
- Offer training on how to use equipment on pre-owned boats
- Seek opportunities to meet the owner and begin a conversation about new equipment
Age Distribution of Power boaters

Source: Info-Link Technologies Inc.
Age Distribution of Sailors

Source: Info-Link Technologies Inc.
Marketing Cycle

Outreach Channels

“70% of the buying process in a complex sale is already complete before prospects are willing to engage with a live sales person”

- SiriusDecisions (leading sales and marketing analyst firm)

Lead Capture

Customer Database Mgmt.

Customer Engagement

Business Development

In Bound Marketing/Content
Resources used by New/Used Boat Buyers

Most useful resources for shopping for a boat

- Direct mail
- Social media tools like Facebook
- Boating events and experiences
- Print magazine ads
- Print magazine articles
- TV
- Friends and family
- Boat trader/shopping websites
- Visit dealer or manufacturer
- Boat shows
- Dealership websites

Listed as one of top 3 most useful resources
Marine Electronics Customer

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

Halo effect of well known brands

- Marine electronics manufacturers spend $$$ millions to build brands and generate leads

- Leads are forwarded to local dealers, who provide essential services for making the sale
  - TIP: Visit each of your supplier’s web sites and make sure your info is updated!

- When a customer interested in a specific product is forwarded to your web site, are you ready to win the sale?
How KVH links customers to dealers
How KVH links customers to dealers

Where to Buy

YOUR RESULTS

We searched for: Leisure, Marine Systems, TracVision HD11, United States, FL 33316, within 10 Miles or less.

Showing 1 through 10 of 12 results

Key: ⭐️⭐️⭐️⭐️⭐️

Dealers

Concord Marine Electronics
Michael Robilio
2233 South Federal Highway
Fort Lauderdale, FL 33316
United States
Distance: 0.7 miles
Phone: 954-477-1100
Fax: 954-779-7090
Email: mrobilio@concordmarine.com
Website: www.concordmarine.com
Request a Quote

Electronics Unlimited
Ronald Muller
3229 S Andrews Avenue
Fort Lauderdale, FL 33316
United States
Distance: 1.2 miles
Phone: 954-467-2995
Fax: 954-467-7380
E-mail: ou@elec-unlimited.com
Website: www.elec-unlimited.com
Request a Quote
How KVH links customers to dealers

<table>
<thead>
<tr>
<th>Request a Quote</th>
<th>* Indicates a required field</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company</strong></td>
<td>Concord Marine Electronics, <a href="mailto:info@concordelectronics.com">info@concordelectronics.com</a></td>
</tr>
<tr>
<td></td>
<td>Fort Lauderdale, FL, United States</td>
</tr>
<tr>
<td></td>
<td>954-779-1100</td>
</tr>
<tr>
<td><strong>Product Name</strong></td>
<td>TracVision HD11</td>
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<tr>
<td><strong>First Name</strong></td>
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<td><strong>Last Name</strong></td>
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Landing pages on your web site

- Design pages on your web site to receive leads
- Dedicated “splash” pages for each major manufacturer
- Emphasize your experience with that brand of equipment
- Show installation photos of the specific brand of product
- Tie in to manufacturer’s YouTube videos
- Make your dealership an extension of leading brands
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
  – Use Keywords – Search terms used by prospects to find the products and services you offer.

• Search Engines use complex algorithms to rank your site against 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 – Tactics for your web site

• What keywords will your customers use to search for your products and services?

• Optimize your 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

• Create individual product/service pages
  – Put each brand on its 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

• Add a resource center to attract traffic and incoming links
  – Offer easy links to places of interest to your customers (weather, web cams, etc.)
  – Offer free content that is useful and interesting

• 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
Google Searches

marine electronics florida

Marine Electronics Sale - thegpsstore.com
4.8 ★★★★★ rating for thegpsstore.com
TheGPSStore.com - Free Shipping Factory Authorized Dealer Low Price

Bethel Marine Electronics
www.bethelmarine.com
2 Google reviews - Google+ page

Concord Marine Electronics
www.concordelectronics.com
2 Google reviews - Google+ page

Keys Marine Electronic Inc
keysmarineelectronics.com
Google+ page

Jaytron
www.jaytron.com
Google+ page

Southwest Florida Marine
www.electronicsmarineservice.com
Google+ page

Jackson Marine Electronics
www.jmfala.com
Google+ page

Langer-Krell Marine Electronics
langerkrell.com
2 Google reviews

Map results for marine electronics florida

Bethel Marine Electronics | Discount Marine Electronics for...
www.bethelmarine.com/ •

Concord Marine Electronics- Installations | Equipment...
www.concordelectronics.com/ •

Marine & Boat Electronics
www.westmarine.com/ •
4.4 ★★★★★ rating for westmarine.com
(800) 292-8464
85,000 Electronic Items in Stock
Get Free Shipping Over $49 Today!

Hodges Marine Electronics
www.hodgesmarine.com/ •
4.7 ★★★★★ advertiser rating
(888) 595-2628
Low Prices, A+ Customer Service
Fast Shipping, Large Selection

Marine Electronics Florida
www.indied.com/ •
4.5 ★★★★★ rating for indeed.com
Search all jobs on Indeed.com
The most complete job site online

Marine Electronics in Alva, FL
www.dicksonline.com/ •
Cut your online search in half.
Find Florida businesses here!

Marine Electronon on Sale
www.wmrmarine.com/ •
GPS Chartplotter, Radar, Sonar
Major Brands. Ship Worldwide

Marine Electronics Sale
marine-electronics.compare39.com/ •
Up To 70% Off Marine Electronics
Marine Electronics. Compare
Search Engine Listings

Google search results for "marine electronics florida"

- marine electronics sale - thegpsstore.com
- Bethel Marine Electronics
- Concord Marine Electronics
- Keys Marine Electronic Inc
- Jaytron
- Southwest Florida Marine
- Jackson Marine Electronics
- Langer-Kreil Marine Electronics

Map for marine electronics florida

- Marine & Boat Electronics
- Hodges Marine Electronics
- Marine Electronics Florida
- Marine Electronics in Alva, FL
- Marine Electronic on Sale
- Marine Electronics Sale

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Automatic Google+ Pages
Automatic Google+ Page
Design your own Google+ Page
Search Engine Keywords

Keywords used by customers to find your company are paramount in your web site design!
Search Engine Paid Results

Pay by the click searches on Google Adwords
You want to be found on the web.
We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

Sign in to Webmaster Tools

Webmaster Tools
Understand and improve your site in Google Search.

Webmaster Education
Videos and articles to help you get found on Google.
Learn more

Help Center
Fix problems and find answers to your questions.
Get help

www.google.com/webmasters
Cooperative Marketing Programs

Bring the Best Onboard!

TRACVISION  TRACPHONE
SATELLITE TELEVISION AND COMMUNICATIONS

ELECTRONICS UNLIMITED

1/4 Mile South on Andrews Ave.

954.467.2695
elec-unlimited.com
Cooperative Marketing Programs

Offering owners COMPLETE PEACE OF MIND from anywhere in the world on any computer or smartphone.

THREE INDUSTRY LEADERS
PARTNERING TO PROVIDE GLOBAL REMOTE SECURITY, MONITORING AND SURVEILLANCE SOLUTIONS.

www.kvh.com
www.flir.com
www.gostglobal.com

CONCORD MARINE ELECTRONICS
Designing and implementing high-quality product integrations from leading marine electronics manufacturers for over 20 years
2255 S Federal Highway • Fort Lauderdale, FL 33316 • 954.779.1800 • 954.779.7090 Fax
www.concordelectronics.com • email: sales@concordelectronics.com

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Building Lists of Potential Customers

• **Leverage your own customer database**
  - Find a reason to collect contact information (satisfaction survey, warranty registration, free notices of software or other updates)

• **Lists from government agencies**
  - Licensed FCC radio operators
  - USGC documented vessel list
  - State vessel registration lists (InfoLink)

• **Customer lists from complementary businesses**
  - Marinas, associations, etc.
  - Subscriber lists from publications

• **Offer free content on your website that people can access by providing their contact information**
  - Newsletters, checklists, manuals, etc.
Engaging potential customers

The Conversion Funnel (through a prospect’s eyes)

- What do you do?
- Why should I care?
- How do I believe you?
- Where do we begin?
The Real Value of NMEA Dealers

- The distribution channel earns roughly 1/3rd of the retail price of a marine electronics product
  - And it’s never been easier for manufacturers to sell directly to consumers
  - Your added value better be based on more than low discount prices or you are in danger of being disrupted!

- Good dealers solve important problems for their customers
  - Products are complex and often confusing – help them select the best option
  - Poor installation often results in poor performance
  - Customers need somebody to teach them how to operate products
  - Customers need dealers to coordinate after-sale warranty support

- Successful dealers deliver great value through service and support

- Building relationships with your customers
  - The population of new/pre-owned yacht buyers is small and active
  - The best dealers build lifetime relationships with their customers, communicate with them often, and win their repeat business
Build Relationships with Customers

• Your customers love their boats and are interested in relevant information about their electronics

• Communicate through a monthly or quarterly newsletter
  – New product recommendations
  – Tips for getting more out of existing equipment
  – Notices of upcoming events, special promotions, boat show exhibits

• Communicate through blog or social media posts
  – Blogs are very easy to create using free or low cost software
  – Social media sites like LinkedIn, Facebook, and Google+ offer opportunities to share your ideas with your customers

• Leverage Social Media
  – Create a YouTube page for your company
  – Update your LinkedIn profile
  – Set up a Facebook page for your company

• Hold a customer event at your store or a local gathering place
Where can you find content?

WITH CP200'S HIGH RESOLUTION CHIRP SIDEVISION™ TECHNOLOGY YOU CAN SPEND MORE TIME CATCHING FISH AND LESS TIME LOOKING FOR THEM.

WHY YOU NEED THE CP200 CHIRP SIDEVISION™ SONAR:

• See further! Image fish, bait and bottom structure at distances up to 600' on either side of the boat.

• CHIRP signal processing delivers crystal-clear images with amazing detail.

• Adjustable CPT-200 SideVision transducer offers shallow, mid-range or deep water scanning and includes a patented kick-up guide that ensures the transducer can be easily returned to its original position in the event the transducer kicks up after striking an object or debris.

• Network compatible CHIRP SideVision™ sonar for aSeries, eSeries, eSeries and gS-Series MFDs

• Works seamlessly alongside Raymarine Digital, CHIRP and CHIRP DownVision sonar.

Interested in finding out more?
Sharing YouTube Videos

Raymarine CP200 CHIRP SideVision™ with Timmy Horton

Published on Oct 1, 2014

Expand your underwater horizon with the CP200 CHIRP SideVision™ sonar.

The CP200 CHIRP SideVision™ Sonar expands your underwater horizon with crystal-clear, bank-to-bank displays of fish, bait and underwater structure.
Raymarine CP200 CHIRP SideVision™ with Timmy Horton

Jim, Check out this new product from Raymarine. I think it would be a perfect upgrade for your Boston Whaler.

Best regards,

Jim

“Uploads from Raymarine”
Sharing YouTube Videos

• Leverage professional marketing investments of your suppliers
• Associate your dealership with market leading brands
• Reinforces your position as an authority on new technology
• Provides an easy way to stay in touch with customers.
• Can be sent in minutes, and only costs you a little time!
Raymarine on YouTube
KVH on YouTube
Simrad on YouTube

BSM-3 Broadband Sounder with CHIRP

BSM-3 CHIRP Sounder (Overview) by SimradYachting 135 views 4 months ago
BSM 3 Gain and Color Palatins 50 (Part 1) by SimradYachting 87 views 3 months ago
BSM 3 Using Scroll Speed (Part 2) by SimradYachting 83 views 3 months ago
BSM 3 Time Varied Gain TYD (Part 3) by SimradYachting 48 views 3 weeks ago
BSM 3 Split Zoom Window (Part 4) by SimradYachting 30 views 3 weeks ago

Simrad Pro Team

FISHING NORFOLK ISLAND - Big Kingfish & Epic... by ChloeTaylor 606 views 6 months ago
Band of Brothers Marlin Fishing by AnthonyRace 914 views 4 months ago
Southern Bluefin Tuna caught off Sydney by AnthonyRace 1,422 views 5 months ago
Small Boat Marlin Action!! by ChloeTaylor 1,942 views 6 months ago
A Year Of Fishing Action!!! by ChloeTaylor 2,051 views 3 weeks ago

SIMRAD Marine Electronics

Today we offer a range of sophisticated auto steering, navigation and safety products for vessels of all sizes, from small vessels on inland waterways to larger coastal commercial and passenger craft.
Boats.com on YouTube

boats.com Trailer
5,442 views 1 year ago
Here's a 90 second tour of what we've got to offer on our YouTube channel. Don't forget to subscribe, and thanks for visiting!


At boats.com, we feature boat reviews, how-to videos, special features, and information about new boats, boat sales, and boating products—usually with a dash of fun.

Our reviewers test the features, performance, and specifications of each boat. Read more.

Got Bait?
It's kill versus lure and kids versus adults in this fishing reality show—but it's not all just fun and games. Got Bait? is also full of fishing tips and tricks that will help you become a better angler. Plus, there are fishing quizzes that let you test your fishing knowledge against the Got Bait? crew. And segments about the species being targeted in each episode will also shed...

Got Bait? Trailer
by boats.com 207 views 2 months ago

Got Bait? The Search for Stripers
by boats.com 2,487 views 4 months ago

Got Bait? The Hunt for Flounder
by boats.com 5,389 views 2 months ago

How to Fillet a Flounder:
Instructional Video
by boats.com 2,685 views 2 months ago

Boat Review / Performance Test
The boats.com video boat review takes you aboard for a detailed look into features, layout, and our expert opinions about each boat. We also include a performance test that provides data about top speed, cruising speed, and range. For more reviews visit our review page: http://reviews.Boats.com/boat-reviewreviews
Are You A Vice President? - Apply to Worldwide Who's Who and expand yr

LinkedIn

Latest Discussions

KVH M5 for Commercial vessels in the UK
Hi Jim,
I have missed out on a few sales here in the UK due to the 15 deg vessels are well within the coverage ...
posted 1 day ago

Comparing KVH product design with SeaTel and Intellian
Here’s an example of the difference in approach to product design and the competition:
Intellian’s bargain ...
posted 1 day ago

Robert Kite van Heyningen 18 minutes ago - Robert likes this
LinkedIn Step 1 – Your Profile

Tim Conroy
President at ComMar Sales
Baltimore, Maryland Area | Maritime

Current: President at ComMar Sales
Connections: 223 connections
Public Profile: http://www.linkedin.com/pub/tim-conroy/10/42b/65a

Experience
President
ComMar Sales
Currently holds this position
Recommend Tim's work at ComMar Sales

Additional Information
Groups and Associations:
- KVH
- KVIH
- National Marine Representatives Association

Contact Tim for:
- Send a message

ComMar Sales, LLC
Manufacturers’ Representatives

Tim Conroy - President
Mid-Atlantic

President of ComMar Sales, Tim leads the sales team with knowledge and integrity. Tim has more than 40 years of experience in the marine industry and over 25 years as part of the ComMar Sales organization. His broad experience includes management roles in importing and distribution as well as retail selling. Tim takes pride in applying creative yet practical solutions to achieve desired sales results. Tim serves the Mid-Atlantic territory from Annapolis, Maryland.

Tim has served on various committees and on the boards of NMMA, NMHA, and NMIEA.
LinkedIn Step 1 – Your Profile

Benjamin Bettelli
Northwest Sales Manager at Coast Marine Marketing
Greater Seattle Area | Consumer Electronics

Current: Northwest Sales Manager at Coast Marine Marketing
Past: Regional Sales Manager at KVH Industries, Inc.
Western Regional Sales Manager, Automotive Products at KVH Industries, Inc.
Field Training Manager, Satellite TV Products at KVH Industries, Inc.

Education: University of Washington, Michael G. Foster School of Business
University of Washington, Michael G. Foster School of Business
Western Washington University

Recommendations: 2 people have recommended Benjamin

Experience:
Northwest Sales Manager
Coast Marine Marketing
August 2008 – Present (4 years)
Factory sales representative for the very best lines in marine electronics: Baron Services, Digital Antenna, Flir Systems, Icom, KVH, Luminator, Maretron, Neotricomp. OCGT by Foredom Marine, Poly-Pleasure, Seaview by FYI, Survitec and VHXWorx on Water. Our company is one of the premier sales and marketing firms on the west coast with a combined 47 years sales experience. This position is associated with:
- 1 Honor or Award
LinkedIn Step 2 – Your Connections

- Making connections is easy
  - Connections of your connections
  - Groups
  - Your own lists
  - Interfaces with Outlook & Outlook.com

- 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

• Please join the NMEA Networking Group!

Groups and Associations:

KVH Sales and Channel Partners
Already a member

National Marine Representatives Association

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

NMEA 2000
NMEA2000 product development for the marine electronics industry.

Sat TV & VSAT @ Sea Group [Member]
Group for professionals interested in satellite communications and entertainment solutions for commercial vessels and luxury yachts.
5 discussions this month · 1,423 members

Marine Electronics Jobs and Technology Forum
The marine electronics jobs and technology forum group is used for keeping interested parties informed about suitable vacancies in the market...
6 discussions this month · 864 members

Marine Electronics & Communications Networking Group [Member]
Networking and discussion group for anyone with a professional interest in Marine Electronics & Communications
Very Active: 56 discussions this month · 2,572 members

Superyacht Owners & Professionals Member
The premier networking group for owners & professionals in the super/mega yacht industry including captains, crew, designers, naval architects...
Very Active: 135 discussions this month · 8,100 members

Marina, Boatbuilding & Dealer Professionals
Networking group for staff of marinas, recreational boatbuilders and dealers. Also vendors who specialize in serving the above.
Very Active: 94 discussions this month · 4,987 members

National Marine Manufacturers Association
NMMA is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats...
15 discussions this month · 1,629 members

Hinckley Yachts
A group for Hinckley Yacht Owners and Admirals. It's not just about the varnish. It's about enduring quality and style.
4 discussions this month · 151 members

• Check your connections’ groups to find good prospects and “join”

• Participate in the conversations with relevant comments, shared articles, links from your website
Facebook for business
Facebook for Business

- **Search for your customers and suppliers**
  - Find and “like” them to stay abreast of their news, comments, events

- **Share suppliers’ posts on your company page**
  - Post relevant comments on your suppliers pages to create awareness of your dealership
  - If you “like” your suppliers, etc., you can post to their walls, respond to posts, and be a part of their conversation

- **Post photos of your nice installations**
  - Encourage your customers to post endorsements of your work and comments about their new equipment

- **Link your Facebook activity to your other social media sites**

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Web 2.0 – Social Media

Where else should you be?

• 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?
Questions?

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