Welcome to Using the Internet to Market your Business

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

San Diego
September 25 & 26, 2013
Introduction – Jim Dodez

• KVH Industries 1986 – current
  – SVP Marketing & Strategic Planning
  – In-house marketing agency

• Traditional Marketing
  – Print advertising – 30 publications, lots of dealer co-op
  – Radio, cable TV, billboards, direct mail
  – Trade shows exhibits – 50 per year

• Internet Marketing
  – Multiple web sites and mini-sites
  – Salesforce.com CRM tied to Marketo digital marketing tool
  – Banner ads, pay-per-click, newsletter ads, email blasts
  – Blog, several digital newsletters
  – Social media – Facebook, LinkedIn, YouTube, Twitter
  – Webinars, white papers, info-graphics, etc.
KVH Internet Marketing Tools

www.kvh.com
www.tracphone.com
Channel partner portals
mini-web sites

KVH on Facebook
www.kvhmobileworld.com
KVH on YouTube
KVH on LinkedIn

KVH on Twitter
Webinars
Newsletters/Email blasts
Banner Ads
Overview of what we’ll cover

• Importance of the Internet in your marketing and sales efforts
• Customers taking control of conversations using Web 2.0 tools
• Understanding why customers (and manufacturers) need NMEA dealers
• Identifying your best prospects
• Top Ten Tips for free/low cost Internet marketing campaigns
  – Tip #1 – Leveraging your manufacturers marketing investments
  – Tip #2 – Design your web site with search engines in mind
  – Tip #3 – Winning the Google search game
  – Tip #4 – Take advantage of Google Places and Google+ for Business!
  – Tip #5 – Update your Yelp Profile
  – Tip #6 – Create a blog
  – Tip #7 – Share you blog posts on social media
  – Tip #8 – Start your own YouTube channel
  – Tip #9 – Get connected with LinkedIn
  – Tip #10 – Set up a business page on Facebook
Importance of the Internet in Your Marketing and Sales Efforts
What Happens in an Internet Minute?

- 639,800 GB of global IP data transferred
- 20 New victims of identity theft
- 204 million Emails sent
- 1,300 New mobile users
- 47,000 App downloads
- 583,000 In sales
- 61,141 Hours of music
- 20 million Photo views
- 320+ New Twitter accounts
- 3,000 Photo uploads
- 100,000 New tweets

And Future Growth is Staggering

- Today, the number of networked devices = the global population
- By 2015, the number of networked devices = 2x the global population
- In 2015, it would take you 5 years to view all video crossing IP networks each second

Source: Intel
Use of the Internet 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

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How the Internet Impacts Offline Sales

Share by Segment, 2012

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

Source: Forrester Research, as cited by Business Insider, June 12, 2012
Consumers are taking control of the sales conversation using Web 2.0 tools

... while pretty effectively ignoring marketing blah, blah, blah
Web 1.0 Carefully Controlled Content

Traditional purchase decision journey

Linear – Predictable – Brand controlled

Source: The Open Brand, Digital Trends for 2011
Web 2.0 Consumer Conversations

The NEW purchase decision journey

Non-Linear – MultiChannel – Digital-First

Source: The Open Brand, Digital Trends for 2011
Web 2.0 Landscape 2013
Understanding why customers (and manufacturers) need NMEA Dealers
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

• Manufacturers need the value good dealers provide customers
  – Products are complex and often confusing
  – Poor installation almost always results in unhappy customers
  – Customers need to be taught how to use products
  – Customers need dealers to coordinate after-sale warranty support

• Very valuable dealers have lots of loyal customers
  – The population of new/pre-owned yacht buyers is small and active
  – Dealers building lifetime relationships, staying in touch with their customers after the sale, win the repeat business
  – Big area where internet marketing can help dealers

• Ultimately, dealers succeed or fail based on where the customer decides they get the best service, support, and value
Identifying your best prospects

Finding the top 20% of customers making 80% of the purchases
Identify Your Target Customer

US New Inboard Cruiser Sales

Source: NMMA, 2013
New to Pre-owned Boat Unit Sales

Source: NMMA, 2012
The Importance of Used Boat Buyers

2012 US New and Used Inboard Cruiser Sales

Source: NMMA, 2013
Identifying Potential Customers

Who Buys Marine Electronics?

• Boat buyers (new and pre-owned), 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

Marine Electronics Customer

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

Ten Top Tips for Improving your Internet Marketing
Tip #1 -- Leveraging your manufacturer’s marketing investments
You are an Extension of your Suppliers’ extended product/service

- Manufacturers spend $$ millions to generate leads for marine electronics products and services
- Leads are forwarded to local dealers, who provide essential services for manufacturers
  - Visit each of your supplier’s web sites and make sure you info is updated!
- When a customer interested in a specific product is forwarded to your web site, are you ready to win the sale?
- Consider pages designed to receive and nurture leads
  - Dedicated “splash” pages for each major manufacturer
  - Emphasize your experience in working with that brand of equipment
  - Reinforce the professionalism of your business with good design
  - Show pictures of installations feature the specific brand of product
  - Invite interaction by providing easy ways to contact people at you company (email addresses of real people, phone numbers, etc.)
How KVH links customers to dealers

TracVision HD7

This is satellite TV at sea like you've never seen before — KVH's new 24" TracVision® HD7 antenna is a breakthrough in maritime satellite TV design, bringing high-definition programming from DIRECTV® to your boat or yacht the same way you enjoy it at home. The rugged TracVision HD7 simultaneously tracks DIRECTV's Ka- and Ku-band satellites, enabling use of Digital Video Recorders (DVRs), and offers the best tracking ever from KVH!

Using KVH's exclusive TruAD™ technology, the TracVision HD7 antenna can receive broadcasts from three DIRECTV satellites at once! These signals are concentrated by the funnel reflector before reaching KVH's unique third dielectric foil, resulting in outstanding reception even as you cruise offshore.

This technology makes it possible for you and your guests to not only watch any channel but also have full DVR support! Now everyone can watch what they want, on whatever TV they want, whenever they want— a great bonus for everyone onboard! Plus, setup and maintenance are a snap with KVH's new IP-enabled antenna control unit and TracVision iPhone® app.

Add the TracVision HD7's optional Tri-Americas® LNB and your boat or yacht can travel throughout the Americas and switch seamlessly between services without missing a beat.

Find a dealer near you!
How KVH links customers to dealers

Where to Buy

Your Results

We searched for: Leisure, Marine Systems, TracVision HD7, United States, CA 92113, within 25 Miles or less.

Showing 1 through 10 of 23 results.

Dealers

**ANYBOAT Marine Electronics, Inc**

7558 Greenly Drive
Oakland, CA 94605
United States
Distance: 7392.2 miles
Phone: (610) 430-2600
Public Mobile Phone: (415) 265-2628
Fax: (610) 430-2671
E-mail: support@anyboat.net
Website: www.anyboat.net
Request a Quote

**Beacon Marine Electronics**

3401 W. Fifth Street #150
Oxnard, CA 93030
United States
Distance: 7856.0 miles
Phone: 805-965-3628
Fax: 805-952-0703
E-mail: postbeacon@earthlink.net
Request a Quote

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*Key:*
How KVH links customers to dealers

Request a Quote

Company
Honor Marine Comm., scott@honormarine.com
San Diego, CA, United States
619-233-7666

Product Name
TruscVision HD7

First Name

Last Name

E-mail Address

Phone Number

Comments

* Indicates a required field

RESET FORM
CONTINUE
Tip #2 -- Design your website with search engines in mind
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** – Design your web site around the words customers will use when they are looking to buy the stuff you want to sell

• Search Engines use complex algorithms to rank your site against different search terms based on:
  – **Web site content** – including 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)
  – **Business development efforts of the search engine** – Google launches new businesses through favorable search listings
SEO Tactics to improve rankings

• Homepage
  – Optimized for the keywords when searching for marine electronics

• Product/service pages
  – Put each brand on its own optimized page

• Resource center –
  – Offer links to other places of value or interest to your customers
  – Weather, fishing updates, maintenance tips, etc.

• Create a blog
  – Big benefits in your search listings
Top Search Engines (searches/month)

1. Google – 900m
2. Bing – 165m
3. Yahoo – 160m
4. Ask.com – 125m
5. Aol.com – 33m
Tip #3 -- Winning the Google search game
Google Searches

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

Google Ad Words paid listings

Google Ad

Words paid listings

$2.05 per click
Google Searches

Organic results through web site search engine optimization (SEO)
Organic Winner on Google Search

The Right Stuff!
Sales - Installation - Service - Maintenance

As all mariners know, there's no other experience like being out on the water! But we also know the sea can sometimes be as unforgiving as it is gratifying.

So it’s important to outfit your vessel and crew with the best of today’s incredible electronic products to make every cruise memorable and exciting, as well as ready and able to deal with the challenging should you encounter it.

At Shelter Island Marine Electronics, we don’t just sell it - we also install it, service it, maintain it; and stand behind it! Email us or call us today at 619.223.2162 and let us know your marine electronics wish list, and we'll give you a free no-obligation quote!

Southern California’s Full Service
Marine Electronics Dealership

Authorized Dealer of:

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Shelter Island Marine Electronics | 2330 Shelter Island Drive | Suite 101 | San Diego, Ca. 92106
Tel: 619.223.2162 | Fax: 619.221-0510

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Organic Winner on Google Search

Organic Winner on Google Search

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

Organic results through web site search engine optimization (SEO)
Organic Winner on Google Search

RADAR, Navigation & Fishing Systems
State of the Art Marine Electronics!

Raymarine


Raymarine also manufactures a unique man-overboard system called LifeTag that utilizes a wireless pendant that is attached to an individual’s flotation device (life vest, PFD, safety harness, or belt).

Email us or call us today at 619.223.2182 and we'll personally visit your vessel to evaluate your Raymarine wish list and will give you a no obligation free quote.

Southern California's Full Service
Marine Electronics Dealership

Authorized Dealer of:

© KVH Industries, Inc.
Organic Winner “Furuno San Diego”

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

Organic results through web site search engine optimization (SEO)
Organic Winner “Furuno San Diego”

FURUNO’s new NavNet 3D is a groundbreaking navigation system that introduces new concepts for a user interface that makes navigating your vessel easier than ever before. Once you start using NavNet 3D, you will be amazed at how a system so powerful can be so simple to use. NavNet 3D comes fully loaded with a variety of groundbreaking, new features that will expand your navigational horizons.

The only acceptable redraw time is zero, TimeZero™.

NavNet 3D uses a new cutting-edge technology we have named “TimeZero™.” It facilitates instant chart redraw, allowing zooming in and out, chart panning, changing chart display modes and other chart handling functions seamlessly and with no lag time. TimeZero™ brings you a truly seamless navigation environment you have to see to believe.

True 3D environment for a more instinctive chart presentation.

NavNet 3D incorporates a whole new dimension to chart presentation with Full Time 3D chart rendering. You can choose a 3D top-down view of the navigation chart for a look and feel that duplicates a traditional chart plotting presentation. Or, you can choose to pan and zoom the chart to any angle at any range scale you choose instantly. There is no “3D mode” to change into and no waiting, because NavNet 3D operates in this 3D environment full time. In addition, you choose what type of charts you want to view from raster, vector or combine them with FURUNO’s new Satellite Photofusion™ charts. This variety of chart presentations helps to improve your situational awareness by giving you unprecedented control over your charting environment.

NavNet 3D Cartography

NavNet 3D’s powerful graphic engine has added new chart presentation options to the conventional 2D methods of chart plotting. With 3D charts and our new Satellite Photofusion™, you can now blend satellite imagery with critical chart data like never before. These new presentation options allow you to visually identify the exact position of your vessel, together with information about the surrounding area in an immediately clear chart orientation that you control.

Navigate in True 3D with Raster, Vector and Bathymetric Charts

NavNet 3D incorporates native 3D chart architecture that allows for a full-time 3-dimensional presentation, as opposed to 2D charts that require special effects to appear 3D. There are no special modes; that limit your ability to navigate the way you want. With NavNet 3D’s true 3D environment, you can see all of the information you want with no limitations on what information you wish to view. Plan your routes and enter points directly on your raster or vector native 3D charts. Radar overlay, Sirius Network Weather Receiver, AIS, plus all of your chart symbols and depth soundings; any and all of the information can be displayed at will. This is the beauty of navigating in a true 3D. You have full control over the presentation all of the time.

FURUNO’s NavNet 3D redefines the user interface of onboard navigation systems.
Search Engine Listings

Note the impact of page titles and metatag descriptions!
Tools for Search Engine Optimization

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
Tip #4 -- Take advantage of Google Places and Google+ for Business!
Google Searches

marine electronics san diego

Shelter Island Marine Electronics
www.shelterislandmarineelectronics.com/
Shelter Island Marine Electronics specializes in the sales, service, ... Shelter Island Marine Electronics | 2330 Shelter Island Drive | Suite 101 | San Diego, CA.

Custom Marine Electronics: C M E Marine Electronics - Point Loma
www.yelp.com/.../custom-marine-electronics-c-m-e-marine-electronics-s... (0) Rating: 5 stars
1 Review of Custom Marine Electronics C M E Marine Electronics "Excellent customer service and patience with an inexperienced electronics user! Would highly ...

Shelter Island Marine Electronics - Shelter Island - San Diego, CA
⭐⭐⭐⭐⭐ Rating: 1 - 1 review
Jan 26, 2013 - 1 Review of Shelter Island Marine Electronics: "Shelter Island Marine Electronics has a great reputation on Shelter Island. But if you have a boat ...

Honor Marine Electronics
www.honormarine.com
Google+ page

Swanncinc.com
www.swanncinc.com
Google+ page

Custom Marine Electronics
www.marineelectronicsandsandiego.com
Google+ page

West Marine
www.westmarine.com
2 Google reviews

Sparry Marine
www.sparrymarine.northropgrumman.com
Google+ page

Sea Chest
www.seachestmarine.com
Google+ page

New Google Places listings
Google Places and Google+

- Google has two powerful new services for small local businesses – Google Places and Google+
  - Google Places provides listings of basic business information
  - Google+ for business provides a centralized communications point for your online conversations

- Both tools score high in Google search results, so both will be very important in the future.
  - Google may already have “generic” listings for your businesses!

- Both tools are free.

- If you don’t do anything else related to this seminar, take advantage of these two tools!!!
Keywords used by customers to find your company are paramount in your web site design!
Using Google+ Listings and Ads

- Paid Ad based on search terms
- Google Places Listing from Google+ profile
- Link to Google+ Business Page
Google+ Listing (Free)

Google+ Sign in to Google+ to see reviews from people you know. Learn more about Google+ Local.

About

Custom Marine Electronics

2525 Shelter Island Dr San Diego, CA 92106
(619) 224-3546 - marinemarineelectronicsandiego.com

Electronics, Marine Supply Store - Today 8:30 am – 5:00 pm

With years of experience and top of the line marine electronics, boat satelites & radios, radar and much more, we can not be beat. Our company can design an entire system for your boat including antennas, marine software, sonars or aquatic satelites. We also service and maintain your current boat electronic systems and we also provide installation. Visit us today for excellent customer service and great quality products!

Be the first to review

Write a review

Is this your business?

Manage this page

Report a problem

© KVH Industries, Inc.
Google+ Listing (automated)

Google+ creates listing from directory information and Google maps.
Tip #5 -- Update your Yelp profile
Importance of Customer Feedback Sites

Customer opinion site Yelp
Yelp Customer Opinion Site

Customer opinions, good and bad!

Business can provide free profile information
Tip #6 -- Create a blog
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

Source: Blogger.org
Content that attracts customer interest

Source: Focus Research, "Marketers' Benchmarks 2011"
Blogging Tactics

• You can benefit from other blogs
  - Link to blog posts of manufacturers or others on your blog
  - Post comments, answer questions on leading blogs like Panbo or The Hull Truth
  - Volunteer to create guest blog posts for NMEA or other related blogs (you’ll get reciprocal links)

• 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
The NMEA has a new Blog!

www.marineelectronicsjournal.com or link from www.nmea.org
Blogs as Websites

www.wordpress.com Easy, free blogging software & hosting with open source code and hundreds of thousands of free/low cost templates
Tip #7 -- Share your blog posts on social media sites
Extreme Testing: KVH Antennas Take a Wild Ride

At KVH Industries, satellite antennas must survive the ride — or else. As a leading innovator in satellite Internet, voice, and television services for in-motion users at sea, on land, and in the air, KVH sees its TracPhone® and TracVision® antennas mounted everywhere from commercial cargo ships crossing the North Sea to U.S. Coast Guard cutters patrolling the coastline, and news-teams chasing storms on unpaved roads.

That’s where the ride comes in. To ensure the antennas receive rigorous testing approximating real-life extreme conditions, KVH uses a dedicated testing facility adjacent to the company’s Middletown, Rhode Island, headquarters, equipped with a custom-made hexapod motion simulator called a Stewart Table.
Sharing Blog Content

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 clip provides an interesting look at KVH's new antenna test facility in Rhode Island. A custom-build hexapod motion table, ...

Extreme Testing: KVH Satellite Antennas Take a Wild Ride
For more information, please visit www.kvh.com/tracphone 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

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Tip #8 – Start your own YouTube Channel
YouTube Statistics

• 2nd largest search engine on the web
  – Owned by Google and tied into mainstream searches
  – Bigger than Bing, Yahoo, Ask, and AOL – combined!

• Over 1 billion unique users each month

• Over 4 billion hours of video are viewed each month
  – That’s 450,000 YEARS of video viewed per month

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

Source: YouTube.com
Embedding YouTube Videos

Concord Marine Electronics

iPad control of Entertainment System
by ConcordElectronics 3 months ago

190 views

About Concord Marine Electronics
Welcome! Enjoy the videos! Contact us for your Navigation, Communication, and Entertainment System needs.
sales@concordelectronics.com
www.concordelectronics.com
NEW ONLINE SHOPPING!!!
http://www.myshopkart.net/concord/

by ConcordElectronics
Latest Activity
Jun 5, 2012
Date Joined
Sep 21, 2011
Country
United States

Featured Channels
Ferretti Group America
67 subscribers

© KVH Industries, Inc.
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
Sharing YouTube Videos

• Use of video very effective differentiating 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

Langer-Krell Compare Us!

See all 4 videos

de Boehmker Fishing #1
Langer-Krell - Shipshape TV
Langer-Krell Compare Us!
Langer-Krell Marine Electronics Original

Florida’s Leader in Marine Electronics

“Florida’s longest running marine electronics dealer for over 45 Years”

Compare!!

1. Is your dealer an Actual Factory Authorized Service and Sales organization?
2. Does the electronics package include unlimited free “at your dockside” service call during manufacturer’s warranty periods?
3. Does the package include Free Sea Trials and Onboard Instructions?
4. Does the dealer understand the package that you are attempting to put together?
5. Does the dealer provide actual FCC and NMEA Certified Electronic Technicians on staff for your support?

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Sharing YouTube Videos

http://youtu.be/OC6OhUtKQ
Sharing YouTube Videos
Sharing YouTube Videos

[1] discussion on LinkedIn
messages-noreply@bounce.linkedin.com on behalf of KVH Sales and Channel Partners Group Members [group-digests@linkedin.com]

Sent: Sun 9/23/2012 7:17 AM
To: Jim Dodez

KVH Sales and Channel Partners

KVH September 23, 2012

Latest: Discussions (1)

New Discussions (1)

Great dealer video
Started by Jim Dodez, VP Marketing and Strategic Planning at KVH Industries, Inc.

Stop inappropriate content the moment it is posted. Send me an email for each new discussion »
Do you know anybody that might like this group? Invite others to join »

You are receiving Group Digest emails. Unsubscribe.

This email was intended for Jim Dodez (VP Marketing and Strategic Planning at KVH Industries, Inc.). Learn why we included this. © 2012, LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA
Great dealer video

I'm working on a presentation for the NMEA conference next week and have been looking at some of our dealers' websites and marketing efforts. This video made by Langer-Kreli really does a great job of differentiating their dealership from their competitors. I'm using this link as an example of how easy it is to share YouTube videos with LinkedIn members.

I'll post the presentation for this group next week after the conference.
Tip #9 – Connect with LinkedIn
LinkedIn Overview

• LinkedIn Statistics
  – World’s largest professional network
  – 240 million users, 40% who visit the site daily
  – Users average of 17 minutes per visit
  – 50% of LinkedIn users have a bachelor’s degree or higher
  – 1.5 million special interest groups
  – 3 million companies have business pages

• 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 your network linking with associates and friends
  – When your name is searched, all the searcher’s contacts who know you appear
  – New people known by your contacts are suggested as new contacts
  – With Sales Navigator account, you can see who has accessed your profile

• Use to research or make contact with others
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
Connections: 216 connections
Websites: Company Website
Public Profile: http://www.linkedin.com/in/benbettelli

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, Fil D'Yachta, Icom, KVH, Luminator, Mertron, Neuticomp, OCO2 by Paradox Marine, Poly-Plier, Seaview by FYI, Survitec and WxWorx 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

- 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**

  Groups and Associations: KVH Sales and Channel Partners
  Already a member

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

  - **NMEA 2000**
    NMCA2000 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 - 684 members

  - **Marine Electronics & Communications Networking Group [Member]**
    Networking and discussion group for anyone with a professional interest in Marine Electronics & Communications.
    Very Active: 99 discussions this month - 2,572 members

  - **SuperYacht Owners & Professionals [Member]**
    The premier networking group for owners & professional & in the super/mega yacht industry incl: captains, crew, designers, naval architects...
    Very Active: 133 discussions this month - 6,106 members

  - **Marina, Boatbuilding & Dealer Professionals**
    Networking group for staff of marinas, recreational boatbuilders and dealers. Also for vendors who specialize in serving the above.
    Tags...
    Very Active: 148 discussions this month - 4,297 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.
    13 discussions this month - 1,528 members

  - **Hinckley Yachts**
    A group for Hinckley Yacht Owners and Aficionados. It’s not (just) about the varnish. It’s about enduring quality and style.
    4 discussions this month - 151 members

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

• **Create your own group, it’s free and easy!**
Tip #10 – Set up a business page on Facebook
Facebook Statistics

• #1 Web site in the USA
• 1.5 billion active users (and still growing!)
• Received 9% of all US Internet visits
  – More than 1.6 billion visits a week
  – Averaged more than 229 million US visits a day for the year-to-date.
• 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.
• 96% of visitors to Facebook.com are returning (defined as visited within past 30 days) visitors.

Source: TheSocialSkinny.com
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
  - Anybody can become a fan of a page

- **Promote your business page**
  - Make it engaging by taking advantage of applications like embedded YouTube videos
  - 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
Recommended Resources

- [www.hubspot.com](http://www.hubspot.com) – excellent free guides on internet marketing and social media
Check out the NEW NMEA Web Site!

http://www.marineelectronicsjournal.com/
Questions?

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