



2017 D2 Fall Conference



Proven Marketing

Susan Ryan, JN

Past District 2 Commander
GreenwichSquadron@gmail.com

Paul Mermelstein has shown what National is doing for the overall look of USPS, let's review what can be done at the squadron level

Karl is helping you hold classes



Proven Marketing



- Your ABC3 classes are vital
 - They bring new boaters to the squadron
 - This can lead to new members
 - Class promotion highlights the squadron
- Some D2 squadrons have not had a class this year
- Two D2 squadrons consistently draw 50 - 60 students to all their ABC classes
 - Here's how . . .

Paul Mermelstein has shown what National is doing for the overall look of USPS, let's review what can be done at the squadron level

Karl is helping you hold classes

Start Early

- Marketing starts 3 months in advance
- Each year, the same simple flyer

 **Connecticut Boating Course**

Offered on two Saturdays by the Greenwich Sail & Power Squadron www.GreenwichSPS.org in conjunction with the Greenwich Marine Police

Qualifies you for CT Boating Certificate and includes PWC/Jet Ski certificate

Saturday, May 7th 9am – 5pm
or Saturday, June 11th 9am – 5pm

Where: Greenwich Police HQ, 11 Bruce Place, Greenwich
Cost: \$80 per person, includes coffee and sandwich lunch
Registration: **May 7** <http://tinyurl.com/GSBC5-7>
June 11 <http://tinyurl.com/GSBC6-11>
OR: Susan Ryan 203-698-0441 GreenwichSquadron@gmail.com

3

We establish the dates, create the class schedule and post on HQ800, then create this flyer. Each week we spend an hour reviewing what needs to be done. Our flyers are distributed one month ahead of class.

Simple and Punchy



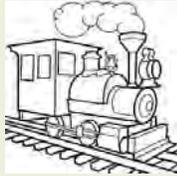
- Simple; no extraneous text
- Registration link goes to HQ800
- Plus simple contact information - an easily remembered email address for the squadron
- We print 300 **neon** flyers and think

WHERE ARE THE BOATERS?

4

Use the same flyer for everything. Ask the audience 'Where are the Boaters' and they will mention marinas, yacht clubs, docks. So say 'Boaters are first regular people, doing regular things . . . '

300 Neon Flyers



5

Boaters are commuters so post at train stations. They drink coffee; coffee shops have bulletin boards. Our vessel safety check examiners always have a pile of flyers with them. And the usual marinas, dive shops, yacht clubs etc.

300 Neon Flyers



NYC Parks



6

Boaters go with their families to the library. Yes, boaters have their hair cut. The Town Hall boating department may have a counter for the flyers. Does your town dump have a place? We have five town docks, and the marine police always take a bunch of flyers to post for us or hand out.

E Flyers ²⁰⁰⁰

- Exponential Marketing
- Our members have identified a key person in 8 organizations who post these in their newsletters, on their websites etc.



7

Think exponentially. For each key person in an organization flyers can go to over 2,000 people

Our Rex Marine's newsletter goes to over 6,000 boaters once a week for two months prior to our classes. The town's Parks & Rec newsletter posts for us. We get on the police website and newsletter and Facebook page.

E Flyers ²⁰⁰⁰

- Posted on Facebook
 - Squadron page
 - D2 page
 - Individual members' pages
- On digital newspapers (Patch, Voice)
- On neighborhood sites such as NextDoor



8

Social media is definitely exponential marketing. Get your members to like/re-post/share. NextDoor.com is throughout the U.S. and a friendly, neighborhood site.

Street Signs

- Our signs are even simpler
- We buy 4 roadside signs @\$17 from Staples; put outside a yacht club, and on 3 places on way to Harbor



9

We don't bother with details and certainly don't call it the ABC3 Class which is unknown to the public. At least 15 students per class see the one outside this member's house

Traditional Press

- Each year we write up a boating story from National's website, with a graphic, and send to those who report on boating in our local papers
- This year we used 'Educate your Crew' with accident statistics from the US Coast Guard



Also published in the
Greenwich Boat Show
brochure

10

It just doesn't take long to get a story to send out

Key Points

- **For maximum impact**
 - Keep all flyers simple – and punchy
- **To reduce labor**
 - Use same material over and over
 - Use same material in different formats
- **Relationships**
 - Build key contacts in boating community
 - Know your local press
 - Use your members' outreach
- **Keep track of Non Members who boat**
 - Contact me about Constant Contact

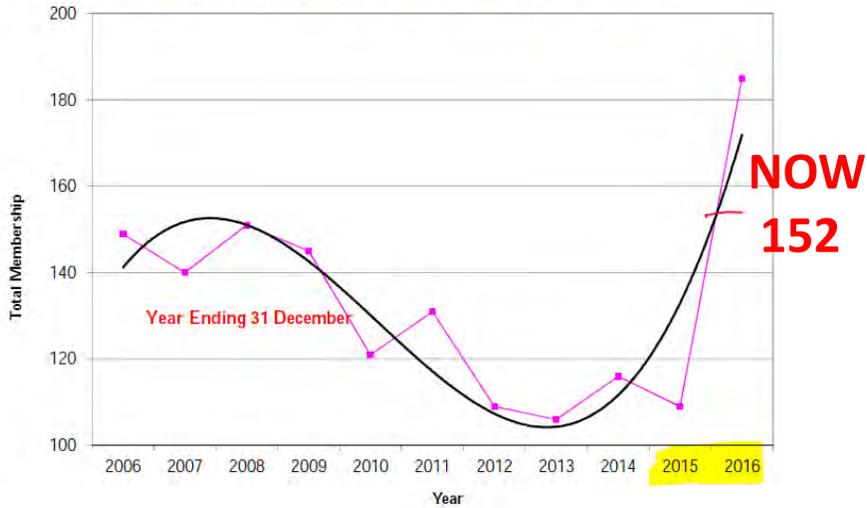


11

It's vital to add non members to your distribution lists. Over two years we have captured emails of over 2,000 non members from cybermembers, friends of members, enquiries, even boat club websites and put on different lists that receive appropriate eblasts. Some get invitations to our events, some to our parties, and all to our ABC3 class.

RESULTS

Greenwich Sail and Power Squadron



12

This marketing plan was implemented in 2015. We had a false spike in membership numbers by using the free trial members, but didn't repeat that in 2016. Our numbers as of Oct 2017 are now a realistic 152. Two other squadrons within ten miles of us, so with the same demographics, have not attracted the students that we have. They have not copied our marketing. Membership had a false spike with trial members BUT is now at 152 thanks to our membership involvement

Once all those students come to your classes,
hold weekly sails, dynamic speaker meetings
and have fun with them, because WE ARE NOW



13

Thank you