MARINE DEALER CONFERENCE & EXPO

3 TIPS FOR A SOLID DIGITAL PLAYBOOK

1 TRACK EVERYTHING

A good digital plan is a road map that shows us exactly how the choices we make today will affect our future. If you aren't counting every click, every call, every lead form you won't know what's working and what's not.

2 VIDEO, VIDEO, VIDEO

"Humans are incredibly visual and powerful, moving images of boats and families help us find meaning and video helps capture and contextualize the world around us."

3 MINE YOUR DMS

Continuously search your DMS for customers in favorable position to spend money at your dealership. Knowing the right time to contact a customer is crucial and reduces your contact lead response time by nearly 50 percent. These opportunities lead to more boats sold, more closed ROs, higher grosses, and increased customer satisfaction.

Attend Rich Delancey's Pre-Conference Workshop at the 2018 MDCE:

*NOTE: Pre-Conference Workshops are not included in conference registration, separate registration is required.

GET THE MARINE DIGITAL PLAYBOOK YOU'VE BEEN MISSING

MONDAY, DEC. 10
8:15 - 11:30 AM

For a list of all track sessions, visit:
marinedealerconference.com/tracksessions