

# Bring More Boaters To Your Marina

How ActiveCaptain Co-Ops offer more than guidebooks or banner ads

## Attract Boaters to Your Marina Risk Free

Spend thousands on guidebook and banner ads with no guarantee you'll ever see a return. With ActiveCaptain Co-Ops, we only win if you win.

Commit to months of inflexible advertising space with no way of knowing how effective they are. With ActiveCaptain Co-Ops, you know immediately if your offer was a success and can modify your approach accordingly.

Provide standard discounts available at all times from national organizations or private “clubs” and you'll have to provide those discounts even during the times you're completely full. ActiveCaptain Co-Ops allow you to turn on special offers only when you're looking to attract more boats. This maximizes your income.

With print media on the decline and internet use skyrocketing, it's time to explore new ways to reach your goals. The world has evolved - ignore it, hate it, or embrace it. But realize that it has happened. ActiveCaptain Co-Ops offer you a way to market in this new world.

## The ActiveCaptain Philosophy

New times call for new methods. Advertising successfully today calls for greater flexibility and accountability. We believe there are four requirements which must be met to obtain this success:

### 1. No long term commitment to the advertiser.

Long term, expensive advertising commitments are only good for the organization that is selling the advertising. Flexibility is key today and you must be able to change your tactics when they do not work or circumstances change.

### 2. Advertising results must be immediate and measurable.

If anyone tries to sell you advertising and tells you that you need to keep it running for weeks or months or years before you'll see results, walk away. With results that are immediate and obvious, you can decide what works and what doesn't.

### 3. You must be able to experiment to find what works.

The old ways are gone, the new world is evolving. Success requires flexibility, speed, and experimentation. You need to be able to try things, maybe crazy things. That wild idea might just be the thing that speaks to boaters and brings them in. There should be no risk or time constraints when you're experimenting because that limits your explorations.

### 4. It's all about partnerships.

Creating win-win relationships creates a very powerful engine of success. Not only are the organizations around you part of these partnerships, your customers need to be your partner too. That will create long-term, passionate customers who will tell everyone they know about you. And on the internet, everyone talks.

## **Efficient, Measurable, Risk-Free Marketing**

An ActiveCaptain Co-Op allows you to market special offers to over 20,000 ActiveCaptain boaters with ultimate flexibility. Co-Ops are immediate, time sensitive, and can be used to create very interesting promotions to pull boaters to your marina. And you can do it risk-free.

Here's an example. Let's say it's a Tuesday afternoon. Your transient slips are half-filled and you know only a couple more boats will drift in. How about creating a Co-Op for that afternoon only that provides a discount for your open slips? The discount is only good for that one night. Stay another night and it's regular price. It's sort of like flying standby. At 6:00 pm, the Co-Op expires and you can decide tomorrow if you want to run it again.

Or try a Co-Op that reduces the fuel price by \$0.25 per gallon if the boater stays for 2 days or more. Perhaps there's a discount you can give to first-time visitors or special rates for boaters who have stayed more than 5 times with you. How about a discount if you reserve a slip more than 60 days in advance? Or a special rate for 3 boats coming in together and let them coordinate the group? The possibilities are endless giving you a laboratory to experiment in to see what works. We'll help you come up with ideas to try and we'll provide information on how users are looking at the Co-Ops you release. After all, we're your partner too.

## **How Are We Paid?**

It's simple. Create the Co-Ops you want together with us. There is absolutely no cost to do this. Turn them on whenever you want for whatever time-frame you like. Again, no cost to you. Our users will seek out these Co-Ops because, let's face it, they're good deals that they would love to take advantage of. Now if, and only if a boater calls or comes in with your Co-Op code and completes the transaction, you'll owe ActiveCaptain a Co-Op fee of \$1.99 for each transaction. We only win if you win.

## **What's The Next Step?**

Email us: [karen@activecaptain.com](mailto:karen@activecaptain.com)

Tell us that you're interested in using Co-Ops and provide us a management contact at the marina. We'll call to discuss your needs and set up a Co-Op management account. We have your marina phone number already – along with most of the other information about your marina. Then you can create your Co-Ops, turn them on, and watch the new boaters showing up.

It's a partnership. Let's work together to get more boaters using their boats and using your facilities.

