

25 Tips to Enhance Your Boat Show Tactics

The "MRAA's Guide to Boat Show Success" is loaded with numerous evergreen best practices to help marine retailers improve at boat shows. Understanding that you're often pressed for time and desire a shortcut every now and then, we dissected the guide to gather 25 helpful tips. We encourage you to read through them to help your team improve your boat show tactics. The idea is to gain insights to help you boost your ROI at boat shows. Note: Many of these will work for both in-person and virtual events.

1. **Targeted Marketing:** Use geo-fencing and OTT campaigns to target specific customer demographics, such as pontoon or jetboat enthusiasts.
2. **Lead Management:** Regularly comb through your CRM to manage and nurture leads effectively, ensuring a steady flow of potential customers.
3. **Digital Marketing:** Optimize your digital marketing efforts to reach potential customers online, ensuring your presence is felt across various platforms.
4. **Customer Engagement:** Create compelling experiences that quickly connect with customers once they enter the sales funnel. Have your team role play boat show interactions to help you prepare for the event.
5. **E-commerce Optimization:** Enhance your e-commerce operations to be ready for the next selling season, ensuring a seamless online shopping experience.
6. **Virtual Show Planning:** If hosting a virtual show, plan meticulously to ensure a smooth and engaging experience for attendees.
7. **Partner Collaboration:** Whether it's an in-person show or a custom in-house event, collaborate with partners, leveraging shared resources and expertise.
8. **In-Person Show Strategy:** Develop a clear strategy for in-person shows, focusing on maximizing engagement and lead generation.
9. **Lead Replacement:** Consider alternative methods to replace the leads typically generated at boat shows, such as through enhanced digital efforts.
10. **Sales Cycle Management:** Keep your sales team busy during the offseason by managing customer turn cycles and preparing for future sales.
11. **Customer Targeting:** Directly target customers based on inventory needs, ensuring marketing efforts align with available stock.



12. **Show Season Preparation:** Prepare thoroughly for show season, ensuring all aspects of your presentation and engagement are well-planned.
13. **Compelling Content:** Provide compelling content and experiences that draw in potential customers and keep them engaged.
14. **Communication Channels:** Utilize multiple communication channels to reach customers wherever they are, ensuring consistent engagement.
15. **Lead Nurturing:** Focus on nurturing leads through personalized communication and follow-ups to convert them into sales.
16. **Sales Funnel Optimization:** Optimize your sales funnel to ensure a smooth transition from lead generation to conversion.
17. **Customer Experience:** Prioritize providing a world-class customer experience to enhance retention and satisfaction.
18. **Inventory Management:** Align marketing efforts with inventory levels to ensure promotions are relevant, helpful and effective.
19. **Event Promotion:** Promote your participation in boat shows effectively to attract a larger audience and generate more leads.
20. **Engagement Strategies:** Develop strategies to engage with attendees both during and after the show to maintain interest.
21. **Feedback Collection:** Collect feedback from show attendees to improve future participation and offerings.
22. **Networking Opportunities:** Leverage networking opportunities at shows to build relationships with potential partners and customers.
23. **Brand Visibility:** Enhance brand visibility through strategic placements and promotions at shows.
24. **Follow-Up Plans:** Develop comprehensive follow-up plans to maintain contact with leads generated at shows.
25. **Continuous Improvement:** Continuously assess and improve your show strategies to ensure ongoing success and ROI.

Still want more? MRAA Members can download the complete Guide to Boat Show Success [here](#).

