



Marine Industry Digital Marketing Report

A 2025 SPECIAL PUBLICATION PRESENTED BY:



Discover how today's dealerships are investing in and managing their digital marketing — and where they're falling short. This report outlines critical areas for improvement, including performance tracking, vendor management and building digital marketing capabilities.

- » A significant number of dealers aren't measuring digital marketing performance.
- » A wide disparity exists in digital marketing investment and preparedness.
- » Many dealers track website traffic, but not whether it leads to sales.

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About the MRAA

MRAA is the Marine Retailers Association of the Americas, a membership organization representing more than 1,200 individual rooftop locations. Our members manage the leading dealerships, marinas, service organizations and other marine retail locations across North America and provide the direct link between today's boaters and the on-water experience they seek. Powered by a professional, passionate team, MRAA is the premier source of learning, knowledge and future-oriented research for the dealership management profession, and provides tools, resources, education, networking opportunities and advocacy to enhance the power and performance of the marine industry.

Our “Why”

At the Marine Retailers Association of the Americas, we believe that the success of the marine industry begins and ends with the success of our dealers — the retail organizations that deliver sales and ownership experiences to today's boaters. These organizations must deliver on the promise of the boating lifestyle every single day with every single interaction. We exist to support our members, because their success drives the success of our entire industry.

As the leading training and education organization for the marine dealer body, MRAA fuels the success of the boating industry by delivering dealerships implementable tools, resources and educational programs they can use to strengthen their organizations and find the success they desire. Stronger dealers lead to stronger manufacturers and suppliers, which lead to a stronger industry. And in the midst of it all, MRAA promotes and protects that success by serving as the voice of those dealers, continuously working on the local, state and federal levels to ensure a business environment that is conducive to boat sales and retail operations.

Our Value Proposition

The MRAA, which is run by boat dealers FOR boat dealers, produces world-class educational programs and resources, and as a non-profit trade association, reinvests its success back into the boating industry.

Our Guarantee

Our goal is to deliver implementable ideas, insight and inspiration that lead to greater levels of success. We will not be happy until you are. If any MRAA programs, products, or services do not fulfill our promise, we will make the situation right or refund your money.



About the MRAA Educational Foundation

At the MRAA Educational Foundation, we are dedicated to advancing the recreational marine trades by providing essential financial support for education, training and career development. Our mission is to empower current and future marine professionals by investing in programs, scholarships, and initiatives that nurture innovation, technical expertise and leadership within the industry.

By raising awareness of specialized educational opportunities and institutions, industry experts and state trade organizations, we create pathways for skill enhancement and professional growth that address both today's challenges and tomorrow's opportunities. Ultimately, our commitment to fostering talent not only enriches individual careers but also strengthens the overall vitality and sustainability of the recreational marine community.

Growing Talent MRAA Educational Foundation Campaign

The MRAA Educational Foundation relies on private donors and corporate sponsors to continue the mission of workforce development through education, scholarship, career awareness and training. Consider an individual donation to help support the MRAA Educational Foundation's work on growing the marine industry workforce.

We can't do it without your help.

Please donate today!



MRAA.com/foundation

Introduction

Across the U.S. and Canada, boat dealers are questioning the return they are receiving from the time, energy and budget they invest in digital marketing. They're asking whether they have the right knowledge, tools, content, plan and partners to sell the inventory, service, parts, accessories and other products and services critical to their success in a challenging marine marketplace.

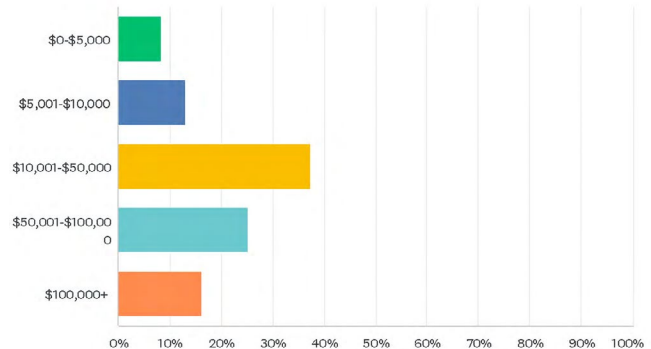
That is why the Marine Retailers Association of the Americas recently launched a Digital Marketing Survey and prepared this report, presented by the MRAA Educational Foundation, to share the survey results.

Marine retailers who responded to the survey identified rising costs, lead conversions, staffing, general analytical knowledge and keeping up with changes as some of their digital marketing pain points.

When asked “How are you measuring your online marketing success?” 18% of respondents reported that they don't. The rest measure something. But do they measure the most important data points and do they understand how to use that information to make the best possible decisions for their business? For many, especially those who rely on outside vendors for marketing support and analytical data, not understanding what is working and what isn't is a problem in and of itself. Gaining that understanding, answering these questions and building industry-wide solutions to engage boat owners and the next generation of boaters is critical for the success of all modern boat dealerships.

Once dealers have that insight, they can make better decisions about spending. More than 25%

Q12: What is your annual online marketing budget?



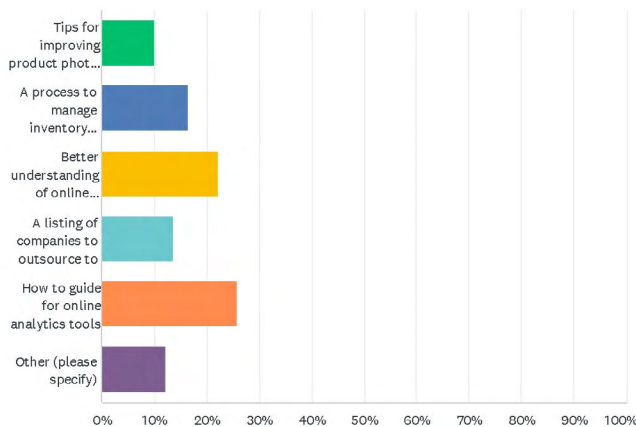
of the dealers surveyed have an annual online marketing budget of at least \$50,000. Another 16% reported a number at least twice that! As startling as those numbers may sound, around 8% commit \$5K or less annually. These key findings from the MRAA Digital Marketing Survey — a study of more than 206 marine industry businesses, from across North America — showcase just how wide a variance exists within the industry.

It doesn't matter where a dealer is on the spending spectrum, there are challenges and solutions for all of them. Even the largest dealerships with big budgets and an in-house marketing staff still struggle to track their return on money and time invested. In fact, some participants commented that they don't see an ROI for the money they've dedicated to digital marketing, especially in today's market and with today's persistent consumer.

Regardless of budget, the desperation for answers from many dealers exists for the simple fact that there's a lack of digital marketing expertise. One dealership team member stated in their response to a survey question: "... understanding all the lingo they use is outta my paygrade — LOL." This limited digital marketing know-how is understandable, given all that dealership leaders need to learn and be able to do to operate their business

successfully. Also consider how fast the digital marketing realm changes. It is difficult to keep up, making the growing knowledge gap a real issue, causing increasing challenges.

Q18: What would be the most helpful tool for you when it comes to your digital marketing efforts? (check all that apply)



One solution, according to survey respondents, is more tools and education. Many indicated that the most helpful tool to aid them in their digital marketing journey would be a handbook. Nearly 26% desire a how-to guide for online analytics tools. The runner-up resource mentioned was a better understanding of online terminology and the technology available. As a result of a lack of comprehensive knowledge, many dealers rely on the services of outside consultants and third-party vendors whom they consider experts.

Jordan Peterson, Canadian clinical psychologist, author and public intellectual, in his book “12 Rules for Life,” shares a concept called willful blindness¹. He says it’s the refusal to know something that could be known! It’s like being aware that there’s a 5-ton elephant hiding under the rug but continually avoiding it. Instead, the dealer community must be willing to embrace the importance of digital

marketing to their businesses, acknowledge the challenges, play the game and do so with purpose.

That’s the purpose behind this survey and report, offered thanks to the support of the MRAA Educational Foundation. By identifying the root cause of marine dealer struggles when it comes to digital marketing, the MRAA can come alongside dealers with education, resources and tools that can be applied to solve them. Along with gaining a better perspective of what their peers are doing and understanding shared industry challenges, it can serve as a means to help them confront that elephant so they can take ownership of their digital marketing.

This data should show that dealers need a better digital marketing system — and help create educational opportunities with clear steps and solutions to successfully put that system in place. Many reasons exist for the MRAA (with the MRAA Educational Foundation support) to conduct this survey, but let’s narrow the focus to these pillars:

1. Take ownership of digital marketing
2. Third-party comparison
3. Lead conversion & analytics
4. AI tools

“In today’s market, marine dealers need access to digital marketing training, tools and education that make a real difference for their business,” said Liz Walz, MRAA Vice President of Education. “MRAA can help them evaluate their digital marketing efforts, understand the choices and options available to them — including new tools like AI — and ultimately improve their online presence.”

¹ Peterson, J. B, Doidge, N., MD. (2018). “12 Rules for Life: An Antidote to Chaos.” Random House Canada. <https://www.audible.com/pd/12-Rules-for-Life-Audiobook/>

Take Ownership of Digital Marketing

Having control over digital marketing is a critical part of a dealership's future success. They must own the strategy — know their numbers, understand what's working, and stay involved, even if someone else is executing much of it. Their budget and results depend on it. Owning it also ensures that a dealership's unique voice and brand identity are consistently represented across all platforms. This consistency helps build trust and recognition with customers, both existing and prospects.

In an MRAA Certified Dealership Program education piece, *How to Plan and Optimize Your Digital Marketing Strategy*, Danny Decker², author of "Marketing Simplified," shares The Four Buckets of Digital Marketing. They are branding (you and your why), referral generation (drive references), customer retention (create loyalists) and lead generation (new customers and new sales).



Branding is one bucket that dealers must carry to gain clarity about each marketing campaign they do. Additionally, by owning their digital marketing — even when using a vendor's resources for support — dealers can own their customer data. Understanding this data and leveraging it allows

them to personalize the buying experience, which is a must-do action in today's digital-driven marketplace. Having a strong digital presence not only helps in generating leads and building trust but also boosts closing ratios. Ideally, it should help a dealership close more deals, service more boats and meet its customers where they are at with less effort. When done correctly, customers choose that dealership over others.

The survey results show that 98% of respondents maintain a list of their current inventory on their website. But listing boats on a site requires essential steps. Dealers need to create content that addresses customers' questions, from features and benefits, to condition and a price estimate. Understanding that a majority of buyers seek digital-first shopping, it's imperative to provide them with a seamless and interactive experience. These potential clients are digital savvy and will use their digital devices to compare boats and dealerships. It's another reason why boat dealers must stand out in a crowded field.

Marcus Sheridan³, a favorite MRAA Dealer Week speaker and author of *They Ask, You Answer*, and a new book *Endless Customers* believes in building trust through transparent and timely communication. A dealer's direct connection to customers allows it to better understand their needs. Marcus says dealers need to be willing to say to them and show them what their competitors will not. Helpful answers and education help dealers connect, and the buyer to make informed decisions. Ultimately, in the growing era of artificial intelligence, dealerships can project themselves as authentic and supportive human contacts they can trust.

² Decker, D. (2023) *The Four Buckets of Digital Marketing*. MRAA Marine Industry Certified Dealership education. <https://dannydeckermarketing.com/>

³ Sheridan, M. (2019). "They Ask, You Answer." Hoboken, N.J. John Wiley & Sons, Inc. <https://marcussheridan.com/marcus-sheridan-books>

Q19: What pain points are most challenging for you when it comes to your digital marketing?

Top 10 Themes by Percentage Mentioned

- 13.4%** - Time/Staffing
- 10.9%** - Cost/Budget
- 9.2%** - Keeping up with changes
- 8.4%** - Content creation
- 8.4%** - Vendors
- 7.6%** - Lead Quality
- 5.9%** - ROI/Effectiveness
- 5%** - SEO/Advertising
- 1.7%** - Website/Technology
- 1.7%** - Understanding/Knowledge

The problem is often due to dealers lacking the time or staff to focus solely on content marketing and inventory listings, they need direction on where to go and what steps to take. “Just getting units onto our website,” and “Having the time to do it and understand it. That is why I outsource most of it,” are two responses that support the need for more capability and capacity to post custom content to their websites. Survey results show that 10% of the respondents desire to have tips for improving online photography for their listings. Content creation in general was mentioned by 8% of dealers, ranking it the fourth most challenging pain point in the survey.

Dealers need to meet customers where they are at. The vast majority are online, in the digital space. In fact, Sheridan shared two stats in an MRAA Training course stating that 80% of the buyer’s journey is completed before they talk to a salesperson. And another 33% of buyers prefer

a seller-free experience. These trends are only growing, especially with AI emerging as the force of change. That’s why it’s critical to not only learn search engine optimization (SEO) and search engine marketing (SEM), but also generative engine optimization (GEO). The latter requires dealership teams or vendors to adapt to AI-driven search results and the need to adjust for keyword reorganization and content duplication.

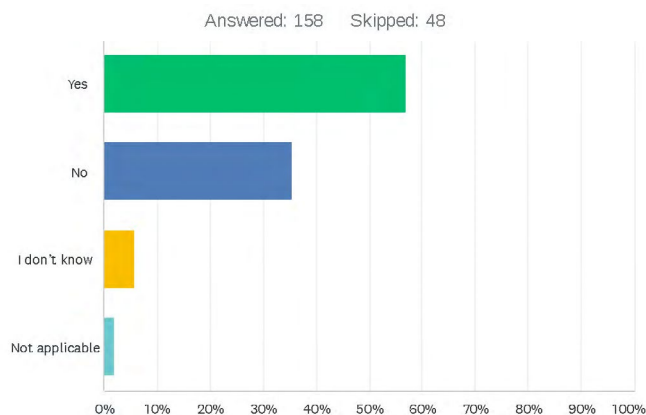
“A REASONABLY PRICED MARKETING COMPANY TO HANDLE ALL MY CREATIVE WORK AND DIGITAL MARKETING.”

— Anonymous boat dealer in response to the most desirable digital marketing tool

Boat dealership customers are also on social media like everyone else. Younger audiences desire video content like YouTube videos and TikTok, where influencer opinion and insights can impact their decision making. So understanding what demographics to target, where to target them and how to determine if it’s working continue to be necessities for digital success. Respondents ranked a how-to guide for online analytical tools and a better understanding of online terminology/technology available as the top two tools that would be most helpful to them. One participant added, “A reasonably priced marketing company to handle all my creative work and digital marketing,” as their most desirable tool.

The survey results are clear that dealers continue to struggle with knowing if they are in front of the correct audience, have the appropriate budget, have enough consistency and can withstand the ever-changing rules and marketing methods in a timely fashion. “The constant change in Google and social media marketing platforms,” said a dealer describing their biggest pain point.

Q3: If Yes, do you use an API/Feed to send inventory to an external source (ie. website, 3rd party market place)?



In response to if they use an application program interface (API) feed to send their inventory to one of these external sources, 57% of dealers said yes, while 35% responded with no. Another 6% didn't know and 2% considered it not applicable to them. These deficiencies indicate there's still room for growth and education on integration tools and automation.

Roughly 70% report using search engine marketing (SEM; Google Ads) and 61% invest in paid online advertising, but 14% share that they entrust a third party to handle it, while another 9% don't understand the terminology within digital marketing.

Third-Party Comparison

A multitude of third-party digital marketing vendors have experience working within the marine industry and with boat dealers. Nearly 84% of survey participants reported that they post their inventory on third-party listing sites. Conversely, 16% do not. Some dealers expressed frustration with dominant listing platforms as it relates to both cost and control, seeking better accountability tools from the suppliers or alternative solutions.

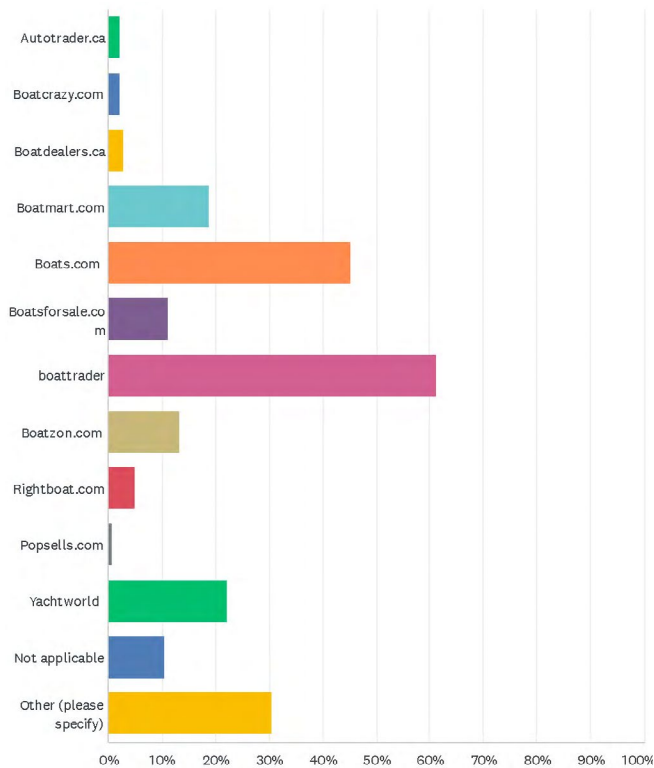
Some participants requested the need for a comparative industry analysis of third-party vendors to create more awareness of services and features available so dealers fully understand who they are working with and what resources and information they will receive. This listing would also serve to keep vendors on track and accountable. To ensure ROI, some requested reviews and audits to help build another layer of trust. We have built a vendor comparison sheet to help you determine the best fit for your dealership.



Online Marketplace Comparison Tool

Q14: If yes, which of these do you use? (check all that apply)

Answered: 144 Skipped: 62



Around 60% of respondents use Boat Trader. Boats.com ranked second, netting 45% of the responses. Yacht World, Boatmart and Boatzon rounded out the top five companies garnering specific mentions greater of at least 19. However, additional brands were mentioned as part of

the 44 responses in the Other (please specify) column, including Onlyinboards.com, Facebook Marketplace and Yachtr.

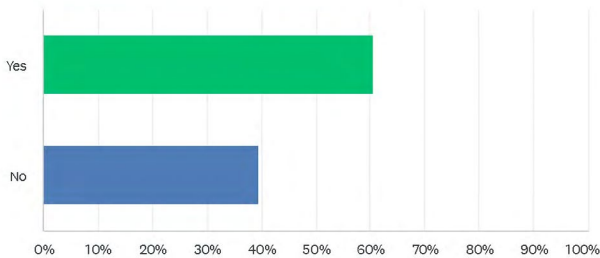
More than half of all survey participants named Dealer Spike as the website provider that they are currently using. More than 22% selected other independent third-party vendors, while Boats Group (Boat Trader et al.) ranked third at nearly 14%, with 28 specific mentions. WordPress (8 mentions), GoDaddy (5 mentions) and Machinio (3 mentions) were fourth, five and sixth in the rankings and led the Other category, which featured numerous independent developers and custom marketing businesses.

For dealers, a dealer management system (DMS), plays a vital role for success, and many use third-party vendors. Lightspeed led the way, earning 47% of the survey mentions. Somewhat surprisingly, the answer of none was runner-up with 17%, while Other, which allowed for custom mentions, was 15%. Dockmaster, Total Control Software and Winboats each received nine mentions or 6%. A few additional independent providers garnered at least three specific mentions, including Commander business management systems, Salesforce and BiT Dealership Software.

Lead Conversion & Analytics

Q9: Do you track lead conversion?

Answered: 157 Skipped: 49



Tracking lead conversion is crucial for marine dealers because it directly impacts the perception of the dealership and its success. Consistent management and optimization of sales leads ensures every interaction with potential customers is handled perfectly, leading to more traffic and sales over time. More than 85% of survey participants said they track website traffic and 15% do not. Around 75% of the dealers shared that they track the lead source, however, only 60% reported that they track conversions. It's clear there's a large gap to fill in this area of their digital marketing plan.

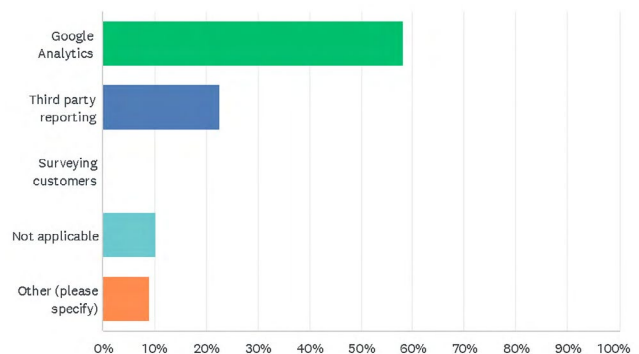
Failing to track leads or doing so inconsistently can lead to several negative outcomes, says Bob McCann⁴, MRAA Lead Certification Consultant. Those include missed opportunities for customer engagement and potential sales. An inconsistent process can hurt a sales team and lead to an inferior customer experience. This can harm the business's image and reputation. When a dealer lacks a proper lead management process, its team will not perform at its peak and lower sales can occur. Finally, a lack of insight into the data creates

less flexibility for dealers for making adjustments to their sales strategies. Inadvertently ignoring trends and missing chances to know customers better simply creates more pain.

Google Analytics was the top mention in response to the follow-up question asking participants how they track their site traffic. Another 23% rely upon third-party reporting. About 9% of the participants listed "other" for tracking, which included HubSpot, Dealer Spike and a general website provider.

Q5: If Yes, how do you track it?

Answered: 146 Skipped: 60



"Marketing team tracks that information," said one dealer. At least that points to someone on the team understanding the importance of the lead data and overseeing it. Other responses of "not sure," "not doing that," and "very difficult and vague" signify that this remains an area of need for many dealerships.

Additionally, zero respondents reported surveying their customers about their site and traffic, which could alert them to site issues or areas that need direct attention to improve not only their site's functionality, but also ways to enhance the customers' experience.

⁴ McCann, B. (2018). "Optimize Sales Lead Performance for Maximum Return." MRAATraining course. MRAATraining.com

Despite an assortment of available tools, many dealers aren't measuring their digital success (or lack of) effectively. And some of the dealers flat out admit it, "We should rely on analytics — but we don't." But even those who rely on third-party outlets to provide analytics are left to the mercy of the data supplied to them. And those who dabble in the data themselves question their efforts, saying "How do I know it's working?"

While some participants pointed to the use of internal dashboards, CRMs and third-party data downloads as tools that help them track their digital marketing efforts, data and results, an obvious lack of analytical knowledge exists. This gap points to the need for the boating industry to provide marine retailers with handy resources (from terminology to how-tos) for bringing their teams up to speed, sharing tools to help gain a better understanding without feeling overwhelmed.

AI Tools

The advancement and supersonic movement within the field of artificial intelligence is mind boggling. OpenAI launched ChatGPT as a preview in late 2022, and in five short days it had attracted 2 million users ⁵. As of this writing, OpenAI just announced three new models in the API: GPT 4.1, GPT 4.1 mini and GPT 4.1 nano. It says the "GPT 4.1 model family offers exceptional performance at a lower cost." ⁶

From there, AI has been traveling faster than the

speed of light, it seems, as hundreds of thousands of apps have been launched to help businesses, employees and consumers be more efficient and provide more clarity in less time.

Dealerships that fail to use AI can fall behind. Chances are if dealers uses any of these AI tools — ChatGPT, MRAA's AIMIE, Jasper AI, StroryBrand.ai, HubSpot, Gemini, Hiver, Chatfuel, Claude, SEMrush, Grammarly, Canva — then they are in a good position to stay ahead of the curve.

According to ExplodingTopics.com ⁷, by 2025 as many as 97 million people will work within artificial intelligence, and 83% of companies say that AI is a top priority in their business plans. Jack Shepherd, Co-Founder of TheSocialShepherd.com, reports 47% of marketers trust AI for ad targeting and 41% of marketers see increased revenue from AI email marketing. ⁸

While AI was mentioned in open responses, it is still emerging as a viable day-to-day tool for every dealership. Few participants named it explicitly, but one dealer requested benchmarking tools and another said, "we need help automating social posting and reporting."

Future and immediate opportunities exist for dealers in AI. Why? Because it's not going anywhere and is a proven tool to help dealership and marketing staff reduce workloads, become more efficient and enhance insights from the CRM and customer data.

By training an AI tool like ChatGPT to learn a

⁵ Wikipedia,. (2022). ChatGPT, <https://en.wikipedia.org/wiki/ChatGPT>

⁶ OpenAI. (2025). "Introducing GPT-4.1 in the API." San Francisco. OpenAI. <https://openai.com/index/gpt-4-1/>

⁷ Howarth, J. (2025). "54 NEW Artificial Intelligence Statistics (Mar 2025)." Boston,. Exploding Topics. Explodingtopics.com, <https://explodingtopics.com/blog/ai-statistics>

⁸ Shepherd J. (2025). "32 Essential AI Statistics You Need to Know in 2025," New York. SocialShepherd. <https://thesocialshepherd.com/blog/ai-statistics>

dealership's brand, mission, vision and values and voice, in-house marketers can then focus on managing auto-generated social posts. Chatbots can capture digital leads. CRM data can be transformed into insightful and predictive analytics that help the entire dealership improve.

Own Your Digital Marketing

This survey, much like analyzing the intricate layers of a modern fiberglass boat hull, has enabled us to uncover crucial insights about the importance of digital marketing for boat dealerships and marine businesses. While finding perfection may still prove elusive, dealerships need to understanding where they're at. Knowing how to change their approach and strategies will help them take charge, even if they're using third-party vendors to support their plan.

The results and data collected from the survey share not only the raw figures, but also areas for improvement within the marine industry. Phase two of the survey includes the MRAA developing marine-specific educational resources to help boat dealers take action, through implementation, to fully own their digital marketing efforts.

Stay tuned for more MRAA and MRAA Educational Foundation-supported initiatives to soothe dealer pain points and provide implementable solutions. Contact us to join in this effort and future endeavors.

Matt Gruhn, President

Liz Walz, Vice President of Education

Bernie DeGraw, Senior Education Developer

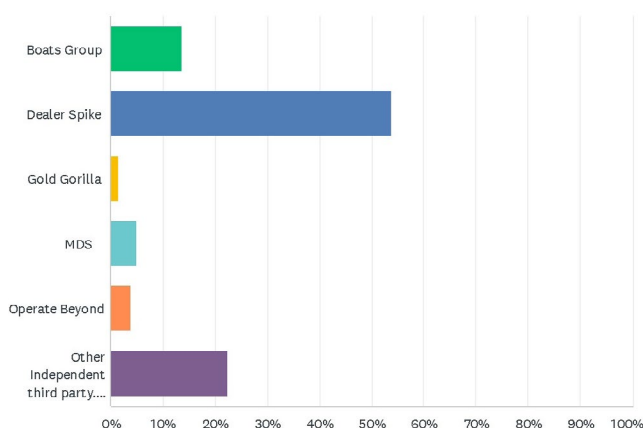
Jerrod Kelley, Content Manager

Matt Lodder, Chair, MRAA Educational Foundation

Additional Insights from the MRAA Boat Dealer Digital Marketing Survey

Q1 Which website provider are you currently using?

Answered: 205 Skipped: 1

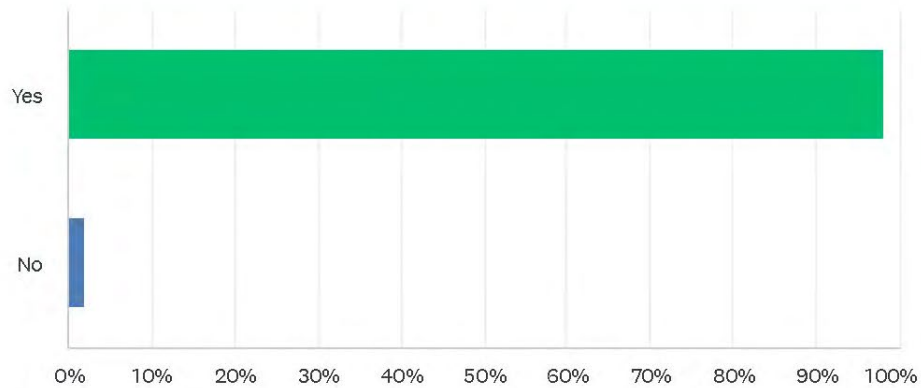


Other/ Independent/ Third Party Answers:

- Wordpress
 - Custom built on WordPress
 - In-house, WordPress incorporating IYBA Plugin
 - WordPress (Our own Company Website)/ Facebook Marketplace
- Go Daddy (3)
 - Go Daddy hosting. Privately made site
 - Go Daddy built our site in house
- Machinio (3)
- Dealer Attract (2)
- Fuel Media (2)
- Native Rank (2)
- We build and host our own
- In-house
- Hired small custom website company
- Local custom website builder
- Hibu
- TurnKey Marketing - Canadian supplier and tied in with Yamaha
- Netsource Media
- Advantage Services
- Cost Technology
- IYBA/yachtbroker.org
- I have a Wix Web site and Digital Guider is helping me improve it.
- We do our own
- Using local web development group to build website.
- Local and can support issues that arise. We are not the best at maintaining websites
- Design Force Marketing - Local business
- Local
- Dealer Spike
- Facebook marketplace
- Custom, not cookie cutter
- Local marketing firm
- Proprietary developer
- Host with general website hosting site
- Dealer Inspire
- I have a webmaster in Fort Lauderdale
- Blackbear Media
- Mannix Marketing
- Independent
- Keep it local

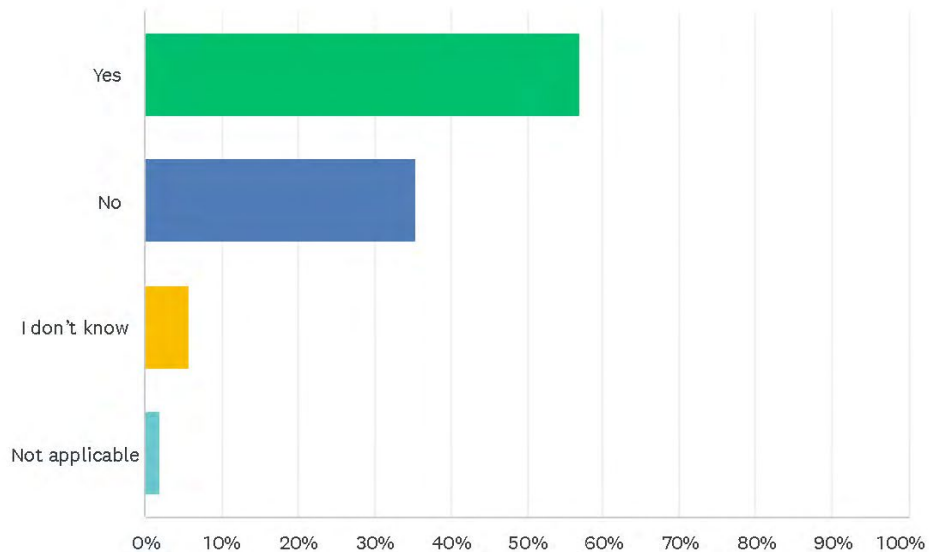
Q2 Do you maintain a list of your current inventory on your website?

Answered: 155 Skipped: 51



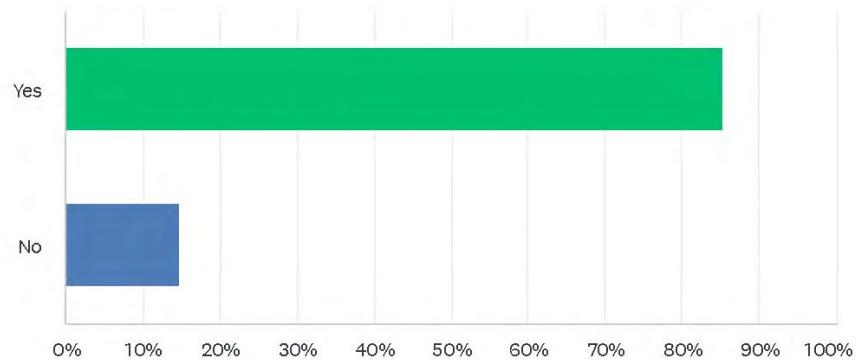
Q3 If Yes, do you use an API/Feed to send inventory to an external source (ie. Website, 3rd party market place)?

Answered: 158 Skipped: 48



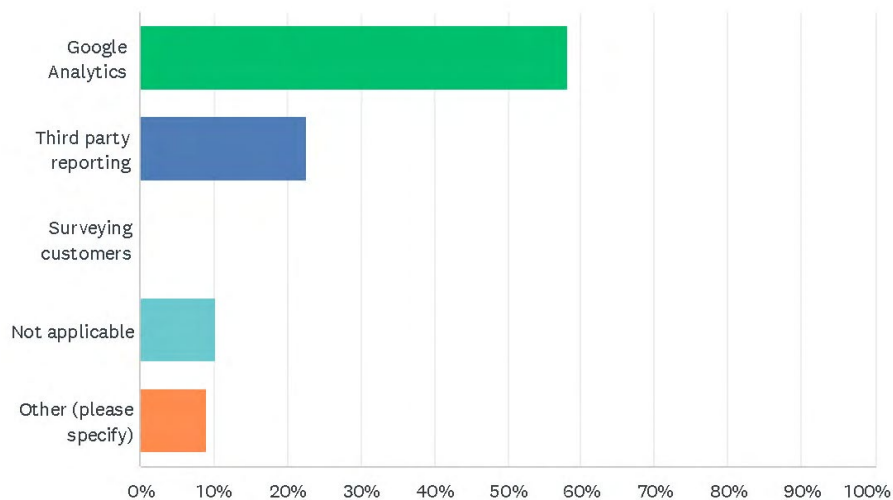
Q4 Do you track website traffic?

Answered: 157 Skipped: 49



Q5 If yes, how do you track it?

Answered: 146 Skipped: 60

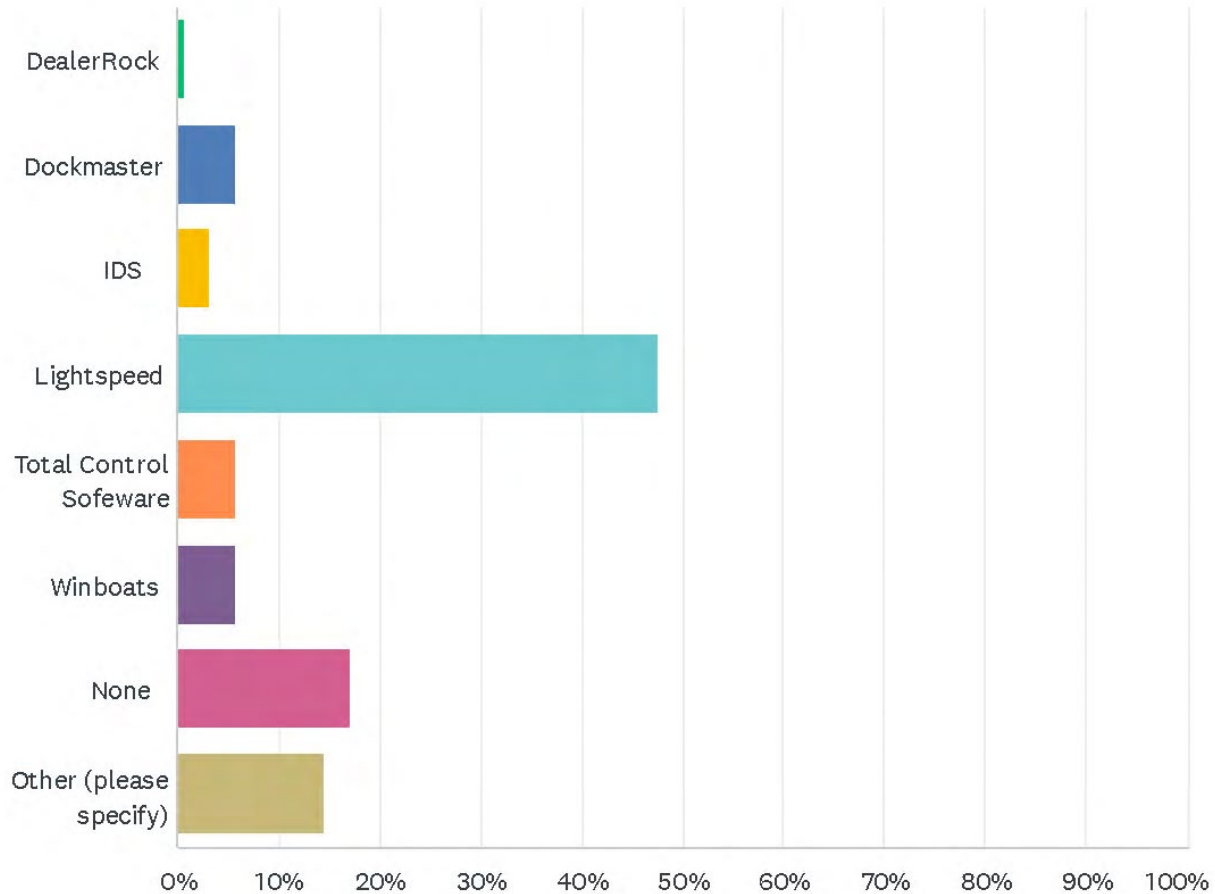


Other(please specify):

- HubSpot
- Combination of HubSpot and Google Analytics
- Dealer Spike (4)
 - We track it through Dealer Spike tools
 - Through Dealer Spike
- Website tracks it
- Custom dashboard
- Report from web provider
- Marketing team tracks that information
- Salesforce
- Website provider
- Third party

Q6 Which Dealer Management System (DMS) are you currently using?

Answered: 158 Skipped: 48

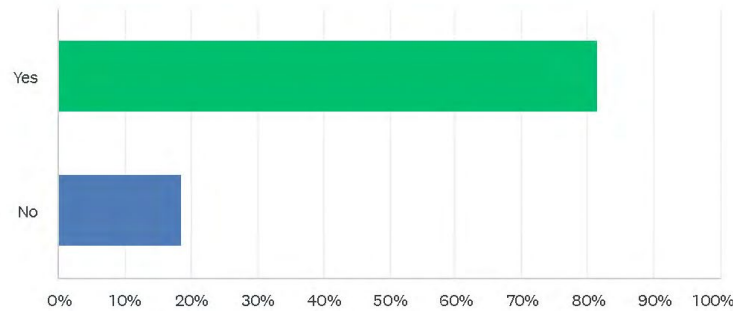


Other (please specify):

- Commander (3)
 - Commander NE
- Salesforce (3)
 - Team Marine / Salesforce
 - Pier Vantage and Salesforce
- BIT (3)
- PBS (2)
- HubSpot
- C-Systems (Infinity)
- Automate
- Dealer Circle
- Molo
- Dealership Performance 360
- DX1
- Boatdox.org
- Micro Register (for over 30 years)
- Nautical Software Solutions Management Pro
- Marine Dealer Technologies
- Dealership Advantage

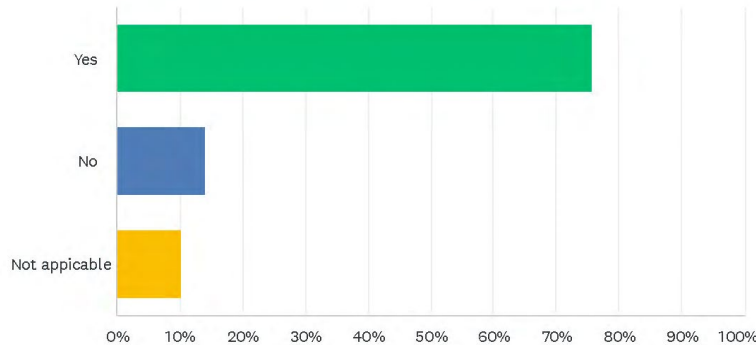
Q7 Do you track the number of incoming leads to your dealership?

Answered: 157 Skipped: 49



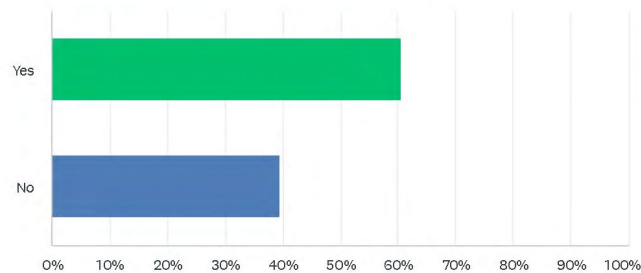
Q8 If yes, do you track the source of your leads?

Answered: 156 Skipped: 50



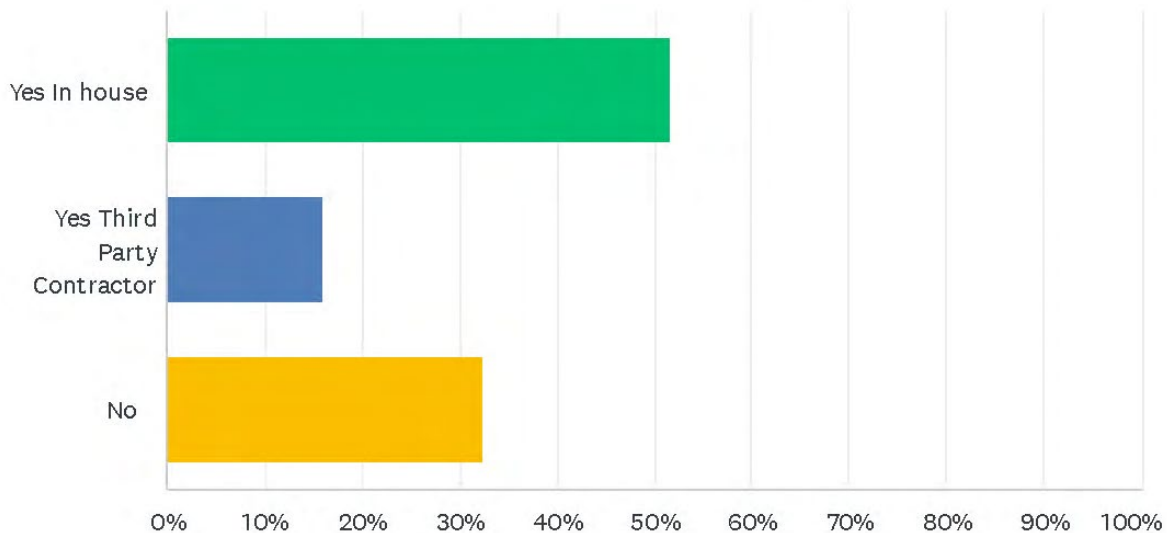
Q9 Do you track lead conversion?

Answered: 157 Skipped: 49



Q10 Do you have a marketing staff?

Answered: 157 Skipped: 49



If yes, how many marketing staff do you employ?

FULL-TIME:

- 1 - (40)
- 2 - (8)
- 3 - (3)
- 1.5
- 9
- 12

PART-TIME/SPLIT POSITION:

- 1 - (31)
 - One of our salespeople handles our marketing
 - Mix of third-party support and in house.
- 2 - (8)
- 3 - (1)
- Split (3)
- As needed but mostly full-time

SEASONALLY:

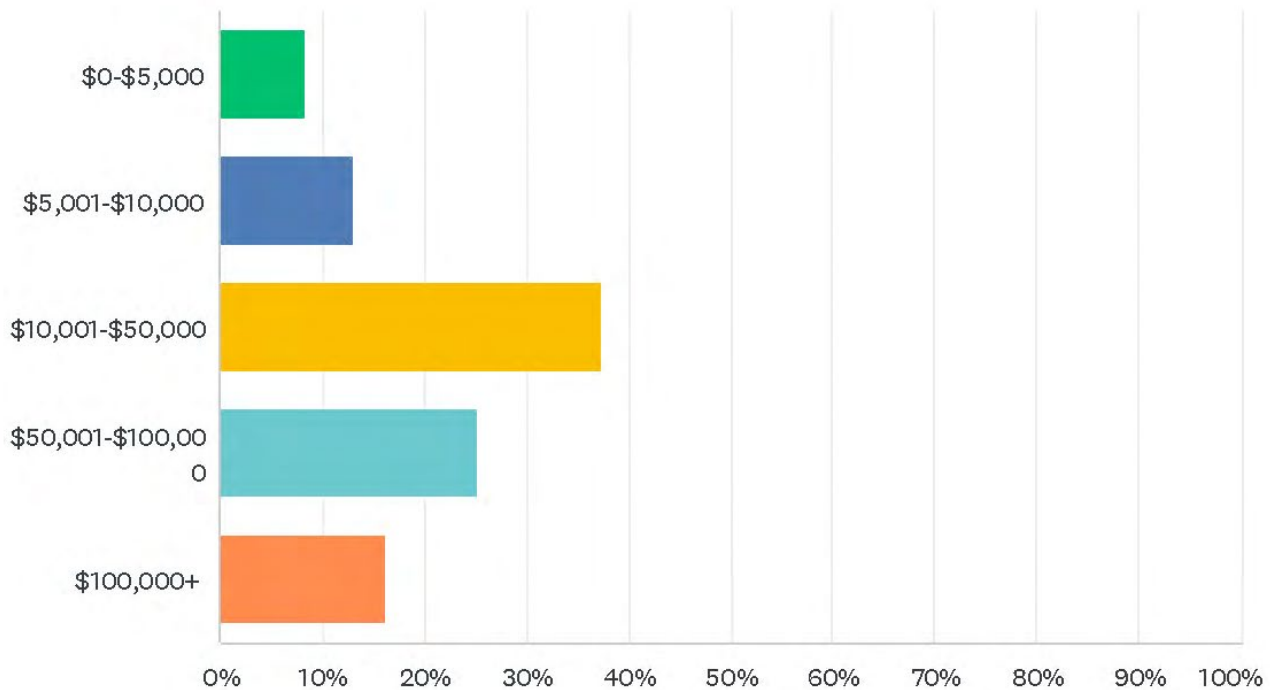
- 0 (6)
- 1 (2)
- 2 (1)
- 5 (1)

NOT APPLICABLE:

- Fuel Media is our marketing company. We have zero in-house marketing staff.
- Third party
- Outside service
- Just me, the GM
- Digital Guider has assigned one person to my account

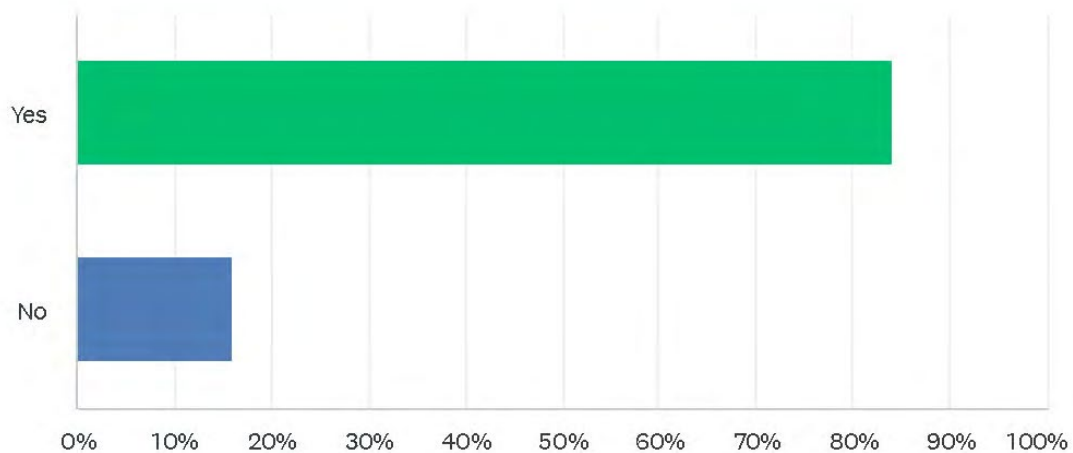
Q12 What is your annual online marketing budget?

Answered: 155 Skipped: 51



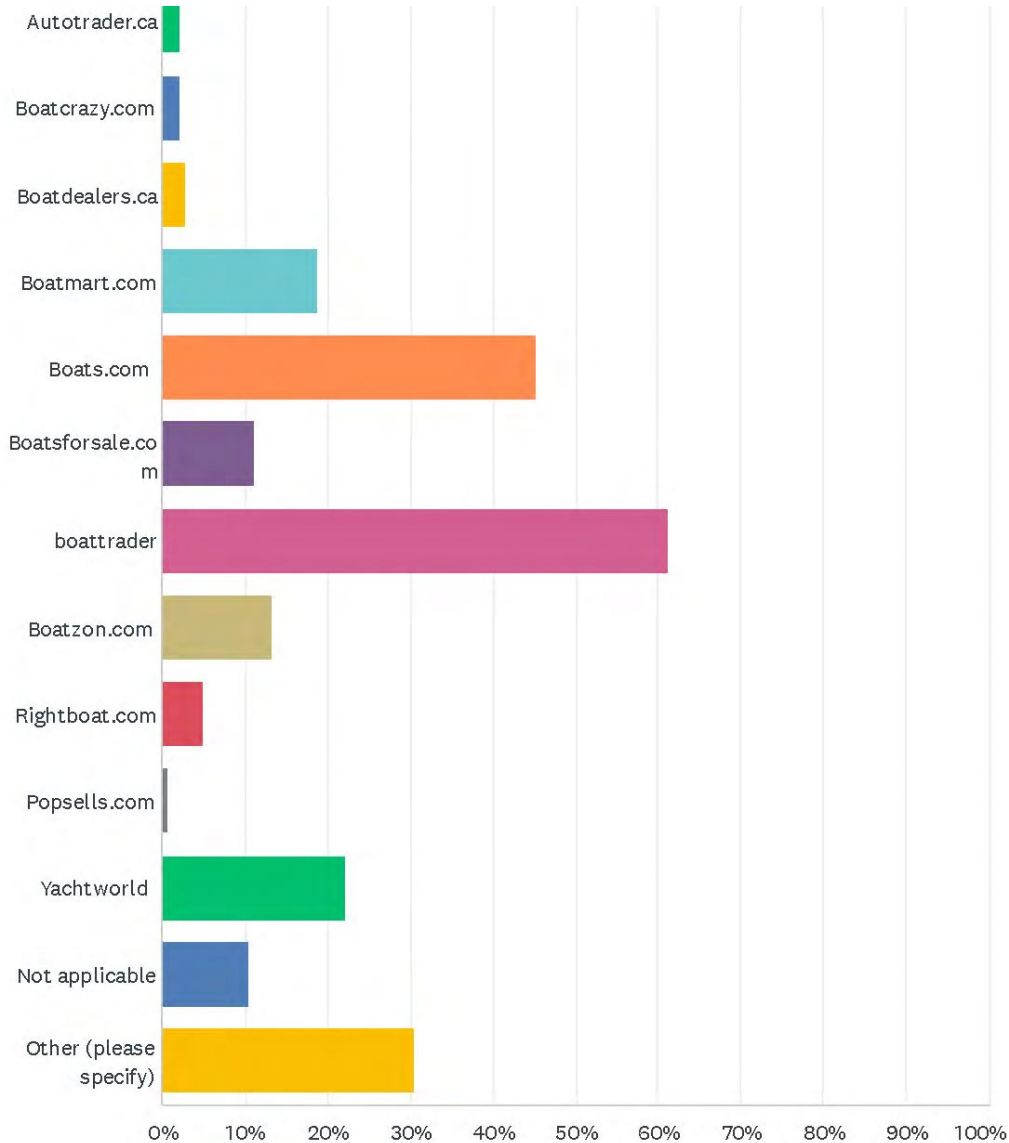
Q13 Do you post inventory on 3rd party listing sites?

Answered: 156 Skipped: 50



Q14 If yes, which of these do you use? (check all that apply)

Answered: 144 Skipped: 62

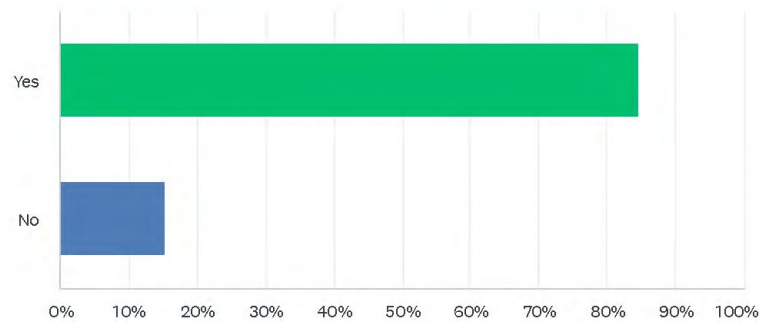


Other (please specify):

- Online
- Yachtr (8)
- Facebook Marketplace (12)
- Kijiji (4)
- OnlyInBoards (12)
- Rollick
- The Hull Truth
- Boatr Bay
- Bass Boat 4 Sale, Bass Boat Central
- Craigslist (3)
- Pontoons Only (2)
- N/A
- Local listing company
- Local website

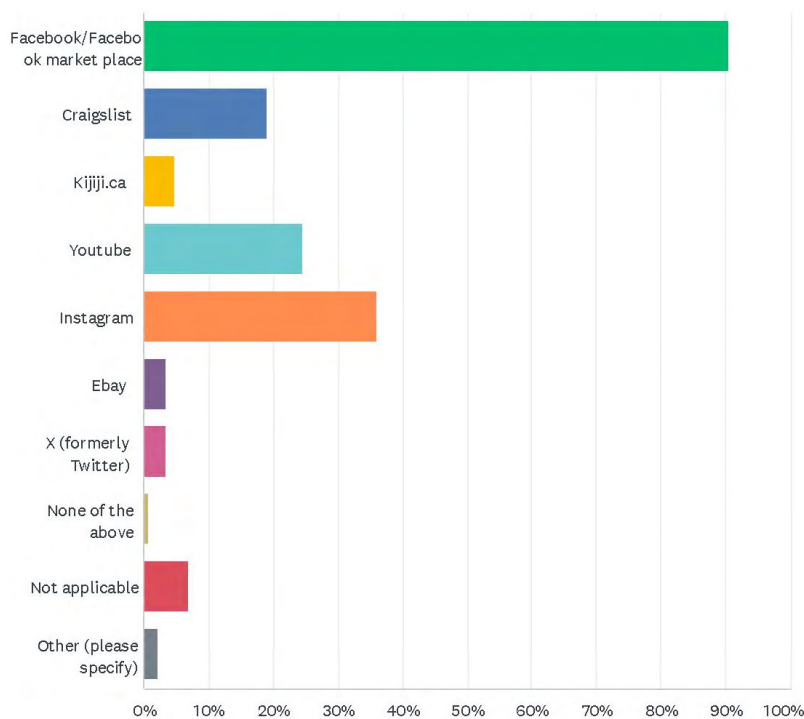
Q15 Do you post your inventory listings on any online channels?

Answered: 156 Skipped: 50



Q16 If yes, which ones?

Answered: 147 Skipped: 59

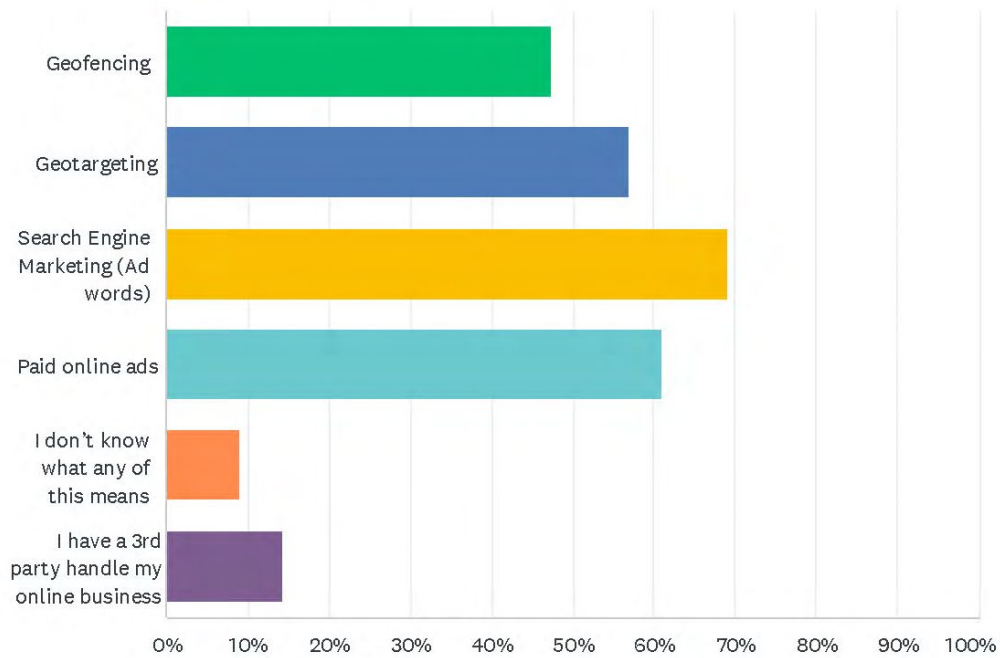


Other (please specify):

- LinkedIn
- TikTok
- Threads
- Pinterest

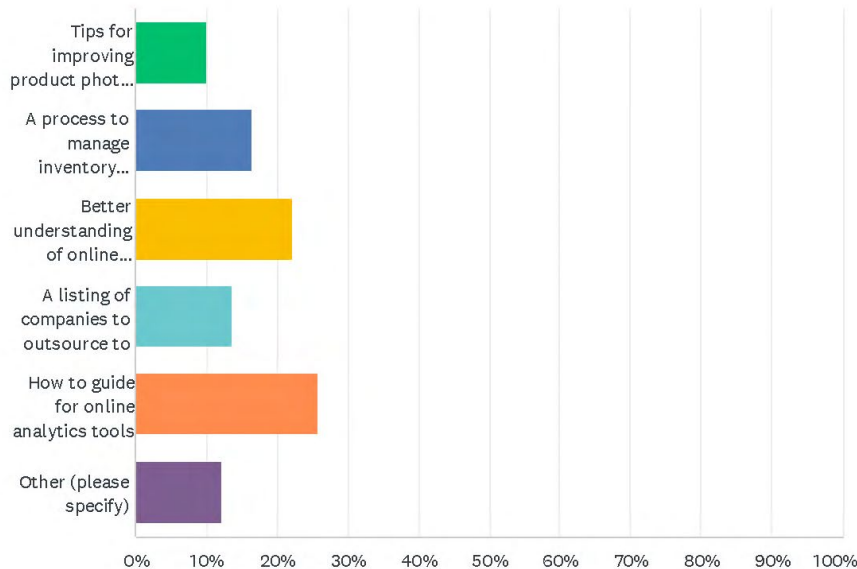
Q17 Do you make use of any of the following tools to help market your business online (check all that apply)

Answered: 146 Skipped: 60



Q18 What would be the most helpful tool for you when it comes to your digital marketing efforts? (check all that apply)

Answered: 140 Skipped: 66



Q18 Answer Choices (responses/percentage):

- Tips for improving product photos for your online listings - (14/10%)
- A process to manage inventory listings - (23/16.43%)
- Better understanding of online terminology/technology available - (31/22.14%)
- A listing of companies to outsource to - (19/13.57%)
- How to guide for online analytics tools - (36/25.71%)

Other (please specify):

- Centralized management across all platforms.
- High-level marketing classes for experienced marketers
- All
- Need help making videos
- A more cost-friendly option

- Guide on how to keep third party accountable
- Tried to check all of them but it would only allow for one.
- A source for consumer data (boat buyer demographics etc.)
- A reasonably priced marketing company to handle all my creative work and digital marketing
- AI
- Benchmark analytics for industry
- We have a good grasp
- None
- This question was created as a radio button so I can only select one answer. Tips for improving photos and a how-to guide for analytics tools (I was Google Analytics certified, but it's been so long since I got certified and I haven't kept up with the changes that it's essentially irrelevant now).
- N/A

Q19 What pain points are most challenging for you when it comes to your digital marketing?

Answered: 119 Skipped: 87

Top 10 Themes (mentions/percentage):

- Time/Staffing - (16/13.4%)
- Cost/Budget - (13/10.9%)
- Keeping up with changes - (11/9.2%)
- Content creation - (10/8.4%)
- Vendors - (10/8.4%)
- Lead Quality - (9/7.6%)
- ROI/Effectiveness - (7/5.9%)
- SEO/Advertising - (6/5.0%)
- Website/Technology - (2/1.7%)
- Understanding/Knowledge - (2/1.7%)

All Answers

- N/A
- \$\$ spend
- SEO too expensive, but need clicks to attract prospects
- Creating content
- Getting in front of the right audience
- Location
- Finding the time to get it done
- Consistency
- Amount of time spent
- Consistency and expense
- Getting data, photos and video for listing
- Knowing where and who to target as far as an area/demographic
- Expense, and so little quality leads
- Website design and costs
- Ensuring all units are listed and showing as much information as possible. Ensuring that leads are coming in from all sources into Lightspeed and not into dealership emails (maybe regular bi-weekly testing from listing companies would be super useful).
- Ever-changing rules
- Dealing with social media trolls
- Listing inventory promptly
- Time
- Getting video content
- Not enough time so have to outsource
- Time
- Just getting units onto our website
- None
- Capturing the right customer
- Tracking actual results
- Fully understanding how SEO and other targeted digital advertising really works.
- Reach out to all
- Not sure best practices
- N/A
- Adapting to the changing methods of marketing in a timely manner
- Photos of inventory
- Where to start
- Having the time to do it and understand it. That is why I outsource most of it.
- The constant change in google and social media marketing platforms
- Keeping everything up to date
- The vendors over promise and under deliver.
- Constant changes
- The time it takes to take all the photos and details to update the website
- Having feeds issues from our management system to Kijiji/FB
- Measuring effectiveness of each source
- Lack of automatic Facebook inventory
- Time
- Content
- Cost
- Budget
- Correct staffing has been our issue in the past year
- Keeping up with the ever changing info/tricks/latest greatest

All Answers(continued)

- Cost
- SEO
- Knowing how effective our effort are
- Keeping up with what is new
- The cost of SEO is pretty high, but if done right is probably worth it.
- So many sources and opportunities — how to truly measure effectiveness and know if we are doing the right thing and doing it correctly?
- The expense
- Am I doing the right thing? Probably not. Just fired SEO provider. I'm in desperate need of something new.
- Overall cost per lead
- Time
- Know where to spend
- Seeing what is actually working
- Spending too much for too little
- Not enough time to get it done
- Converting page views to leads
- Lead follow-up
- Overall costs
- Targeting
- N/A
- Knowing which source to use
- Creative work
- None
- Constantly changing technologies
- Constantly changing ad structures
- Bots
- Keeping up with the changing times
- Benchmarking
- Time and content creation
- Keeping up with it.
- Finding time to take care of it however the cost that third parties charge for the return is a bit upside-down
- Determining if my efforts are successful.
- Knowing what's actually working
- Always changing
- Time required to create content
- Learning and keeping up to technology
- The poor quality of support
- N/A
- Effective
- What's the right one
- Where to spend the money! Roi
- Price and trust
- Keeping up with new trends
- Keeping up with it
- How much to spend
- What's working and what's not
- Finding consistent knowledgeable help
- Keeping up with the ongoing changes and trends
- ROI of full-time position relative to split position. Budget. Content creation
- Ever changing
- Technology functionality
- Where to advertising and get the most out of it
- None right now
- None
- Not understanding it and quantifying leads from digital
- The time needed to do it effectively
- Cost effectiveness
- Knowledge and time
- Associating cost to actual real leads
- Measuring ROI in granular detail. I can get a high level, but specifically conversions are difficult to track for digital on websites.
- Knowing if you are using the most effective outsource group
- Lots of options. Lots of different pricing.
- Junk leads
- None
- Finding someone who can do it all well
- The cost associated with products.

Q20 What's the most beneficial online marketing tool that you use and why?

Answered: 113 Skipped: 93

Top 10 Themes (mentions/percentage):

- Facebook - (32/28.3%)
- Website - (25/22.1%)
- Google - (11/9.7%)
- Boat Trader - (7/6.2%)
- Social Media, general - (5/4.4%)
- Instagram - (4/3.5%)
- HubSpot - (4/3.5%)
- Eblast (4/3.5%)
- YouTube - (3/2.7%)
- Dealer Spike (3/2.7%)

All Answers

- None work
- It's the sum of the parts
- It's probably the free clicks that an 88-year old business can attract via people who know how to search for what they want.
- Facebook Marketplace because it generates the most leads
- Instagram
- HubSpot
- Instagram/ Facebook. Free (or low cost) to get infant of a large audience and create brand awareness
- Facebook
- Website - most up to date
- Social media selling the boating lifestyle
- Website
- Our website
- Third-party marketing company
- Facebook/Google
- Facebook Marketplace
- Website, get leads
- Facebook
- Conquest & retargeting
- Facebook
- Our website
- Social media
- Marketplace - a lot of people are staring at their phones
- FB Marketplace, sell 80% from there
- Meta
- Our website helps
- Facebook
- Television, the most traffic so far
- Our website is our most beneficial tool. With our market being smaller most customers find us organically so our website has become our front door.
- Website; displays inventory and gives ability to shop online 24/7
- Video YouTube
- Marketplace
- N/A
- Digital ads
- Facebook Marketplace, sells boats for free
- We have only used Facebook/Instagram for advertising
- Facebook Marketplace
- YouTube, it is the best way to show off inventory to the most people
- Google
- Lately it's been Facebook because we are getting the most leads
- Google / YouTube
- Currently Facebook Marketplace! Getting more attention/leads
- Facebook, best return for low investment
- HubSpot - visibility of our prospects and customers behavior
- Our SEM package with Dealer Spike outperformed our expectations this year.
- Facebook Marketplace
- Having someone in-house and is personal with the marketing
- Boat Trader
- Having a nice and clean website

All Answers (continued)

- Have used Blue Ocean this past year to help push out our message
- eblast campaign ... CRM, can track who is opening and what they are looking at
- Constant Contact - eblast
- Google AdWords seem to be the most reliable
- My website, because that is what I have put the most effort into
- Boat Trader, eblast through Constant Contact, and Facebook.
- Social media, cost
- Website is still king in my book
- Organic, entertaining social media posts
- Facebook - everyone's on it
- Facebook. It's where my buyers are
- Facebook
- Facebook, it's quick/easy
- Facebook Advertising. The cost vs. results can't be beaten.
- MailChimp - houses my database and is compatible with invoicing
- Boat Trader - high quality leads and high conversion to sales
- Boat Trader and Facebook marketplace
- Dealer Spike. Most comprehensive to feed online.
- Google
- Facebook. Targeted advertising.
- Facebook, bring most buyers into the showroom
- Website & comprehensive inventory listings
- Facebook
- Social Ads or any digital ads - find most success in that
- Website
- Paid Ads - Tracking Conversions
- HubSpot
- Google Analytics and SEO marketing
- Social media - the amount of people it reaches and in the way it allows the user to give real time feed back
- Outsourced digital ad agency with a full dashboard
- Instagram
- Meta Business Suite
- Facebook Marketplace seems to get most action
- OEM Boat Spec Database that automatically populates our website inventory listings
- Dealer website
- API feeding across websites
- Our website
- Facebook
- Our website
- Google Analytics for website
- Google AdWords, no competition
- Google Analytics
- Boats Group they work as an effective MLS and get the most consumer visits
- I don't know
- Utilizing an outside source as we don't have the resources to do it in-house
- Website
- Our webpage
- Facebook AIA
- I have not found one yet, and I am trying.
- HubSpot. It allows us to track lead counts and sources, and then provide revenue attribution to different cost centers.
- Geo fence
- Not sure, can't quantify what works best
- Facebook Marketplace generates a lot of leads
- Creating a campaign that reaches all forms of marketing, keeping branding and the message the same/similar so we can reach our target audience on as many channels as possible. We want our name in their face so they think of us first (for new customers) and continue to return to us instead of getting targeted by the competition
- Website
- Website
- Not sure
- Google Ads is our primary advertiser, it's great for getting "high intent" buyers to our website.
- Boatrader.com, 3-to-1 leads vs. all others combined
- Boat Trader. By far the most leads
- Our Dealer Spike website
- Trader for pre-owned boats
- Google Ads and Facebook Marketplace
- Listing sites, because it is a rifle shot to the end user.

Q21 How are you measuring your online marketing success?

Answered: 102 Skipped: 104

Top 10 Themes (mentions/percentage):

- Sales - (23/22.5%)
- Leads/Lead Conversion - (21/20.6%)
- Analytics/Google Analytics - (21/20.6%)
- Not Measuring/Not doing - (19/18.6%)
- Conversion Rate - (14/13.7%)
- Customer Feedback/Asking Customers (6/5.9%)
- ROI - (5/4.9%)
- Vendor Tools (Hub Spot or Dealer Spike) - (4/3.9%)
- Website/Page Views - (3/2.9%)
- Social Media - (2/2.0%)

All Answers

- Sales
- Lead-gen and conversion
- We SHOULD rely on analytics, which we do not use as effectively as we should.
- Google Analytics and asking customers
- Customer response
- Tracking Monthly Marketing Reports
- Lead tracking
- Sales
- Analytics
- Traffic
- Don't efficiently
- Sales
- Google Analytics/Leads
- Selling
- We're not
- Leads
- Sales
- Not currently measuring
- Data at point of sale / ROI
- Closure rate
- When customers come to our shop. Asking to see a boat they've seen online
- Not good
- We are not.
- Word of mouth
- Via metrics provided by Meta and also Dealer Spike
- Sales and service
- By calls or online messages
- N/A
- Conversion
- BY SALES NUMBERS
- Leads received and converted
- Analytics
- Watching responses to ads and changing them to what keeps working
- Google Analytics and Sales lead stored on customer profile.
- Ninety
- We get social media reports from our marketing lady.
- Not effectively
- Conversions
- Conversions, conversations and growth
- How many boats are sold
- Online meeting with Dealer Spike
- Through HubSpot
- Working on a better process
- A collaboration of reports ... Not all match
- Not doing a great job of this but really the number of closed deals
- Views, Google Analytics
- Number of visitors to my web site is increasing
- Google Analytics and our own CRM
- Analytics
- Not Really. Which is wrong I know but understanding all the lingo they use is outta my paygrade LOL
- Marketing team provides monthly reports as which post or ads get the most attention and interaction
- Not- unless they tell us. Radio has provided us the most feedback from customers
- Conversions

All Answers (continued)

- Likes and sales
- Dollars
- Not doing that right now
- Marketing ROI and Year over Year Reporting
- Opens, Click-thrus, Engagement, Sales
- Amount of leads that convert to sales
- Tracking leads generated
- Close Ratio and marketing views
- LEAD CONVERSION TO SALES
- We are not.
- Sales!
- Sales
- KPIs & ROIs
- Website
- Traffic -> CTR -> Leads Generated -> Closed Sales
- HubSpot reporting
- Results posted through Google Analytics and our third party vendor.
- We are not
- Tracking click through rates, impressions.
- Leads
- Dedicated lead forms tied to campaigns
- SEO and SEM reporting
- Lead Conversion
- Weekly
- Analytics
- Sales thru leads from online
- ROI
- Analytics/ traffic
- Not
- Look at my check book balance. We try to ask where they encountered the boat
- I don't know
- It's very difficult and vague. We could use better tools for this.
- Leads to sale conversion
- Lead management
- Boat and motor sales to on line advertising
- Lead counts and sales
- Leads per month
- We are not
- Leads and clicks right now. Conversions to sales have proven to be more difficult to track
- We ask customers how they heard about us
- Leads and sales
- Page views, time spent on page. Unfortunately cannot track conversions for inventory pages.
- Number of inquiries, quality of inquiries (close ratio)
- Leads that convert to deposits
- Income vs. costs
- We're not
- By ROI per site, based on sales from conversions.



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