

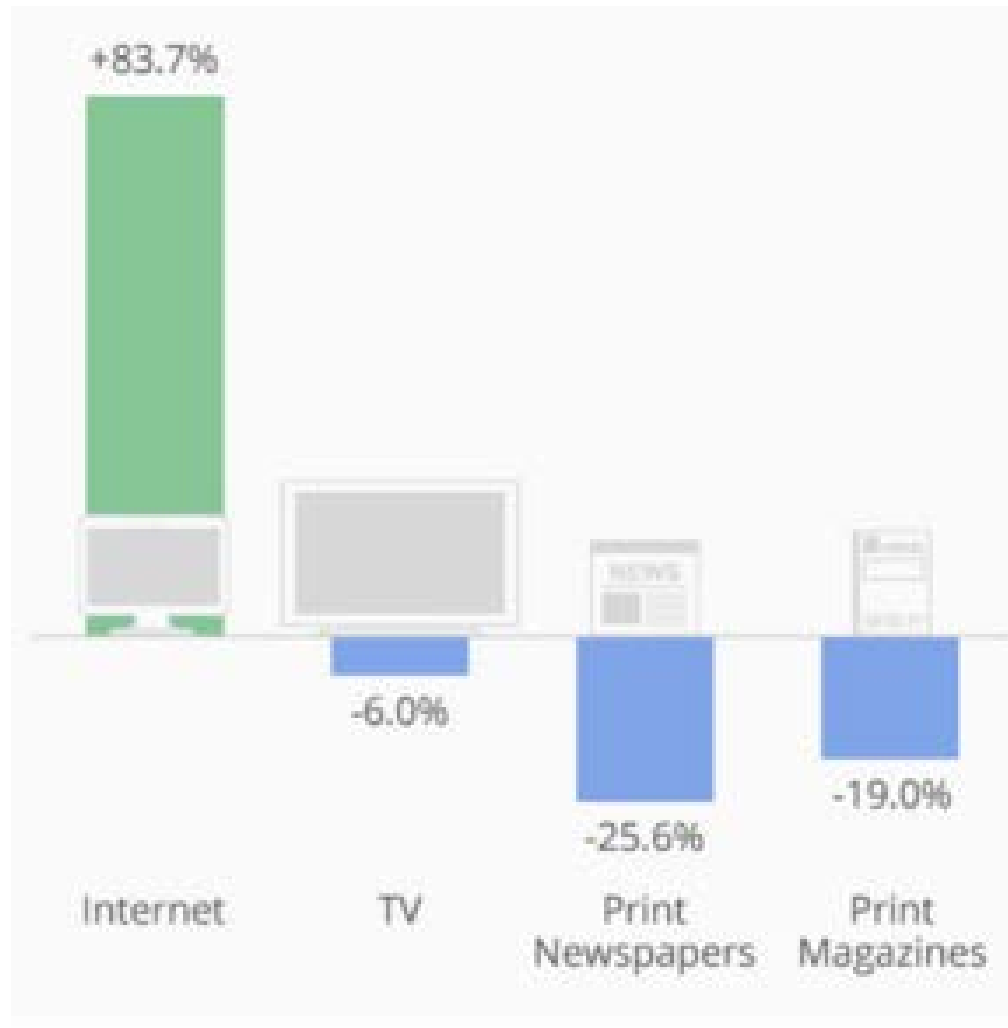
Growing Your Business In The Digital Marketplace

Vickie Waller

Chief Executive Officer, EZWAVES

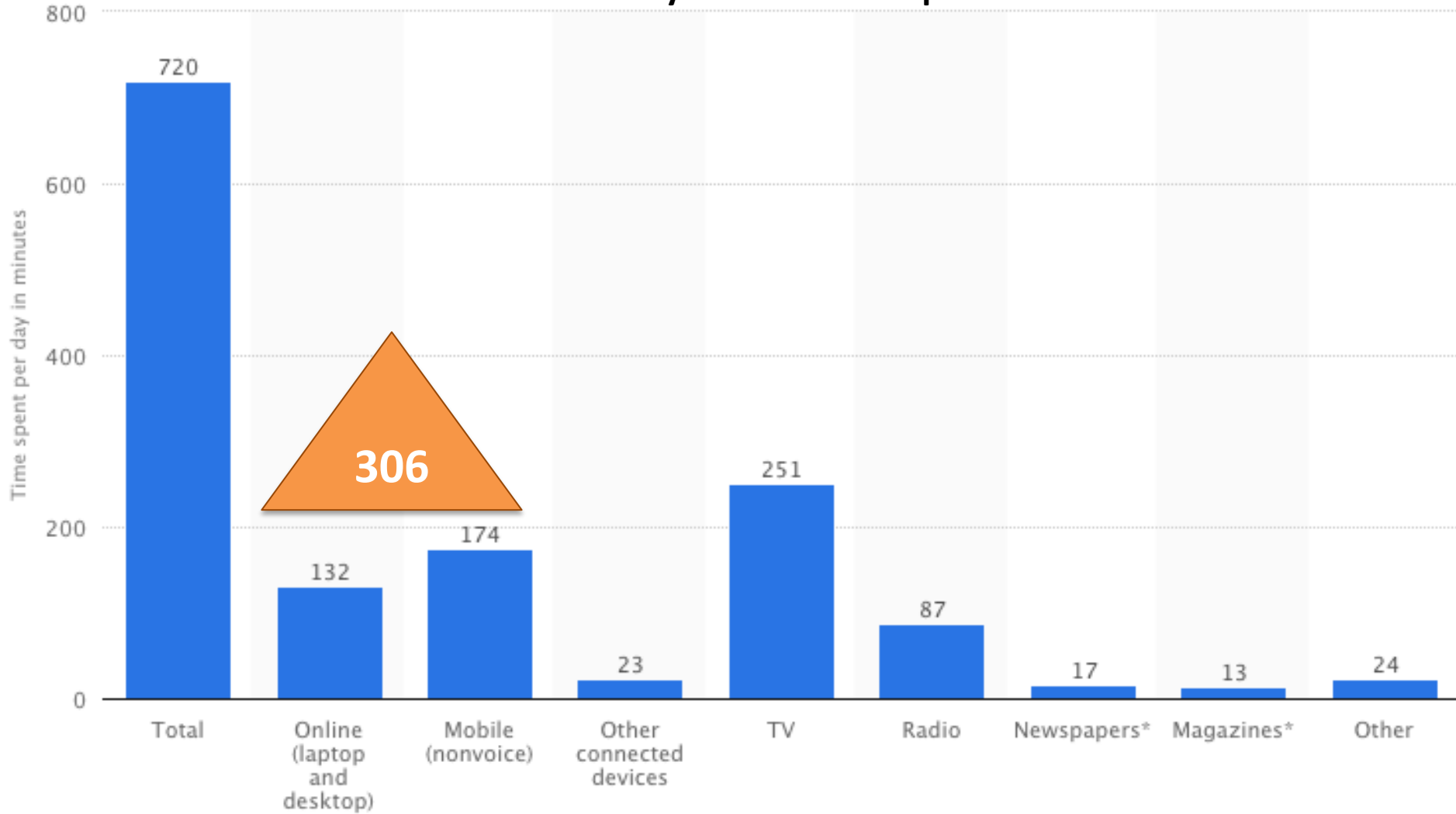
2016 - A Digital World

2015 US Consumer Daily Media Consumption Time - Trend 2010-2015



2016 - A Digital World

2015 US Consumer Daily Media Consumption Time in Minutes



Your Consumer are Online & Spending!

\$2tn est e-commerce sales worldwide

192m digital shoppers in US

60%+ of all travel reservations made online

67%+ of last minute hotel reservations made on a smart phone

97% of people now prefer to find businesses online (Forbes).

How do we connect & convert consumers in the digital space?



Web



Google | Search



Social Media



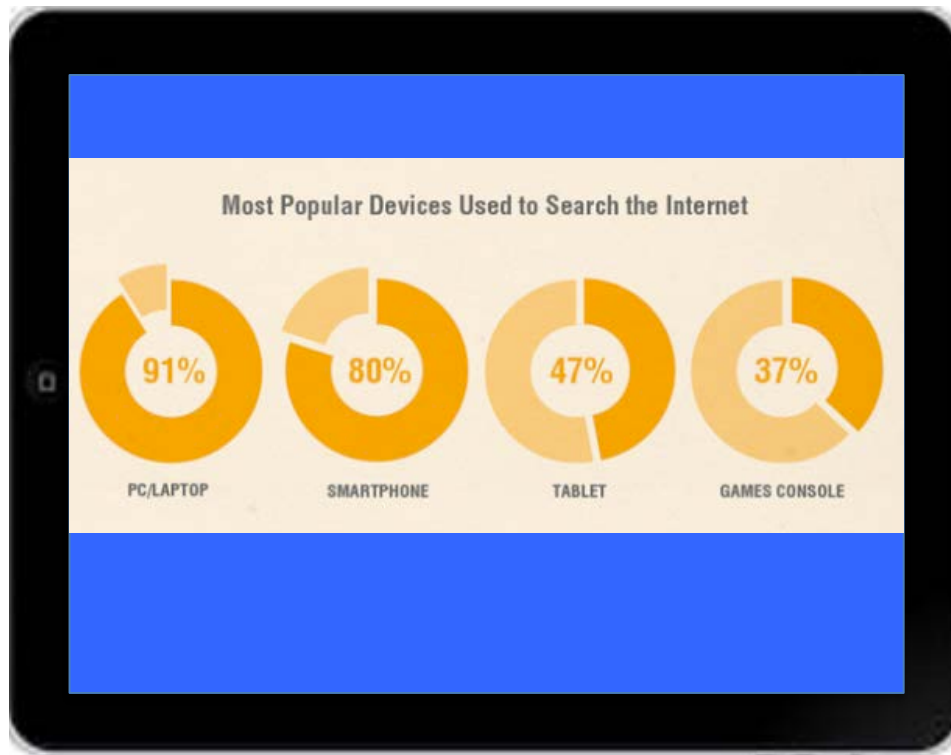
Website

SEO (Search Engine Optimization)

- Mobile Responsive
- Keywords
- Content
- Links
- Conversion



Mobile Responsive - web design allows a site's layout to change as the screen size being used to view that site changes.



- ✧ 2015- Google began rewarding responsive sites for multi-device support.
- ✧ By rewarding sites that are mobile-friendly, Google is effectively penalizing those that are not.
- ✧ Responsive web design a highly important factor in SEO!



Keywords



asa sailing 720
us sailing 4400

of Monthly Google Queries

sailing	135,000	how to sail	3600
sailing lessons	2900	learn to sail	2900
catamaran sailing	2900	sailing for dummies	2400
sailing school	1900	learning to sail	1300
sailing courses	1300		
sailing classes	590	sailing boats	14,800
sailing charter	480	dinghy sailing	8100
		sailing holidays	6600
		sailing course	590



Content

Blog – Articles, News, Events Schedule – Utilize Key Words



Videos –  Channel – Tag Videos & Descriptions w/ Keywords

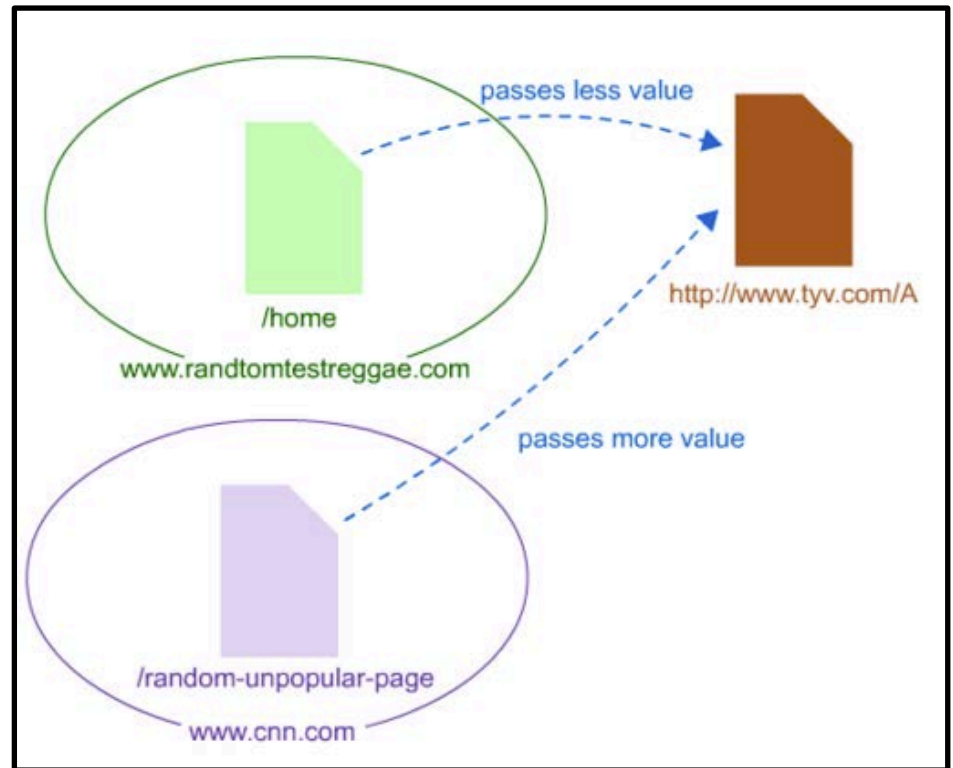
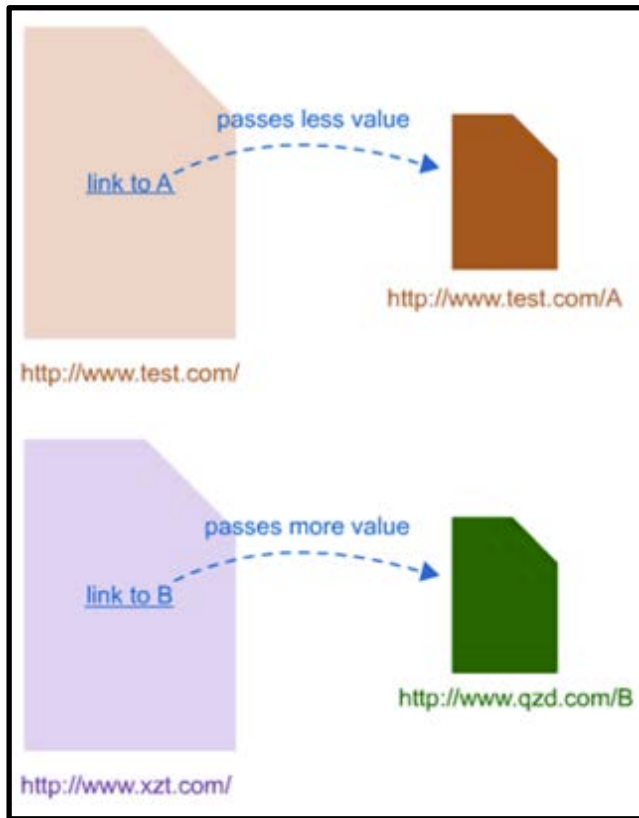
Photography – Web, Social, Tagging & Descriptions w/ Key Words





Links – All links are NOT created equal!

External Links are More Influential than Internal Links:



More Valuable Domains = Higher Value Links



Conversion – Consumers Found Your Site.....So Convert Them!





Google | Search

Extremely Targeted & Customized Options

 AdWords



*According to Google: "Queries grew by 16% in 2015
in the Boating and Water Recreation Category"*



- PPC (Pay Per Click)

Google learn to sail

All Videos Shopping Images Maps More Search tools

About 23,600,000 results (0.50 seconds)

Fair Wind Sailing School - Learn to Sail a Catamaran, Certify
Ad www.fairwindsailing.com/
Virgin Islands, Lake Erie

Learn Sailing In A Week - bwss.com
Ad www.bwss.com/
Get Sailing & Navigation Courses During One Week Live Aboard Cruises
Liveaboard Courses · Florida & Virgin Islands · Florida & Bahamas
Our Locations - Courses - About Blue Water - Why sail with Blue Water

Learn to Sail - Life-Changing Outdoor Experience
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Find the Course for You Today!
Hundreds of Courses · Life-Changing Adventures · Trips for anyone 12+
Sailing - Rafting - Classic Expeditions - Get Our Newsletter

Learn To Sail with the American Sailing Association
asa.com/learn-to-sail/ American Sailing Association
Congratulations on your interest to learn to sail, or in improving your sailing skills. The American Sailing Association is the world's foremost organization ...

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asa.com/ American Sailing Association
Not only does it evidence your new sailing ability to the world, it gives you the confidence to maximize your experience. Visit an ASA school to learn more about ...

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Lake Murray is the place to be.
Get out on the water with us!

Learn to Sail in a Week
www.nautilussailing.com/
On a Liveaboard Course. Gain Skills Experience, & ASA 101-104 In One Go

Learn How to Sail
www.greatlakessailingco.com/
Beginner to Advanced Level Courses. Award Winning Sailing School.

Learn to Sail - Caribbean
www.ltdsailing.com/
Learn to Sail in the Grenadines and get the Vacation of a Lifetime!

Couples Sailing Classes
www.island-dreamer.com/Sailsoftly
Easygoing ASA Certification
Liveaboard & Cruise in the FL Keys

10:48 AM

learn to sail

Google

learn to sail

All Videos Shopping Images News

Learn Sailing In A Week - bwss.com
Ad www.bwss.com/
Get Sailing & Navigation Courses During One Week Live Aboard Cruises

Fair Wind Sailing School - Learn to Sail a Catamaran, Certify - FairWindSailing.com
Ad www.fairwindsailing.com/
Virgin Islands, Lake Erie
Lessons at all levels · Learn to sail today
Great Lakes - Bahamas - Virgin Islands

Learn to Sail - Life-Changing Outdoor Experience - outwardbound.org
Ad www.outwardbound.org/
Find the Course for You Today!



- Display Network Campaigns

Right place, right time. That's the power of the Google Display Network





Social Media- Content is King!



Brand awareness and marketing

Sales Campaigns



Customer service and support



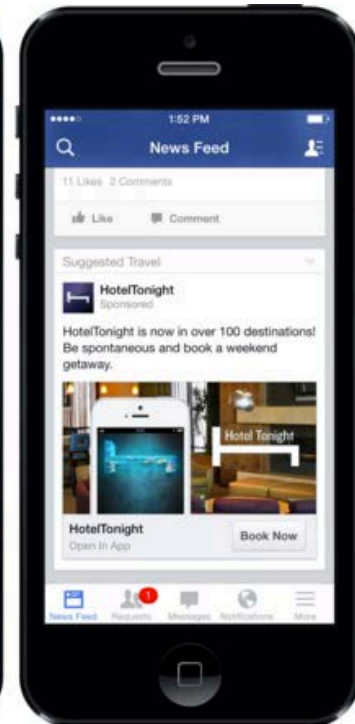
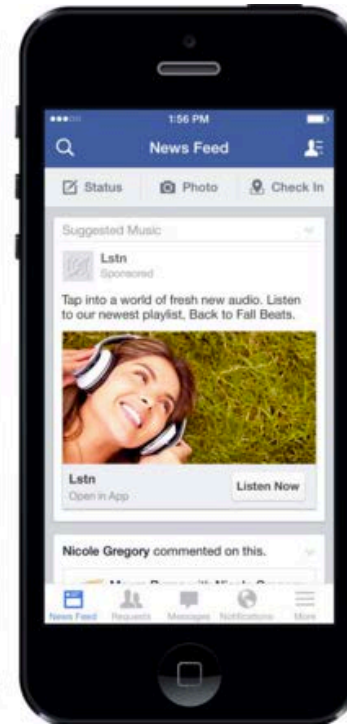
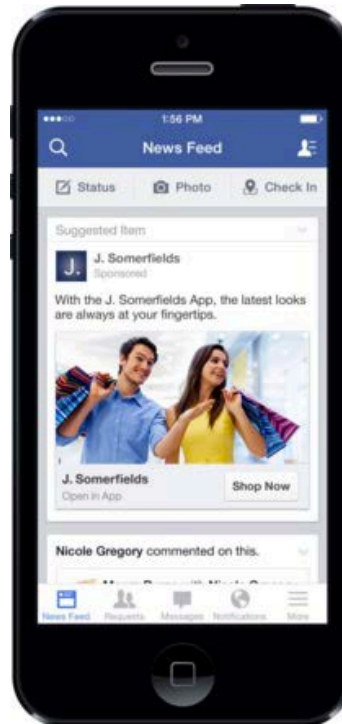
Brand awareness and marketing - Ads

facebook.
ADS MANAGEMENT



With over **500 million** users Facebook can generate more leads & sales for your business than Google **AND CHEAPER!**

[Find out how..](#)





Sales Campaigns- Promotions

Facebook Coupon

Sweepstakes Contest

Vote Contest

Photo Contest





Customer Service & Support

Close The Feedback Loop



We Would Love The Opportunity To Help You Grow!



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