



MS2 Marketing Plan

MarineSync
WWW.MARINESYNC.COM
888.988.SYNC

GOAL:

To **increase awareness** and **encourage sign-ups** of the newly offered MarineSync MS2 program now available to all tenants of the Marina . Incorporating marketing collateral which simply conveys the key features of MS2 in combination with targeted branding of the location and MS2 infrastructure.

PROPOSED METHODS:

Co-Branded Website & eLetter

- *Interest Survey*
- *Boater Video*
- *Boater Incentives*
- *Free Giveaways of MarineSync Goodies*

Sunroad Marina Website

- *"Log In to Your Boat" Button Linked to MS2 Dashboard*
- *Banner Graphics Promoting "New" Amenity*
- *Increased Website Traffic & SEO Benefits*

On-Site Marketing

- *Posters for On-Site Display Cabinets Located Throughout Your Marina*
- *Plaque at Entrance Gate*
- *Counter-Top Cards in Front Office(If Room Permits)*
- *Waterproof Monitoring Tag- Secured to Shore Power Cord or Railing of Boats w/ Non-Invasive Clip*
(Easy to Remove, But Won't Fall Into the Water)

MarineSync MS2

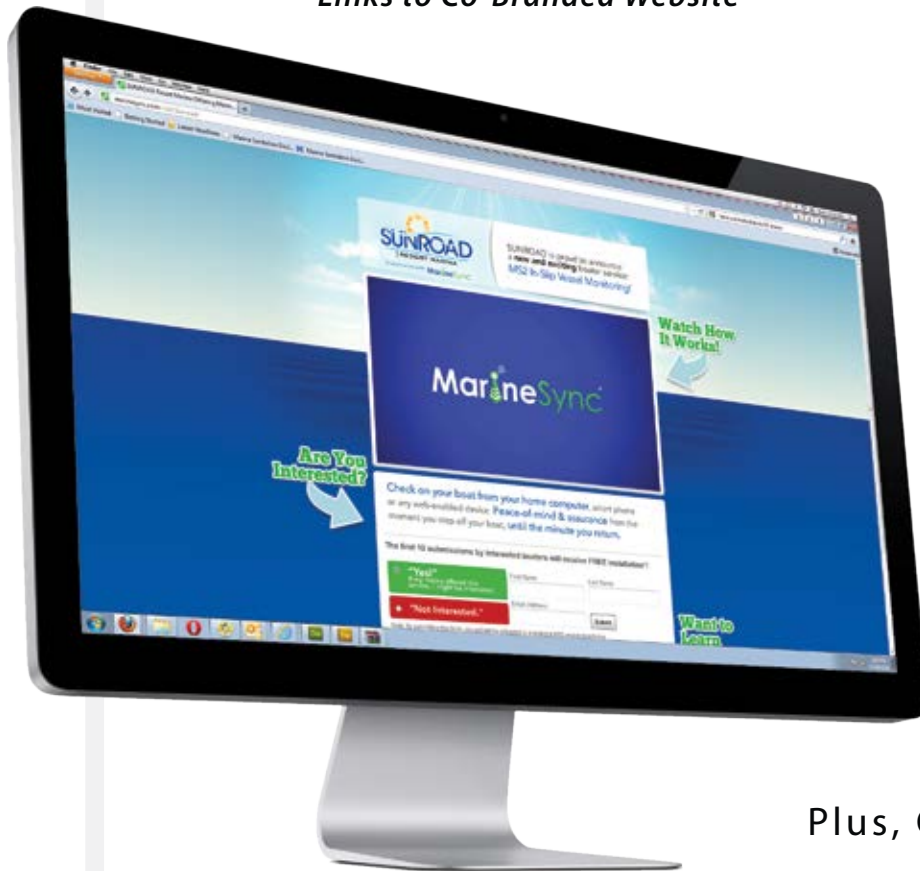
LOCATION MARKETING

Marina

EMAIL & CO-BRANDED INFO

Co-Branded HTML eLetter

- *Pre-Formatted & Ready to Send*
- *Links to Co-Branded Website*



Co-Branded Website

- *Interest Survey w/ Free MarineSync Gifts*
- *Boater Video*
- *Boater Incentives*
- *Link to MS2 Website for More Info*

Plus, Continued Email Marketing to Boaters

- *Product Info*
- *Promotions*
- *Etc.*

Current Marina Website

- "Log In to Your Boat" Button Linked to MS2 Dashboard
- Banner Graphics Promoting "New" Amenity
- Increased Website Traffic & SEO Benefits



MarineSync MS2 LOCATION MARKETING

Marina NOTICE BOARD POSTER




MONITOR YOUR BOAT FROM Anywhere!

REMOTE VESSEL MONITORING NOW AVAILABLE AT THIS MARINA!

Starting From Just:

\$299



WHAT MS2 MONITORS:

SHORE POWER	SMOKE & FIRE	BILGE LEVELS	AMBIENT TEMP.
VESSEL LISTING	BAIT TANK	BATTERY VOLTAGE	INTRUSION SECURITY

- STAY CONNECTED TO YOUR BOAT WHILE AWAY FROM THE DOCK
- ACCESS YOUR BOAT FROM ANY WEB-ENABLED DEVICE
- GET NOTIFIED BY PHONE, EMAIL & TEXT MESSAGE
- SIMPLE INSTALLATION ON ANY SIZE VESSEL
- NO CONTRACTS AND NO ACTIVATION FEES
- 24/7 PEACE-OF-MIND

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MarineSync MS2
LOCATION MARKETING

Marina
WATERPROOF TAGS



MarineSync MS2 LOCATION MARKETING

Marina FULL PACKAGE

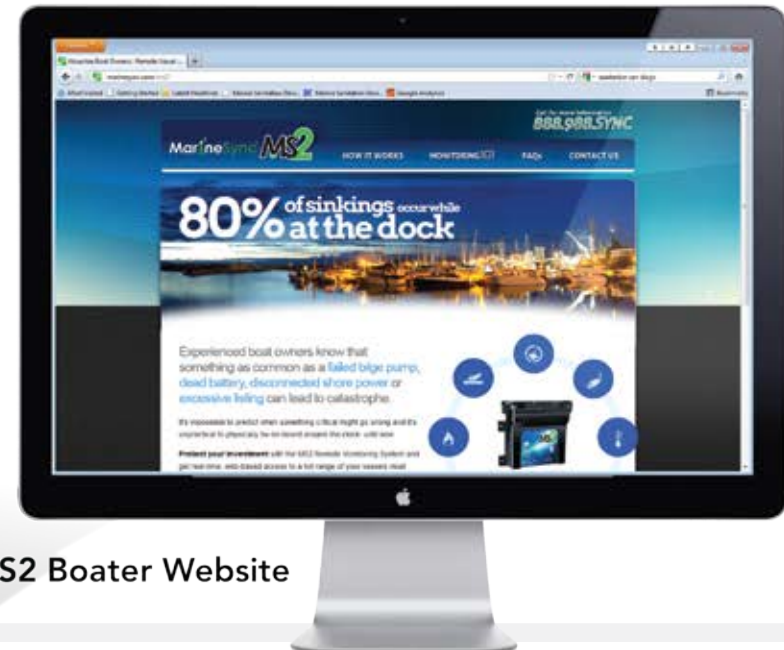


Posters



Waterproof Tags

Brochures w/ Holders
& Postcard Mailers



MS2 Boater Website

MarineSync MS2 LOCATION MARKETING

Marina MARKETING TIMELINE

