

Hook More Customers: *Maximize Your Marina's Potential With Social Media*

Melissa Carrick, Senior Social Media Manager
AR Marketing



DEFINE YOUR SOCIAL MEDIA GOALS

Brand Awareness

Reach a large audience to help potential customers become familiar with your business.

Engagement

Find people more likely to engage with your business online through likes, comments and messages.

Traffic

Send customers to your website to learn more about your services and increase bookings.

DETERMINING YOUR TARGET AUDIENCE

- Who is your current audience?
- Who do you want to reach?
- How can you target them with social media?



Social media ads allow you to build an audience based on:

Location

Age

Gender

Income, Interests and more

WHICH SOCIAL PLATFORM IS RIGHT FOR YOUR BUSINESS?

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@

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Audience

51%

of users are 50-65

31%

of users are 25-34

59%

of users are 25-34

59%

of users are 25-49

22%

of users are 20-29

GYteat1o

Business listing SEO

Reaching a broad audience

Sharing general business info

Photo & video content

Finding engaging users

Reaching a younger audience

B2B businesses

Thought leader content

Reaching a professional audience

Creating community

Seeing what customers say about your business

Connecting through relevant hashtags

Staying on top of current trends

Showing authenticity

Reaching a large audience

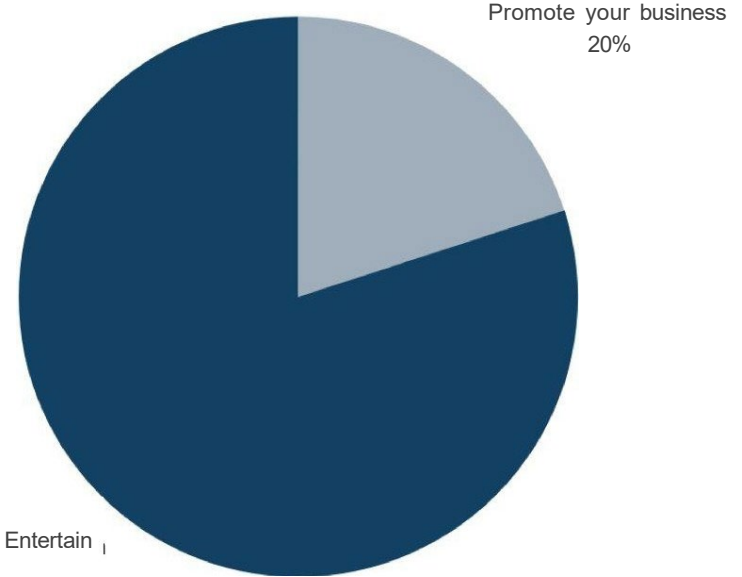
CREATE COMPELLING CONTENT

Inform, Educate & Entertain

- Updates and events
- Photos, videos, memes
- Contests and giveaways


Promote your business

- Sales, special offers
- Memberships
- Sign up for email



No Coast Boat Club
5d · 🌐


🚨 **ONLY 4 SPOTS LEFT!**
Become an end-of-season member and get \$1,000 off our premier membership or \$700 off the mid-week membership initiation fee.



👍 Like 💬 Comment ➦ Share

No Coast Boat Club
5d, C,


Did you enjoy the 2023 season with us? We want to hear from you! Leave us a Google review and tell us about your experience.



👍 Like 💬 Comment ➦ Share

No Coast Boat Club
5d · C,

We want to see you on a boat this Memorial Day weekend. Get access to our fleet without the cleaning, maintenance and fees!



👍 Like 💬 Comment ➦ Share

No Coast Boat Club
5d, C,



























Fleet Feature / The 2022 SeaArk Easy 200
Fish, ski, tube or spend a lazy day on the boat - there's something for the whole family! Get unlimited access to our fleet when you become a member.



👍 Like 💬 Comment ➦ Share

SOCIAL CALENDAR

▼ Moy 2023 Facebook

	Item		Designer	Design Status	Design Due	Manager	Manager Status	Post Date
[7	Page Ad	C,		Done	May3		Done	May3
[Membership Tiers	C,		Done	May4		Done	May4
L;	Engagement Post - Photos	C,		Done	May4		Done	May8
	About Perry Lake	C,		Done	May10		Done	May 10
[Clinton Marina Events	C <i>i</i>		Done	May 12		Done	May12
[Open House Reminder - Perry	C,		Done	May 15		Done	May 15
[Special Offer Last Chance	C,		Done	May 18		Done	May 18
[Memorial Day Weekend	C,		Done	May22		Done	May23
[About Clinton Marina	C,		Done	May25		Done	May25
[Become a Member	C,		Done	May26		Done	May26
[Open House Reminder - Clinton	C,		Done	May30		Done	May30
[7	Great Day KC	C,		Done	May 31		Done	May 31
	Notes:	G						

+ Add Item

FACEBOOK EVENTS PAGE



4KD Crick Brewery

5.4K likes · 5.9K followers



... Manage · Edit

Posts About Mentions Reviews Followers Photos More +

Events

Create event

Upcoming Past



TODAY 7PM
Live Music - Heidi Paxton
4KDCrickBrewery · Defiance
Event by 4KD Crick Brewery



WED, SEP 13 AT 7PM
Karaoke Night!
4KD Crick Brewery · Defiance
Event by 4KD Crick Brewery



THU, SEP 14 AT 7PM
Live Music - Craig Ackerman
4KD Crick Brewery · Defiance
Event by 4KD Crick Brewery



WED, SEP 20 AT 7PM
Karaoke Night!
4KD Crick Brewery · Defiance
Event by 4KD Crick Brewery



THU, SEP 21 AT 7 PM
Live Music - Devan Rivera
4KDCrickBrewery · Defiance
Event by 4KD Crick Brewery



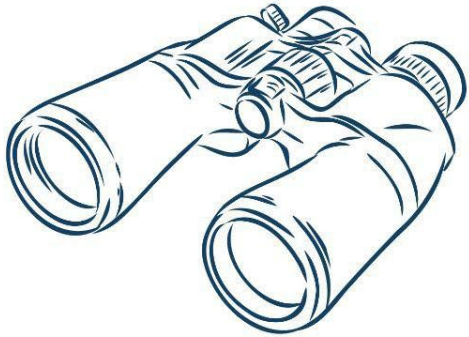
THU, SEP 26 AT 7 PM
Live Music - Ryan Hensley
4KD Crick Brewery · Defiance
Event by 4KD Crick Brewery



SAT, OCT 14 AT 11AM
Barktoberfest!
4KD Crick Brewery · Defiance
Event by 4KD Crick Brewery

CONTENT IDEAS YOU CAN USE TODAY..

- A photo at the Docks Expo!
- Christmas/New Year promotions
- Customer testimonial
- Throwback photo to a fun event you hosted
- Engagement questions



YOUR GOOGLE LISTING

Why you need to own your Google Listing:

- Visibility
- Consistent Branding
- Accurate Information
- Customer Trust
- Customer Interaction
- Analytics

What happens if you don't own your Google Listing:

- Inaccurate Information
- Loss of Control
- Missed Opportunities
- Limited Visibility
- Negative Impact on SEO
- Potential for Misuse



Farmers Country Market

Directions

Save

Call

4.3

336 Google reviews

Grocery store

Service options: In-store shopping

Address: 1800 Central Ave, Dodge City, KS 67801

Hours: Open • Closes 9 PM...

Phone: (620) 225-2981

FREE FACEBOOK & INSTAGRAM TOOLS



Q. Search Facebook



AR Marketing



Ads Manager

Ad Center



Meta Business Suite

Professional dashboard

META BUSINESS SUITE

Meta Business Suite

calendar by creating, scheduling, and managing your content.

Export data

Create reel

Create post

4KD Crick Brewery

< Today >

November 2023

Content type: all

Shared to: all

Home

Notifications

Planner

Content

Insights

Inbox

Monetization

Ads

All tools

Search

Settings

Help

Mon 6

Tue 7

Wed 8

Thu 9

Fri 10

Sat 11

11:10:00 AM



... 35 " 2 ... 3

11:02:00 PM



... 5 ... 5

11:04:00 PM



... 58 " 6 ... 5

11:01:58 PM



... 24 " 3 ... 3

Goals

More

9 Goals



Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Consider boosting a recent post so audiences that don't follow you may see it.

Boost post

META BUSINESS SUITE

Create post

Post to

fb 4KD Crick Brewery

Media

Share photos or a video, Instagram posts can't exceed 10 photos

1200 K 630



1. Add photo

Post details

Text

It's time for another long-awaited Mug Club Social!

Join us for free snacks and \$1 off your mug fills! This is a Mug Club Member-only event but if you'd like to sign up, registration will be open. Ask a bartender for details.

RSVP» <https://www.facebook.com/events/375051850061941>

Q cs

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#G

0 Write a post in your language

Scheduling options

Set date and time

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Nov 22, 2023

@ 12:18PM

Active times

Boost post

Cancel

Schedule

Facebook Feed preview

○ D

G} Join Crick Brewery

It's time for another long-awaited Mug Club Social!

Join us for free snacks and \$1 off your mug fills! This is a Mug Club Member-only event but if you'd like to sign up, registration will be open. Ask a bartender for details.



SOCIAL ADS 101

Post Boosting

Amplify the reach of your content to a wider range of your target audience outside of the people who already follow your page

Ad Campaign

Advanced customization solutions with multiple advertising objectives to help you reach your goals and the audiences you care about

<i>Client</i>	<i>Duration</i>	<i>Spend</i>	<i>Impressions</i>	<i>Website Visits</i>	<i>CPC</i>
No Coast Boat Club	14 Days	\$100	25,500	163	.61¢
Sweetwater Chophouse	30 Days	\$280	67,100	602	.46¢

BOOSTED POSTS

A boosted post is a post to your Page's timeline that you can apply money to in order to boost it to an audience of your choosing. This is the simplest way to advertise on Facebook.

When you boost a post you choose 3 things:

1. Who you want to reach
2. How much you want to spend
3. How long you want to run your ad

A No Coast Boat Club
— Published by Melissa Carrick8 · July 28 · 0

Spots are full for the 2023 season ... Thank you to everyone who joined the club this year! Stay tuned for what's next. ...

Join the 2024 waitlist >> <https://www.nocoastboatclub.com/contactus>



No Coast Boat Club
Boat Rental

Contact us

[See insights and ads](#)



MONTH END REPORT

PAGE INSIGHTS

facebook

New likes

42

+68.00% (25)

Link clicks

204

+31.61% (155)

Post engagement

7,573

+71.61% (4,413)



D.

Total likes

5,437

+0.63% (5,403)

r;

Total Ad Spend

\$107.80

-62.37% (\$286.46)

-

Total Impressions

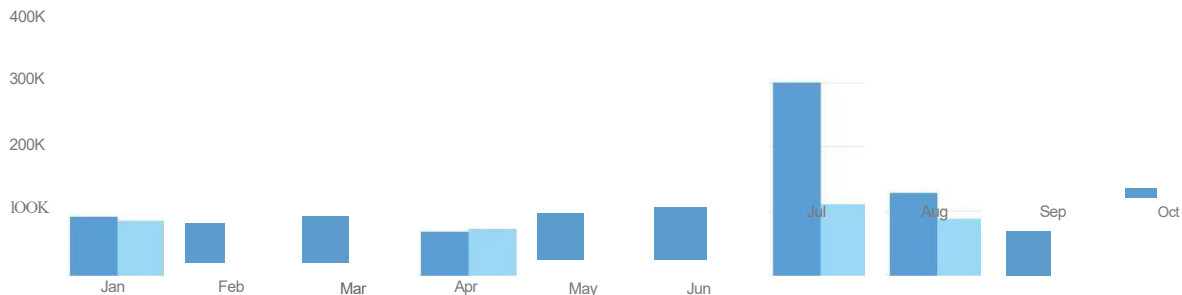
127,376

-57.63% (300,614)

Impressions by Month

Impressions

Impressions {Previous}



0

FACEBOOK & INSTAGRAM INSIGHTS

Meta Business Suite

4KD Crick Brewery

Home

Notifications

Planner

Content

Insights

Inbox

Monetization

Ads

All tools

Edit

Search

Settings

Help

<https://business.facebook.com/latest/insights>

Insights

Review performance results and more.

Ad account: 4KD Crd.: Brtiwe|j| 2385884144624...

Aug 1, 2023 - Aug 31, 2023



Overview



Audience

Benchmarking

Overview

Content

Messaging

Overview

Performance

Benchmarking

Audience

Loyalty

Retention

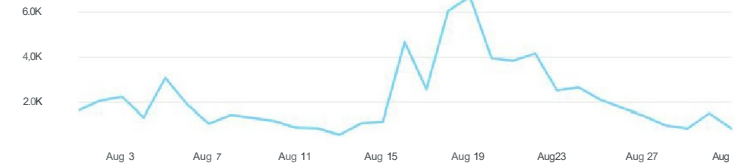
Earnings

Videos

Reach

Facebook reach

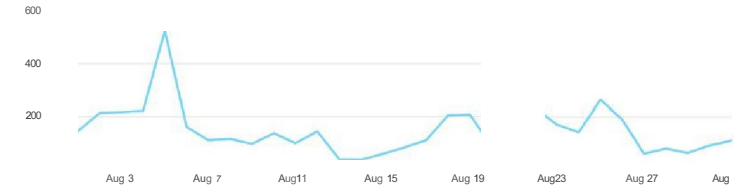
35,397



Visits

Facebook visits

4,601



New likes and follows

Facebook Page new likes

42

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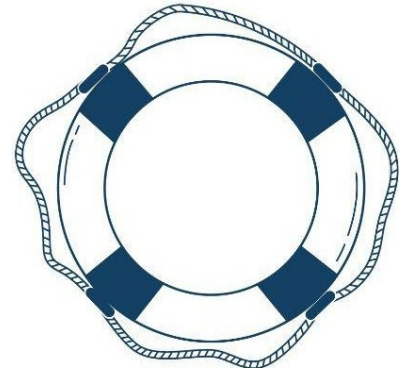
Export

Export

Export

SOCIAL MEDIA BEST PRACTICES

- Create a content calendar for consistency
- Post at the right time and regularly
- Use engaging photos of products and people
- Invest in social, the more you spend the more results you'll see
- Respond to customer comments and messages in a timely manner using your brand voice



NEXT STEPS...

- Determine your goals & set a budget
- Identify your target audience
- Decide which platform will reach them
- Brainstorm content
- Start posting on a regular basis





Questions?

CONNECT WITH US...



Wendy Ladas
Senior Director



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See us at Booth 632
a-rmarketing.com