

BOAT WORLD

YOUR GULF COA ADVENTURE STARTS HERE

A Custom Integrated Marketing Strategy

PRESENTED TO:

**Wayne, Scott & Trey
Boat World, Biloxi, MS**

PRESENTED BY:

WXXV-TV

FOX 25 · NBC 25 · CW · ChartLocal

ACCOUNT EXECUTIVES:

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THE VISIBILITY PROBLEM

THE MASSIVE OPPORTUNITY

Boat World is a 1-year-old dealership competing against established names like Ocean Marine and Crown Leisure. The challenge is not the product — it's awareness. Consumers in the Biloxi-Gulfport market don't yet know Boat World exists, and those who do may carry misconceptions about high-pressure sales tactics.

THE OPPORTUNITY

Boat World's strengths — personalized service, premium inventory, and a visible new facility — match what Gulf Coast boaters want. They simply need more exposure.

THREE THINGS BOAT WORLD NEEDS MOST:

- ▶ **Build brand awareness and name recognition across the Gulf Coast market**
- ▶ **Capture high-intent buyers actively searching online for boats and marine services**
- ▶ **Establish a consistent, credible digital presence across all platforms**

ONE UNIFIED STRATEGY THREE POWERFUL CHANNELS

One Goal: Grow Boat World

A coordinated, full-funnel system that reaches Gulf Coast boaters at every stage from awareness to purchase.

THREE-LAYER SYSTEM

LAYER	CHANNEL	ROLE IN THE FUNNEL
Reach & Brand Building	WXXV-TV Broadcast (FOX 25 / NBC 25)	Creates mass awareness and emotional brand connection across Gulf Coast households.
Intent Capture	Google Search Ads (ChartLocal)	Captures buyers actively searching for boats and marine services.
Credibility & Discovery	Yext Business Listings	Ensures Boat World appears accurately across search and map platforms.

Why this works:

Broadcast builds recognition, search ads capture intent, and Yext ensures accurate listings. Each channel amplifies the others.

GULF COAST BOATERS ARE HIGH-VALUE AUDIENCE

RECREATIONAL FAMILIES & ANGLERS

Ages 30–65, stable household income of \$50K–\$150K+. Seeking water sports, or Gulf/inshore fishing. Lifestyle buyers who respond to emotional storytelling and brand trust.

UPGRADERS

Current boat owners ready to trade up to larger vessels, better or improved performance. Brand-loyal and respond to inventory advertising.

FIRST-TIME BUYERS

Require education, transparency on financing, and confidence in service. They research heavily online before ever visiting a dealer.

SECONDARY REVENUE STREAMS

- ▶ **Consignment Sellers:** Owners seeking a hassle-free, professional exit from their current boat
- ▶ **Service & Parts:** Local boaters needing authorized Honda Marine and Yamaha outboard service
- ▶ **Storage Seekers:** Customers without home storage who prioritize secure, on-site facilities

GEOGRAPHIC FOCUS

Biloxi, Gulfport, Ocean Springs, Pascagoula — with secondary reach to inland boaters trailering to the coast.

Target Demographic: **90% Male**
Household Income: **\$50K–\$150K+**

"YOUR GULF COAST ADVENTURE STARTS HERE"

A Campaign Built Around the Life:
Just the Product

BRAND VOICE

Confident. Local. Personal. Not corporate.
High-pressure. Boat World is the deal
you like a neighbor, not a transaction

IDEA

Boat World doesn't just sell boats — it sells access to the Gulf Coast. The Sound, the Barrier Islands, the coastal bayous, and the lifestyle that makes life on the Gulf Coast worth living. The campaign leads with that lifestyle.

TV SPOT CONCEPT (30-SEC)

[Open on sunrise footage of the Mississippi Sound — a family launching a Sea Fox from a local ramp]

Character: "The Gulf Coast is calling. Whether you're chasing the sunset at the Barrier Islands, cruising with the family, or finally getting into the boat you've always wanted — Boat World in Biloxi has you covered."

[Cut to dealership footage: clean facility, inventory on the lot, friendly staff]

Character: "Sea Fox. Carolina Skiff. Honda Marine. Yamaha. Boat World service. No pressure. Just your next adventure."

Tag: "Boat World — on I-10 in Biloxi. Your Gulf Coast

Adventure Starts Here."

Boat World · WXXV-TV

BROADCAST BUILDS THE BRAND THAT **DIGITAL ALSO**

CANNOT

WXXV-TV reaches more Gulf Coast households than any other media platform. A consistent broadcast presence on FOX 25 creates the name recognition and brand trust that makes other marketing investment work harder.

SCHEDULE STRATEGY

- ▶ Spike (Mar–Aug): High frequency at peak season
- ▶ Brand (Sep–Oct): Maintain presence, drive service
- ▶ Lean (Nov–Feb): Sustain awareness, capture inquiries

This plan turns Boat World from a new name into a recognized, trusted dealer — faster and smarter.

WXXV-TV

FOX 25 · NBC 25

MONTHLY INVESTMENT

\$2,800

CAPTURE & BUYER ACTION SEARCHING

NOW

Google Search Ads place you at the top of search results the moment a potential buyer types in a search term. Boat World sells.

These are not passive inquiries. These are high-intent buyers ready to purchase or request a quote.

MONTHLY INVESTMENT

\$1,500

Managed by ChartLocal — Certified

SEARCH BEHAVIOR

READY FOR ADVENTURE

"Sea Fox boats for sale Mississippi"
"center console boats Gulfport"
"bay boats South Mississippi"

REPOWER & SERVICE

"Honda Marine dealers Mississippi"
"Yamaha outboard service Biloxi"
"boat motor repower Gulfport"

SEEKING A TRUSTED DEALER

"Carolina Skiff dealers near Biloxi"
"G3 aluminum boats Gulfport"
"boat dealer D'Iberville"

SELLING OR UPGRADING

"boat consignment Gulf Coast"
"sell my boat Biloxi"
"used boat dealers Mississippi"



Geographic Targeting: Biloxi, Gulfport, Pascagoula, Ocean Springs, and surrounding coastal counties — plus inland markets with Gulf access.

Boat World · WXXV-TV

44 LISTING ERRORS ARE COSTING BOAT WORLD CUSTOMERS RIGHT NOW

A current scan of Boat World's online presence reveals 44 listing errors across major platforms. Boat World is not found on Google, MapQuest, or MerchantCircle.

These errors mean potential customers searching for Boat World boat dealer near them — may never find the business, or find information that erodes trust.

THE FIX: YEXT MANAGED SERVICE

ChartLocal's Yext Managed Service syndicates accurate, complete information across 100+ platforms — including Google, Facebook, Bing, Yelp, and more.

- ▶ Create new listings on missing platforms
- ▶ Fix all inaccurate listings (address, phone, hours)
- ▶ Suppress duplicate listings that confuse search engines



BUSINESS LISTINGS MANAGEMENT

MONTHLY INVESTMENT

\$100

12-Month Commitment

ANNUAL COMMITMENT BONUS

Commit Annually and Own the
Most-Watched Weather Segment

MARINE FORECAST SPONSORSHIP

ADDED VALUE — NO ADDITIONAL COST

Featured weather segment in the 5
6:00 AM newscasts on FOX 25 and
Monday through Friday

WHY THIS MATTERS

This is the segment Gulf Coast boaters, anglers, and outdoor enthusiasts watch every single morning before heading out on the water. By sponsoring it, Boat World's name is positioned as the authority on Gulf Coast boating.

- Reaches the most engaged boating audience at the most relevant moment of their day
- Builds top-of-mind awareness with the exact demographic Boat World needs to own
- Reinforces the "Gulf Coast Adventure" brand identity in a natural, credible context
- Exclusive to one marine/boat advertiser** — this is a category-owning opportunity

Added value is available exclusively with an annual
commitment.

Boat World · WXXV-TV

A COMPLETE GULF COAST MARKET SYSTEM

CHANNEL	MONTHLY INVESTMENT	
WXXV-TV Broadcast (FOX 25 / NBC 25)	\$2,800	Brand
Google Search Ads (ChartLocal)	\$1,500	Hig
Yext Business Listings	\$100	Onlin
Total Monthly Investment	\$4,400	Full-fun



ANNUAL COMMITMENT BONUS (ADDED VALUE)

Marine Forecast Sponsorship (5AM & 6AM newscasts, M-F)

BREAK-EVEN ANALYSIS

AVERAGE BOAT SALE

\$82,500

GROSS MARGIN

15%

Boat World needs **fewer than 1 additional boat sale per month** to fully cover the entire marketing investment.

THE LONG-RANGE STRATEGIC PLAN

The dealerships that advertised consistently in Year One overtook competitors in Year Three.

Ocean Marine and Crown Leisure gained market recognition because they've been advertising for years. Boat World can compete on a shorter timeline dramatically with a consistent multi-channel strategy.

**The time to build the brand
before the competition**

THREE STAGES OF MARKET DOMINANCE

WEEKS 1-13

SATURATION

Flood the market with Boat World's name and message — build awareness from zero.

WEEKS 14-26

PENETRATION

Deepen recognition; consumers begin to associate Boat World with quality and trust.

WEEKS 27-52

DOMINANCE

Boat World becomes the default choice for Gulf Coast boaters — the name they think of first.

LET'S LAUNCH YOUR GULF MARKETING SYSTEM

WHAT HAPPENS WHEN YOU SAY YES:

WEEK 1

Text listing corrections begin — 44 errors fixed across all major listing platforms

WEEK 1-2

Google Ads campaign built and launched by our Google Ads certified team

WEEK 2-3

TV creative concept developed and produced by our TV production team

WEEK 3-4

Broadcast schedule goes live on FOX 25 and FOX 35

MONTH 2

Marine Forecast Sponsorship activates (annual bonus)

WXXV-TV COMMITS TO:

- ▶ Develop a marketing strategy to call attention to Boat World's brands and inventory
- ▶ Increase Boat World's market share against Ocean Marine and Crown Leisure
- ▶ Grow new traffic and lead calls through consistent, strategic advertising

BOAT WORLD'S INVESTMENT

\$4,400 / month

12-Month Commitment

AVERAGE DAILY INVESTMENT

\$147 / day

This offer is valid for 10 business days from the date of presentation.

THANK YOU.

WXXV-TV + ChartLocal + Boat
Built for the Gulf Coast

**"YOUR GULF COAST
ADVENTURE STARTS**

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ACCOUNT EXECUTIVE, WXXV-TV

TV

FOX 25 · NBC 25 · CW · ChartLocal

Gulfport · Biloxi · Pascagoula