



MARKETING PILLAR #2

CUSTOMER RETENTION STRATEGY

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 **ONEWATER**

**CUSTOMER
RETENTION**

Strategy

54%

Percentage of **new boat buyers** that will **EXIT** boating within five years.

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DUAL STRATEGY

1. Retaining our sold customers (facilitate boat use and future sales).
2. Making sure that sold on-order customers remain sold.

**CUSTOMER
RETENTION**

Strategy

1st 30 days = 7-8 Touches

**Customer
Touches
build
Customer
Trust**

Email, Call, Text

Invite to a
company event

Send CoVideo

Take to
lunch

Send
Anniversary
Card

Send
Personalized
Birthday Card

Patronize
their Business

**CUSTOMER
RETENTION**
Strategy

Postcards for Customer Contact



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Marketing Automations + Support

CRM Birthday
notifications

Automated
customer
birthday emails

Automated boat
birthday emails

Optional bulk
holiday cards

**EVENT IN
A BOX**

Boat birthday
card options on
the portal

Delivery gift
options on the
portal

Customer
Celebration
Guide on portal

CUSTOMER RETENTION

Strategy

Customer Events

One of the biggest opportunities that we have across the stores is hosting customer events. Done SAFELY, these events go directly to **customer retention and referrals.** Ultimately, while marketing can support these events, they must be **locally driven.** Start planning for 2022 now - contact your regional marketing specialist.



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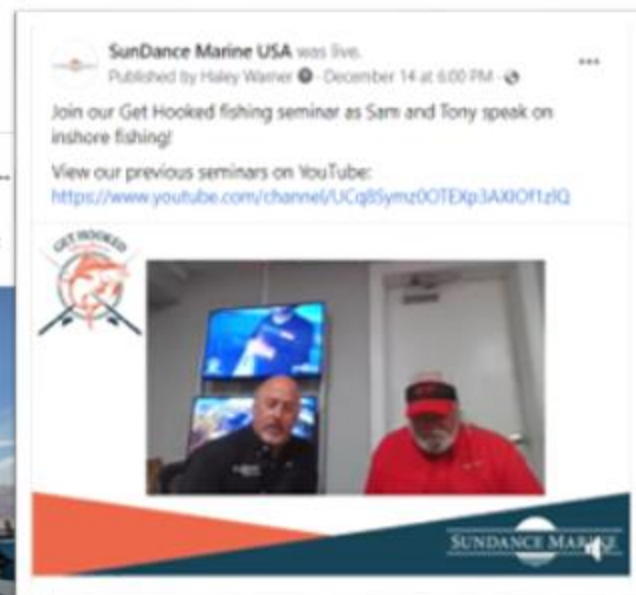
CUSTOMER RETENTION

Strategy

Customer Events

Who are your **local partners?**

- Private clubs
- Local restaurants
- Local marinas
- Local businesses
- Local realtors
- Fundraising organizations



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Event Ideas

Lunch and Learns
Fishing Seminars
Coastguard Classes
Owner Clinics
Holiday Parties
Open Houses

Rendezvous
Customer Appreciation Events
Annual Owner Celebrations
Raft Ups
Movie Nights