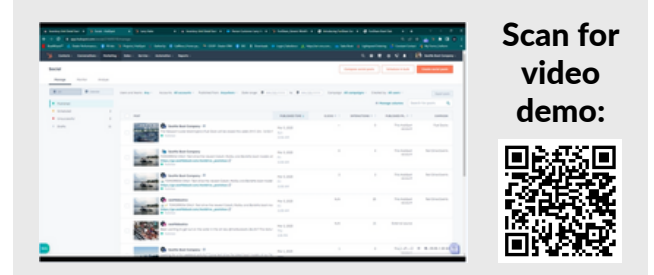


HUBSPOT OVERVIEW

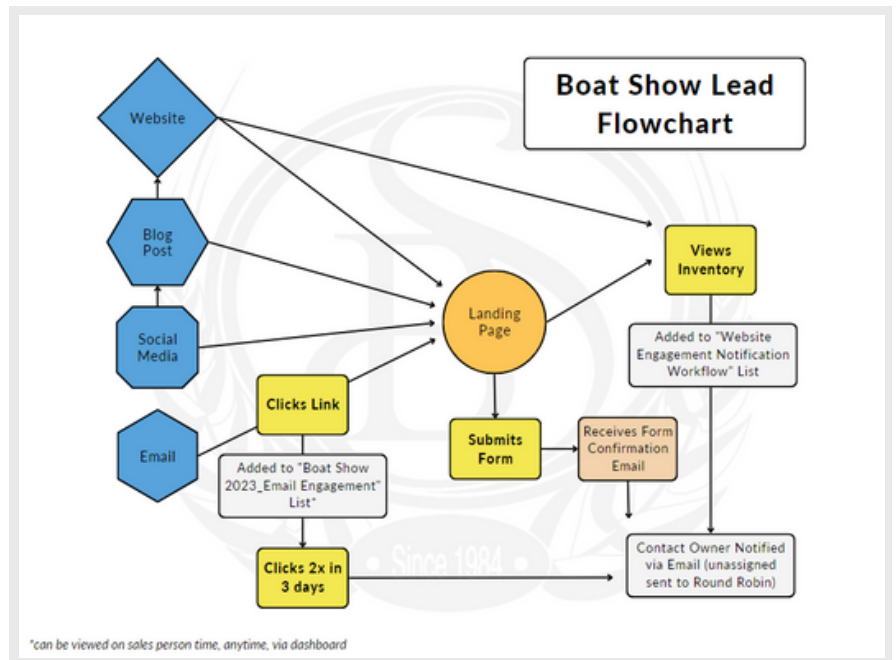
- All tools under one roof
 - Email (one-off, automation, reporting)
 - Social Scheduling & advertising
 - Blog (hosting, reporting, SEO suggestions)
 - SEO (analytics, reporting & suggestions)
 - Landing Pages (hosting, integrating & reporting)
 - Google Analytics (search console, paid ads, analytics)
 - Paid Advertising (management + retargeting)
 - Forms (embed + automate)
 - Meeting scheduler
- Track & Act on Customer Engagement across media
 - Paid ad retargeting
 - Custom automated marketing funnels
 - Customer Persona Management
- Native integration with Salesforce
 - Sales Team uses product they are familiar with
 - Data on boats and deals is actionable in HubSpot



MULTI-CHANNEL MARKETING FOR ENGAGEMENT AND SALES INSIGHTS

Multi-channel marketing strategies are implemented to drive traffic towards a landing page, which in turn encourages user engagement. Once engaged, the contact's interactions can be tracked across various media channels, providing valuable insights into their interests (e.g., inventory page views) that can inform sales efforts.

Using this data, businesses can take action by subscribing contacts to paid ad campaigns or automated email workflows tailored to their specific interests and preferences.





CURRENT USE EXAMPLES

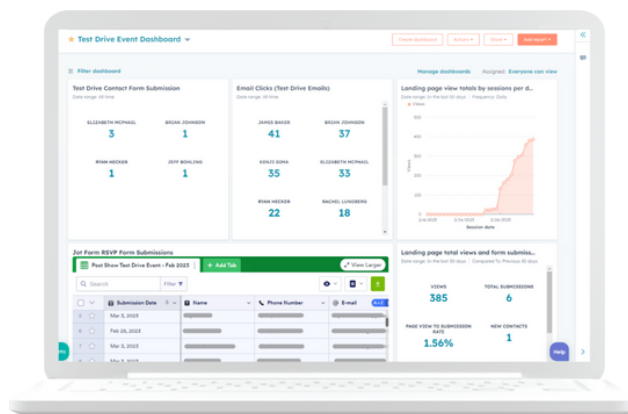
Notify Sales Team of Inventory Page Views on Seattleboat.com

We have identified 284 unique contacts who have engaged with Seattle Boat by viewing inventory pages 1/23/2023 - 3/6/2023.

Automated emails are sent directly to the assigned salesperson for each contact. Additionally, a dashboard groups these contacts for easy review and reporting. This feature optimizes our sales efforts and ensures customers who enter our digital store do not go without being greeted.

Centralized Engagements with Comprehensive Dashboard

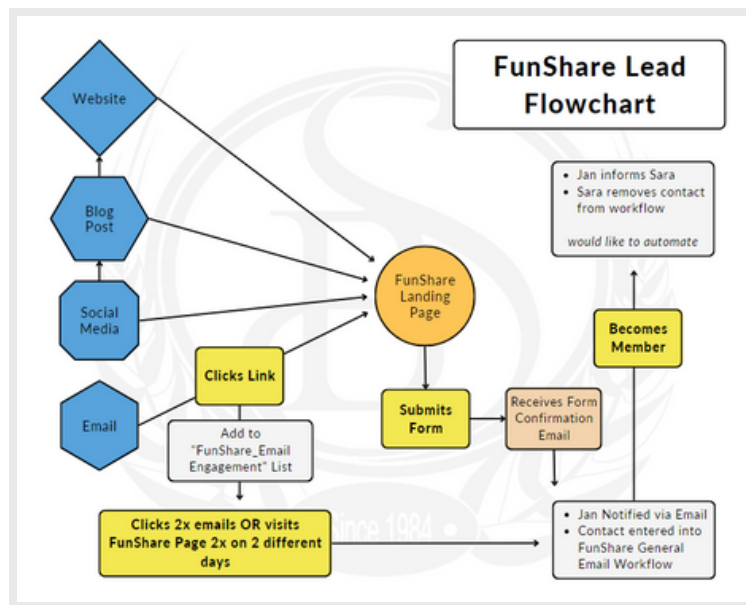
We have created a comprehensive dashboard that groups all contact engagements in one place. This includes event RSVPs, email clicks, and landing page views etc. This dashboard streamlines the review process for our sales team, allowing them to easily access and analyze customer interactions so they can proactively reach out to customers.



FunShare Boat Club's Automated Email Marketing Funnel

We have implemented an automated lead nurturing email campaign for contacts who express interest in FunShare Boat Club. This campaign includes a series of emails that are sent every 10 days, each highlighting different value propositions of the club.

As soon as a contact becomes a member, they are automatically unenrolled from the campaign. This ensures that our marketing efforts are targeted towards potential members and not current ones. With this automated email marketing funnel in place, we can effectively engage with potential members and convert them into loyal customers.





FUTURE USE PHASES

Personalized Retargeting Campaigns for Optimized SEO Results

We will build out paid advertising campaigns for our various brands and services based on our customer's interests and preferences.

Phase 1: Customers are automatically placed in buckets based on engagement and lead properties.

- Examples:
 - A pontoon lead will not see Surf Boat ads
 - A Boat Club lead will see FunShare ads, not Marina ad



Phase 2: Take personal targeting to the next level by catering to individual customer needs. This approach ensures that our customers feel like they are being spoken to directly with relevant messaging.

- Examples:
 - A lead has children, ads will have photos of families
 - A lead is known to have purchased a boat 3+ years ago, ads will have language around "is it time to upgrade your boat"

With these personalized retargeting campaigns in place, we can optimize your SEO results and increase the likelihood of converting potential leads into loyal customers.

| | |
|----------------|---|
| Name * | Mama Maria |
| Description * | Mother/Family with young children |
| Internal notes | |
| Roles | Mother, House Manager, Stay at home mom, House Wife |
| Goals | Mama Maria wants her family to make memories and spend invaluable time together, away from the screens. She dreams of her family on the water, tubing and laughing, making memories that will last a lifetime. Maybe even their family dog can tag along. |
| Challenges | Husband has a busy job and she needs to manage boating activities on her own. Kids are growing and she has limited time to make these memories. |
| Demographics | |
| Age | 30 - 40 |
| Income range | 200,000 + |
| Education | College Educated |