


Last year we spent time on how to get your PE classes going

- Nuts and Bolts/Mechanics
- Available on E-Directorate Website
- Link Available for Recorded Sessions


This session will cover ideas on driving students to your class. We'll look at outbound activity – primarily our PA specialists and our inbound activity – referrals



# **Maximizing PE in a Virtual Environment**

**Driving students into our classes**

- **Differentiating us from the competition**
- **Strategies**
  - **Outbound Marketing**
  - **Inbound Marketing**
  - **Follow-through**



It's important that we take advantage of the words Coast Guard that make up our name. This is essentially called branding. The other main difference is we are using certified instructors – yes, CG certified – vis-à-vis the online classes where the student keeps pressing NEXT, but has none of the benefits of knowledgeable instructors with lots of local knowledge.

We're going to look at some marketing strategies –

- Outbound marketing which is essentially what you know as publicity
- Inbound marketing which relies on referrals
- Responsibilities of members to “close the sale”

# Marketing

1. Positioning
2. Referrals (Inbound)
3. Publicity (Outbound)
4. Dedicated flotilla resources
4. FTF and Virtual approaches

3

The purpose of this section is to share the various channels used by our flotillas as well as share some new ideas.

They cover both physical and virtual initiatives.

As a rule of thumb, Inbound marketing is most efficient and reliable. It cultivates key sources of referrals at decision points in time

Outbound marketing is the most traditional and complements inbound marketing but is not as effective. However, we will discuss leveraging traditional methods with repetitive messaging

Dedicated flotilla resources can make or break the marketing plan. Focus individuals with specific tasking for regular follow up:

- FSO-PE      FSO-PA
- FSO-PB      FSO-VE
- FSO-PV

Face to Face can be strengthened immediately when FTF is resumed. Virtual approaches can be created as driven by current need.



# Market Your Class

- **Our story**
- **Referrals**
- **Publicity**
- **Dedicate flotilla officers with tasking**

4

1. Our story – we need to let our prospects know why students should take our videoconference classes and not other online classes – again differentiating
2. Referrals - how to cultivate key sources of steady referrals
3. Publicity - leverage ads, social media, etc.
4. Dedicate flotilla officers with specific tasking for regular follow up



## **Positioning – Benefits**

- **Direct contact with experienced CG Auxiliarists**
- **Peace of mind**
- **Injury and property damage prevention**
- **Emergencies – prevention and handling**
- **Family oriented**

5

The positioning statement, slogan, pitch, must feature the advantages, the benefits that your classes offer over others. The following are mostly intangible – we can't put a number on these – but we know they work.

1. Personal interactive conversations with experienced USCG Auxiliarists
2. Peace of mind when boating safely
3. Knowledge gained can prevent an accident, possibly serious. Comfort that boater is taking care of their family while out on the water
4. Good practices to prevent or handle emergencies (VHF)
5. Everyone in the family can learn together, enjoy together





## **Positioning – Benefits**

- **Comfort and convenience of home**
- **No commuting time or cost**
- **NASBLA approved**
- **Potential lower insurance rates**

6

Here are some ore benefits – we need to emphasize these benefits when “selling” the class to our prospects

- No need to travel; convenience of home. Promise of a safe environment
- Save time, round-trip, costs, parking
- All inclusive leading to state certification; compliance for youth drivers
- Possible lower insurance rates



# Publicity (Outbound Marketing )

## Traditional Outlets

- Role of PA
- Role of CS
- Role of PV
- Role of VE

7

Traditional mediums are not as focused but can still bring in students...

Use Print and Electronic...adapt medium as needed to the type of class...

Traditional outlets, including social media, rely on being seen at the right time by the buyer, and, also on being a source of education to the buyer.

These need to be frequent and top of mind to be effective.

1. PA can generate publicity, posters, positioning
2. CS can post on flotilla website and Facebook
3. RBSPV can distribute e-literature, brochures to focus groups
4. VE can distribute literature at the ramps with boaters, one-on-one interface can sell classes



# Publicity

- **Community papers**
- **Early spring stories**
- **Public service ads**
- **Post photos – benefits of class**
- **Events calendars**
- **Special interest articles**

8

## Local Publications

When prospects read up on local current events:

- Community papers, or as we call them Mullet Wrappers in Florida, are always looking for good content and are usually more than willing to carry our articles, stories, and announcements
- Springtime is an ideal time to generate a story about re-commissioning the boat before getting back on the water. Spring is an ideal time to suggest a class prior to getting on or back on the water.
- Public service ads – you can take advantage of some pre-written PSAs
- Posting of fun photographs of boating with reference to classes – boat ramp oopsies as an example
- Make sure to get listed on events calendars
- explore special interest articles with local community papers, social media





Local TV news are always looking for positive news  
Service Ads offer a good opportunity

When they see you on the local TV news  
Get a local interview for the news


Local radio offers a good variety – local fishing and hunting shows?  
Contact the key programs and offer to go on for a few minutes  
They are always looking for content

#### Flotillas

- Facebook
- Dedicated PE webpage
- National PE calendar
- Ask students to repost on their social media pages
- Ask flotilla members to repost on their social media pages

#### National Publicity

Update National website to incorporate virtual classes, references, etc.  
Calendar – 7023; Best to post as many classes as possible



# Referrals (Inbound Marketing)

Rarely used, but has remarkable results

- Provides steady flow of students
- Tap resources related to boating
  - Buying
  - Insuring
  - Registering
  - Events
  - Renting
  - Joining a boating organization
  - Boat show
  - Spring
  - Fishing tournaments



10

This pays off the best because it becomes a steady flow of students driven by their natural decision making at critical points.

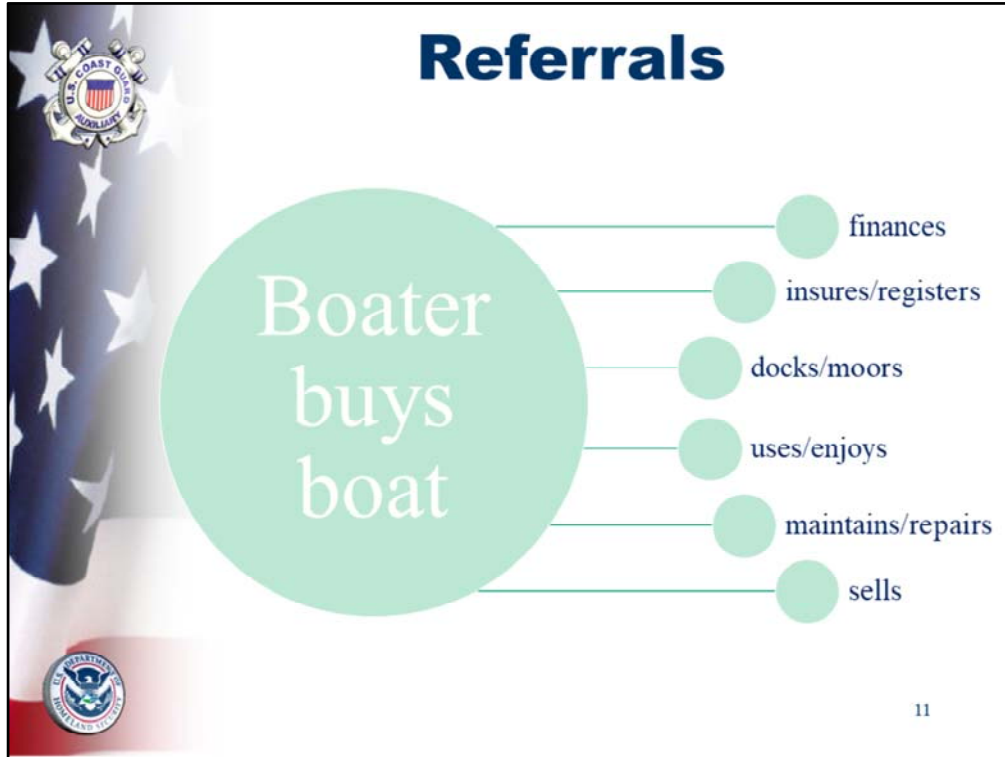
The perfect time is when the boater is decision-making in any of the aspects of boating: buying, insuring, registering, events, renting, joining a boating organization, boat show time of the year, spring, fishing tournaments, etc.

**BUT, it is critical that the referral be absolutely seamless for the referring party and the boater being referred.**

But it is a difficult mindset for us to get into because we are used to pushing out our messages.

Get into one or two sources of regular referrals by tapping into their process with the boater.

The best time to reach the boater is when they are making a key decision about their boating. Following are the main decision points and some suggestions for tapping into the process at the right time.



Personal referrals are traditionally the best source of new students. The best time to find us is when boaters are making a boating-related decision. Many service providers can benefit their clients by recommending CGAUX Virtual PE Classes. Building relationships with those vendors can pay off with a steady stream of referrals. And if the relationship is cultivated, it keeps on giving, and it builds upon itself year after year. Formal and informal referrals can be repetitive and cumulative, low cost and very rewarding.

Current class students  
 Flotilla members  
 Boat Shows  
 Boat Rentals  
 Fishing Tournaments  
 Retail, e- and brick & mortar  
 Fishing/Hunting License State Registrations  
 High Schools  
 Boating Foundations

Course registration 7023  
 New/Used Boat Dealers  
 Boat Insurance, Finance companies  
 Yacht, Sailing, Boating clubs  
 Educational Events  
 Vessel, Trailer State Registrations  
 Marinas, Dockmasters, Fuel Docks  
 Community Foundations  
 Environmental marine organizations



# Referrals

- **When they buy a new/used boat**
- **Explore new/used boat dealers referrals**
- **Identify likely boat dealers in your area**
- **Call on them by phone, set up Zoom meeting to talk**
- **Explore setting up seamless referrals**
- **Make contacts for follow up at local boat shows when FTF resumes**
- **Join the local marine dealers association**
- **Ask one flotilla mate to handle these relationships**

12

This is an ideal time to reach out to our new/used dealer companies and offer to help to teach their clients.

They can use our help in educating their boaters, thus helping to get them out on the water safely, reducing risk.

It is ideal for us because we will receive their referrals at a time when we are providing video classes, having pivoted from classroom teaching and can benefit from referrals to help us to carry out our mission of educating the boating public.

This is an ideal place for a PV box and VSCs

Try to find out if the dealers have a relationship with an insurance company – see next slide



## Referrals

- When they insure a boat
- Explore boating insurance company referrals
- Identify most active local boat insurers
- Call on them by phone, set up Zoom call
- Explore setting up seamless referrals
- Make contacts for follow up at your local boat shows
- Ask one flotilla mate to support relationship

13

This works best with insurance companies that offer discounts on boat insurance with proof of boating class graduation.

This is an ideal place for a PV box



## Referrals

- **When they register or renew their annual vessel registration**
- **Explore state boat registration resources**
- **Contact state boat registration offices to explore collaboration**
- **Purchase state mailing list, capable of being sorted by categories**
- **Create and maintain your boater's database**
- **Direct mail campaign adjusted to your boating cycle in your state**

14

In Florida boat registrations are issued and renewed at the Tax office, along with car licenses and registrations. There is often a lot of people waiting for the next clerk and there are TVs running ads for local services. These ads can be a good source of local companies to call on and often you can make arrangements to run a short add for classes.

While it will cost to buy lists, it may be something to consider as a good resource. If it's successful, the income from classes will more than offset the cost



# Referrals

- Fishing tournaments
- Explore with organizers well in advance of the event
- Annual fishing tournaments
  - Email their participants
  - Table at their event
  - Speaker at their event
  - Present a Boating Safety Award
  - Recognize youngsters
  - Offer classes well in advance
- Annual Opportunities

15

Annual fishing tournaments offer visible opportunities to pitch classes  
Email their participants  
Table at their event  
Speaker at their event  
Present a Boating Safety Award  
Recognize youngsters  
Offer classes well in advance  
Opportunities each year



- Boat shows
- Explore with organizers

## Referrals

- Great opportunity to
  - Offer classes
- When FTF resumes, call on each dealer in person during show – briefly – leave your business card – materials
- Follow up with phone call
- Pick up list of exhibitors for further mailings

16

Great opportunity to

**Offer classes**

**Set mind of boater for the future**

When FTF resumes, call on each dealer in person during show – briefly – leave your business card – materials

Follow up with phone call

Pick up list of exhibitors for further mailings





# Referrals

- **When they rent a boat**
- **Explore local rental companies**
- **Safe Boating class requirement?**
- **Call/develop rapport**
- **Steady flow of referrals**
- **Cross-contact with their insurers for additional business**

17

- Many local rental companies, clubs, have a boating class requirement
- Call on them personally to develop rapport and a steady flow of referrals
- Make sure you offer your classes seamlessly, no friction
- Follow up regularly to make sure they are satisfied
- Cross-contact with their insurers for additional business



# Referrals

- **When they join a boating organization**
- **Explore local sailing, yacht, boating clubs, dockmasters**
- **Local sailing, yacht, boating clubs**
- **Families who boat together**
- **Commodores, marina managers, boating directors**

18

Local sailing, yacht, boating clubs are a great source of students, especially in the spring

Families who are looking to boat together

Youngsters who prefer a known instructor

Commodores, marina managers, boating directors all welcome us

Call on them by phone, set up Zoom meeting to talk

Another good location for PV and VE



# Referrals

- **When they go to renew their public marina slips**
- **Explore local marinas**
- **Marina managers**
- **Include our class info in their client contacts**
- **Source of referral for their boaters**
- **Give us table space for displays in their offices**

19

Marina managers typically welcome the Auxiliary

They can include our class information on their emails, postings, even mailings and bills

They are a source of information to their clients and we can be a referral for their boaters if we are top of mind

Give us table space for displays in their offices

Good PV and VE opportunity




# Referrals

- **When local charitable entities seek to support safe boating, clean marinas, etc.**
- **Explore boating safety, environmental foundations**
- **Local Charities**
- **Mutual interests result in support for our classes**
- **Scholarships**
- **Gift Certificates**
- **Member communications**

20


These activities continue, albeit at a modest rate, but this is the time to be creative and get in front of people who might be searching for fresh ideas to support safe boating, clean marinas, environment...etc.

A phone conversation cant hurt, especially if followed by a Zoom call to “meet” each other...

There is a phenomenon whereby people who Zoom feel a certain tie with each other although they have not met physically...

Most marine communities have charitable entities of one kind or another Approaching these for a conversation of mutual interest can generate ideas which can be translated into action resulting in support for our classes which in turn increase attendance

Stores also have charitable foundations like Kohls, Target, Lowes, etc.



# Referrals

- **When their child turns of boating age**
- **Explore local high schools**
- **Local high schools**
- **A simple announcement can go a long way**
- **Can also reach parents with take home news**
- **JROTC**



21

The summer is an ideal time to reach young people who need their state certification to go boating...

If school is out, perhaps the school administration office can suggest alternative ideas for contacting the students and letting them know of this opportunity.

Consider offering half price for those under 17..

Local high schools typically need to offer information to their students that might help to keep them safe...while needed by as many students as Driver's Ed, boating classes can be very valuable for those who do boat...

A simple announcement can go a long way

Can also reach parents with take home news



# Referrals

- When local businesses look to help their community
- Explore donations from corporate and community foundations (CVS, Publix)
- Local businesses
- Publicity and/or monies

22

Similarly, local businesses, including the local branches of national companies, are always looking to make donations to the community...

This can be in the form of publicity and/or monies...


If we follow Section H of the AUXMAN, certain funding can be obtained to support our classes...



# Calendar – 7023

## Post as many classes as possible


Courses Offered Within a Radius of 100 Miles				
COURSE NAME	START DATE	LOCATION/DIST	CONTACT	DETAILS
Boat America	Sat, 13 Mar 2021 8 Hours	Clearwater, FL 0 Miles	Karen Miller chwtr.auxboating@gmail.com	Flyer Map
Boat America	Tue, 27 Apr 2021 8 Hours	Clearwater, FL 0 Miles	Karen Miller chwtr.auxboating@gmail.com	Flyer Map
Boat America	Sat, 22 May 2021 8 Hours	Clearwater, FL 0 Miles	Karen Miller chwtr.auxboating@gmail.com	Flyer Map
Boat America	Tue, 22 Jun 2021 8 Hours	Clearwater, FL 0 Miles	Karen Miller chwtr.auxboating@gmail.com	Flyer Map
Boat America	Mon, 15 Mar 2021 4 Days	Dunedin, FL 2 Miles	Buddy Casale publiceducation1110@gmail.com	Flyer Map
Weekend Navigator	Sat, 20 Mar 2021 3 Hours	Dunedin, FL 3 Miles	Buddy Casale publiceducation1110@gmail.com	Flyer Map
Boat America	Mon, 12 Apr 2021 4 Days	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Weekend Navigator	Sat, 17 Apr 2021 1 Day	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Boat America	Mon, 17 May 2021 4 Days	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Weekend Navigator	Sat, 22 May 2021 1 Day	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Boat America	Mon, 14 Jun 2021 4 Days	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Weekend Navigator	Sat, 19 Jun 2021 1 Day	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Boat America	Mon, 12 Jul 2021 4 Days	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Weekend Navigator	Sat, 17 Jul 2021 1 Day	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Boat America	Mon, 16 Aug 2021 4 Days	Dunedin, FL 3 Miles	Buddy Casale boatnbud7@gmail.com	Flyer Map
Weekend Navigator	Sat, 21 Aug 2021	Dunedin, FL	Buddy Casale	Flyer




# Dedicated PE Website

HOME
FLOTILLA NEWSLETTER
COURSE DESCRIPTIONS
CLASS REGISTRATION
VESSEL SAFETY CHECK

**U.S. DEPARTMENT OF HOMELAND SECURITY**  
**U.S. COAST GUARD AUXILIARY**  
 FLOTILLA 11-1 CLEARWATER, FL  
*THE BEST NEVER REST!*





Because of COVID-19 all classes are held online via Zoom. The online classes utilize the same instructors and materials you would enjoy during the in-person classes.



To register, Submit the e-mail Registration Form at the bottom of this page or send an email to the Flotilla 11-1 Public Education Officer at [clwtr.auxboating@gmail.com](mailto:clwtr.auxboating@gmail.com)

**Where to Find Us**

510 North Ft. Harrison Ave.,  
Clearwater, FL 33755


**2021 Public Education Schedule**

Class Dates	Class Title Class Times	1 Student (w/ Book)
February 23rd & 24th February 25th & 26th (Four Evenings)	ONLINE 7:00pm to 9:30 pm 7:00pm to 9:30 pm Boat America	Cost \$40
March 13th & 14th March 20th & 21st (Four Mornings)	ONLINE 9:00 am to 11:30 am 9:00 am to 11:30 am Boat America	Cost \$40
April 27th & April 28th April 29th & April 30th	ONLINE 7:00pm to 9:30 pm 7:00pm to 9:30 pm	Cost \$40

24





# Seamless Registration/Payment

**PAYPAL ACCEPTED**

NO REFUNDS for missed classes. You will be entitled to a credit for the same class at a later date.

### E-mail Registration Form

Name \*  
Enter text here

Email \*  
Enter email address

Check here to receive email updates

Subject \*  
Enter text here


Message \*  
Enter your comment here

Submit


When signing up for a class please include in the "Message" box:  
**First and Last Name or Names,  
Address,  
Phone Number,  
Email Address,  
Class Title,  
Class Dates** of the class you would like to attend.

All class materials are included in the cost for the class.

[Add to Cart](#)



**CONTACT FLOTILLA**  
Phone: (727) 469-8895  
email: [chetrausboating@gmail.com](mailto:chetrausboating@gmail.com)



25

Phone number dedicated to PE  
PayPal or check accepted



# Facebook Page





**USCG Auxiliary, Flotilla 11-1,  
Clearwater, FL**

@USCGAuxiliaryClearwater - Government Organization

[Contact Us](#)

[www.uscgclearwater.com](http://www.uscgclearwater.com)

[Home](#) [About](#) [Photos](#) [Videos](#) [More](#)

[Like](#)

[Message](#)

[Search](#)

**About**

See All



**Create Post**

[Photo/Video](#)

[Check In](#)

[Tag Friends](#)

**USCG Auxiliary, Flotilla 11-1, Clearwater, FL**



March 13 at 10:05 PM

**MH-60 JAYHAWK**

Flotilla 11-1 provides direct assistance to

<https://www.youtube.com/watch?v=NIOo7bfzGSQ>





## Close the Sale

- **Set up dedicated contact numbers and sites for classes**
- **Personally respond to every call to register student**
  - **Dedicated Phone – PE class only**
  - **Dedicated Email – PE class only**
  - **Dedicated Website or webpage – PE class only**
  - **Dedicated Registration – PE class only**

27

Closing the sale is as important as generating inquiries and interest from prospective students. Handling of the prospective student will make the difference.

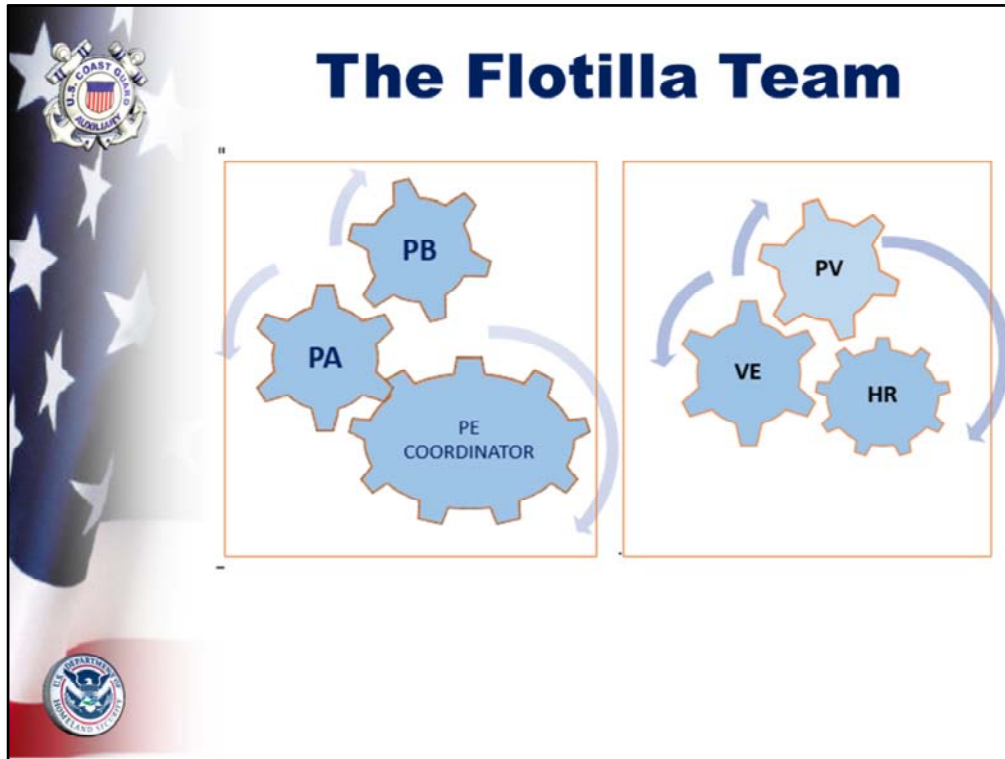
The best way to make all the marketing pay off is to make sure to register each student who contacts us with interest. A “lost student” is an opportunity missed.

Virtual classes meant that the market for boating classes multiplied. The original market, face to face class, expanded to those interested in online classes which in turn exploded into the outer circle with *video classes with CGAUX Instructors*.

*What happened to interest these boaters in our new virtual classes?*

Whether they seek a NASBLA-approved state boating certificate or knowledge and skills gained directly from our experienced instructors, boaters seek to make their experience on the water safer for their families and more enjoyable for themselves.



Students are now connecting virtually from across the state and are no longer limited to driving distance. Families are taking the virtual classes together from the comfort of their homes. And students enjoy the interaction of seeing each other and the instructors on the video screen.



A smoothly functioning team of flotilla staff officers can achieve significant results with coordinated team work.

A clear website, a rich calendar with frequent multiple offerings, active Facebook friends, a targeted video, special interest articles with local community papers, local TV interview for the 5 and 10 pm news, local radio, boating, fishing hunting programs, and public service ads, all these offer steady opportunities.

And, above all, a friction-less sign up procedure where a knowledgeable Auxiliarist answers all inquiries personally and quickly, enrolling the inquiring boater seamlessly.



# Maximizing PE

**Check out our new webpage:**  
[Virtual PE Classes Training and Resources](#)

If you have questions, I hope to have answers

[Karen.L.Miller@cgauxnet.us](mailto:Karen.L.Miller@cgauxnet.us)  
727-365-0731 – Cell

You may email the E-Directorate at  
[pe.feedback@cgauxnet.us](mailto:pe.feedback@cgauxnet.us)

Thank you for attending. If you have questions, here are my contact methods. Also, please spend the time to look at the E-Directorates Virtual PE Classes webpages