



Marketing Your Virtual PE Classes Effectively

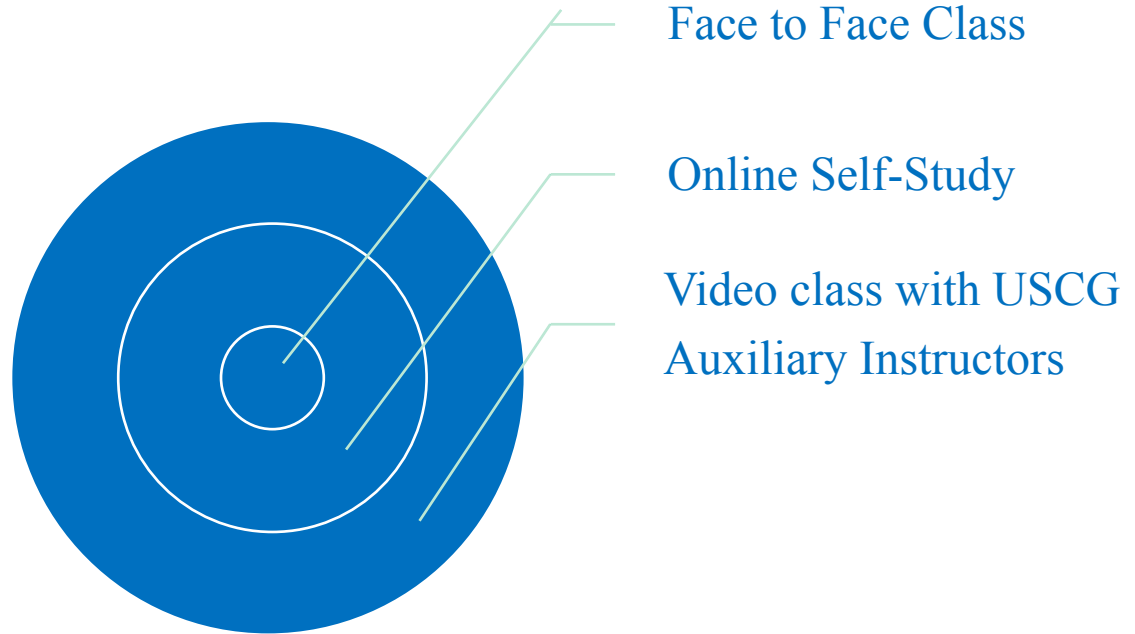
Referrals and Publicity

September 15, 2020





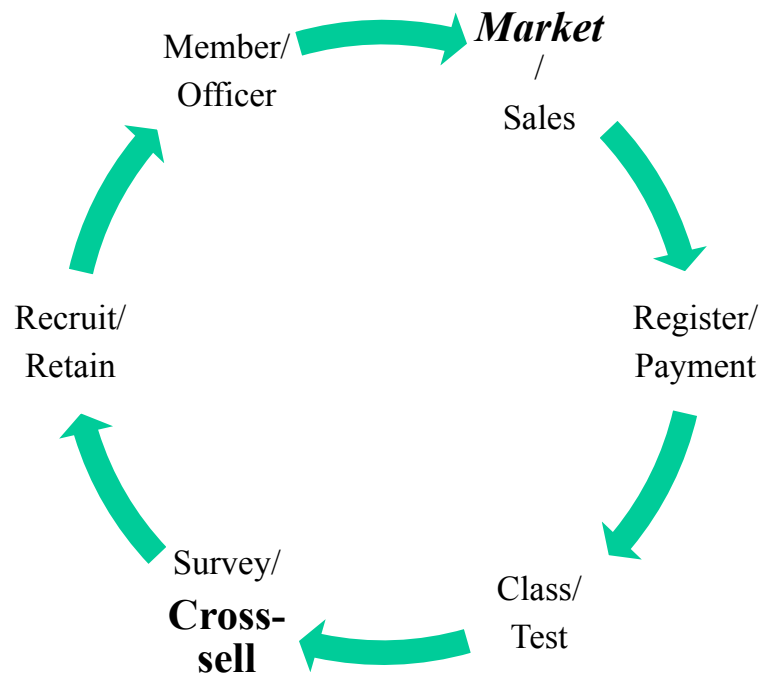
Effective Market Reach





Integrated PE Model

PE classes = more students = new members





Market Your Class with Referrals and Publicity

1. Our Story
2. Referrals
3. Publicity
4. Marketing Team
5. Set your pricing
6. Close the sale!





Why?

1. What do our students really need from us? Certificate? Knowledge? Experience?
2. Our story - why students should take your **video** class and not other **online** classes
3. Our reach is no longer limited by local flotilla geography. It becomes state driven. And is schedule-driven for all other non-NASBLA classes.





Most Value to the Boater

1. Personal interactive video conversations with experienced USCG Auxiliarists, not just online readings
2. Peace of mind when boating safely and knowledge gained that can prevent an accident, possibly serious
3. 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





Additional Benefits

1. No need to travel; convenience of home
2. Save time, round-trip, costs, parking
3. Safe environment
4. All inclusive leading to state certification; compliance for youth vessel drivers
5. Possibly lower insurance rates





Who?

People are the best source of new students.
In other words, Referrals - cultivating key sources of steady referrals, building on relationships.

and When?

And the perfect time is when they are making a decision related to their boating.





“The life and times of boat owners”

Buys boat

finances

insures/registers

docks/moors

uses/enjoys

maintains/repairs

sells





Referrals

(Inbound Marketing)

A referral is the strongest “sales”

And if the relationship is maintained, it keeps on giving and it builds upon itself year after year

Referrals can be repetitive and cumulative





APPROACH

The approach is to have a conversation around their needs

Not to start out by selling classes

Eventually we will find common ground where offering classes is the solution





Secret Sauce

Whatever solution is reached, it is critical that the referral be absolutely seamless for the referring party and the boater being referred.

Every aspect of the referral must be friction-free.

There can be no work-load placed on them.





Sources of Referrals

- **Current class students**
- **Course Finder 7023**
- **Flotilla members**
- **New/Used Boat Dealers**
- **Boat Shows**
- **Boat Insurance, Finance companies**
- **Boat Rentals**
- **Yacht, Sailing, Boating clubs**
- **Fishing Tournaments**
- **Educational Events**
- **Retail, e- and Brick & Mortar**
- **Vessel, Trailer State Registrations**
- **Fishing/Hunting License State Registrations**
- **Marinas, Dockmasters, Fueling Facilities**
- **High Schools**
- **Community Foundations**
- **Boating Foundations**
- **Environmental marine organizations**





Get a Steady Source of Referrals

Primary
Sources

Current class students

Course Finder 7023

Flotilla members





Grow the Referrals

Business
Sources

New boat dealers

Used boat dealers

Boat shows





Broaden the Sources of Referrals

Additional
Business
Sources

Insurance Companies

Finance Companies

Boat Rentals





Strengthen Local Contact Referrals

Social
Boating
Sources

Yacht clubs

Sailing clubs

Boating clubs





Develop New Sources of Referrals

Traditional Sources

Fishing Tournaments

E-Retail

Brick & Mortar Retail





Mine Official Sources of Referrals

Legal
Sources

Vessel State Registrations

Trailer State Registrations

Fishing/Hunting License State
Registrations





Catch Additional Sources of Referrals

Waterfront Sources

Marinas

Dockmasters

Fueling facilities





Expand Non-conventional Referrals

Educational Sources

High Schools and Middle School and Elementary

Educational events





Explore Referrals and Funding

Other
Sources

Community Foundations

Boating Foundations

Environmental marine
organizations





Publicity

(Outbound Marketing)

Traditional mediums, 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. PV can distribute e-literature, brochures to focus groups
4. VE can distribute e-literature and brochures at the ramps with boaters





Publicity Actions

1. Add class to 7023
2. Social Media
 - a. Website
 - b. Calendar
 - c. Facebook
 - d. Video
3. Special interest articles with local community papers
4. Local TV interview for the 5 and 10 pm news
5. Local radio boating, fishing programs
6. Public service ads (free)





7023

Add class to 7023

- Ensure flyer is not overdone to the extent possible allowed by the form
- Information is clear and complete
- Easy to find on website
- Eliminate repetitive information or duplicate information on different places
- Make it easy to contact PE to ask questions
- Provide sign up
- Provide payment
- Provide ability to add to their calendar





Check how it looks in Course Finder

Public Education Classes - Find By Zipcode

Overview

The National Public Education Calendar Database provides a single, unified national database that holds and displays all public education courses taught by our various flotillas nationwide. In addition, a Zip Code search permits members of the general public to enter a Zip Code of interest, and find all public education courses being taught within a selected distance from that Zip Code.

To find a class near your home, office, boat, weekend home, or other convenient location, please enter the appropriate Zip Code, select "Distance In Miles" appropriate to your travel goals, and press the SUBMIT button.

Courses meeting your criteria are returned. Identify the course of interest and click on "Flyer" for detailed information. You may also reach a contact person via the email address and/or telephone number shown.

About Boating Safely	Mon, 27 Jul 2020 4 Days	Clearwater, FL 7 Miles	Karen Miller clwtr.auxboating@gmail.com	Flyer Map
About Boating Safely	Sat, 22 Aug 2020 4 Days	Clearwater, FL 7 Miles	Karen Miller clwtr.auxboating@gmail.com	Flyer Map





Simple Website

For further information or to register for one of our boating safety courses:

Please contact: Henry Cespedes
305-519-4610 or email hcespedes8531@gmail.com



[Request Additional Information](#)

Public Education Courses Offered Elsewhere

If our offering of courses does not meet your needs, please use the link below to find other courses.
[Find other USCG boating education courses](#)





Show on the PE webpage

2020 Public Education Schedule

Class Dates	Class Title Class Times	1 Student (w/ Book)
June 29th & 30th , 2020 July 1 & 2	ONLINE 7:00 - 9:00 pm CLASS FULL	Cost \$40
July 27th & 28th, 2020 July 29th & 30th, 2020	ONLINE CLASS Boating Safety (4 evenings) 7:00 pm - 9:30 pm	Cost \$40
August 22nd & 23rd, 2020 August 29th & 30th, 2020	ONLINE CLASS Boating Safety (4 mornings) 9:00 am - 11:30 am	Cost \$40





Facebook

Ask students to forward posts

The screenshot shows a Facebook Marketplace listing for "Online, Virtual Boating Safety Courses" by Karen Miller. The listing includes a price of \$40 and a description explaining that due to COVID-19, the Coast Guard Auxiliary has moved to online classes. The background of the listing image is a grid of many small video thumbnails from a virtual meeting.

Search Nextdoor

All listings
Your listings
Saved listings

Filters

Free
Discounted

Show items from

Broader local area

Categories

- All
- Appliances
- Automotive
- Baby & kids
- Bicycles
- Clothing & accessories
- Electronics
- Furniture
- Garage sales
- Garden
- Home decor
- Home sales
- In search of
- Musical instruments

Search items in For Sale & Free

Sort by

11-1 Clearwater
Larrie Neal
Sully
John
James Har
Camila Garanton
Van's iPhone
Dennis Galinat
Svein Gunnar
Kathy Lloy
Juan C Garanton
Karen Miller
Seth & Zach
Michael Juliano
Kenny P
Abraham Marc...
Juan Garanton
Bryan Dopp
mark and susa...
Timmy
Maks NASEBA
Bridget
Lauren Evans
S
nadi
1 of 1

Online, Virtual Boating Safety Courses

\$40

K **Karen Miller**
Strathmore Gate East

With the advent of COVID-19, the Coast Guard Auxiliary was advised to discontinue in-person classes for the safety of the instructors and students. The good news is that the State of Florida (FWC) and the National Association of Boating Law Administrators (NASBLA) have approved the Coast Guard Auxiliary to conduct online classes.

These classes are not your standard webinar sessions where the students sit at their computers and





Video Flotilla 11-1

- 11-1 [YouTube](#)

USCG Auxiliary, Flotilla 11-1, Clearwater, FL



USCG Auxiliary, Clearwater: Online Classes
[youtube.com](https://www.youtube.com)

June 17 at 9:06 AM · Public

[7](#) · [Like](#) · [Comment](#) · [Share](#) · [Full Story](#) · [Save](#) · [Find support or report post](#)





Community papers

- Community papers offer a great source of publicity
- Stories at the beginning of spring
- Classes in the middle of winter
- Fun photographs of boating with reference to classes
- Explore special interest articles with local papers, social media

Coast Guard to host boating safety course

CLEARWATER — With the advent of COVID-19, the Coast Guard Auxiliary was advised to discontinue in-person classes for the safety of the instructors and students. The state of Florida and the National Association of Boating Law Administrators have given approval for the Coast Guard Auxiliary to conduct online classes during this time.

The Clearwater Coast Guard Auxiliary will offer its About Boating Safely class on four consecutive evenings, Monday through Thursday, June 29 through July 2, 7 to 9 p.m. The classes will be taught by certified instructors. The classes being offered by the Clearwater Coast Guard Auxiliary are conducted on Zoom with the same instructors that facilitate the classroom program. Classes will include questions and answers. In addition, because the classes are on the internet, there's no commuting to a classroom — so the students can be anywhere in Florida.

"We like to offer these courses before the big boating holidays," said Karen Miller, the Clearwater Coast Guard Auxiliary public education officer. "Given the changeable weather in summer, our courses give people time to prepare for the active boating season, instead of having to rush once the first nice weekend gets here. Learning about the safety aspect of boating first also gives them time to make sure they have the necessary safe boating equipment."

The boating safety class is also a requirement for many boaters in Florida. Anyone born after Jan. 1, 1988, must successfully complete a boater safety course approved by the Florida Fish and Wildlife Conservation Commission in order to operate any boat powered by more than 10 horsepower, and they are required to carry their boater education card with them when out on the water along with picture ID.

For information or to register for classes, visit www.clwboatingsafety.com, email clwtr.auxboating@gmail.com or call 727-469-8895.





Local TV news

- 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 5 and 10 pm news





Local Radio offers a good variety

- They are always looking for content
- Contact the key programs and offer to go on for a few minutes
- When they hear you on the local radio boating, fishing programs
- Get local interviews





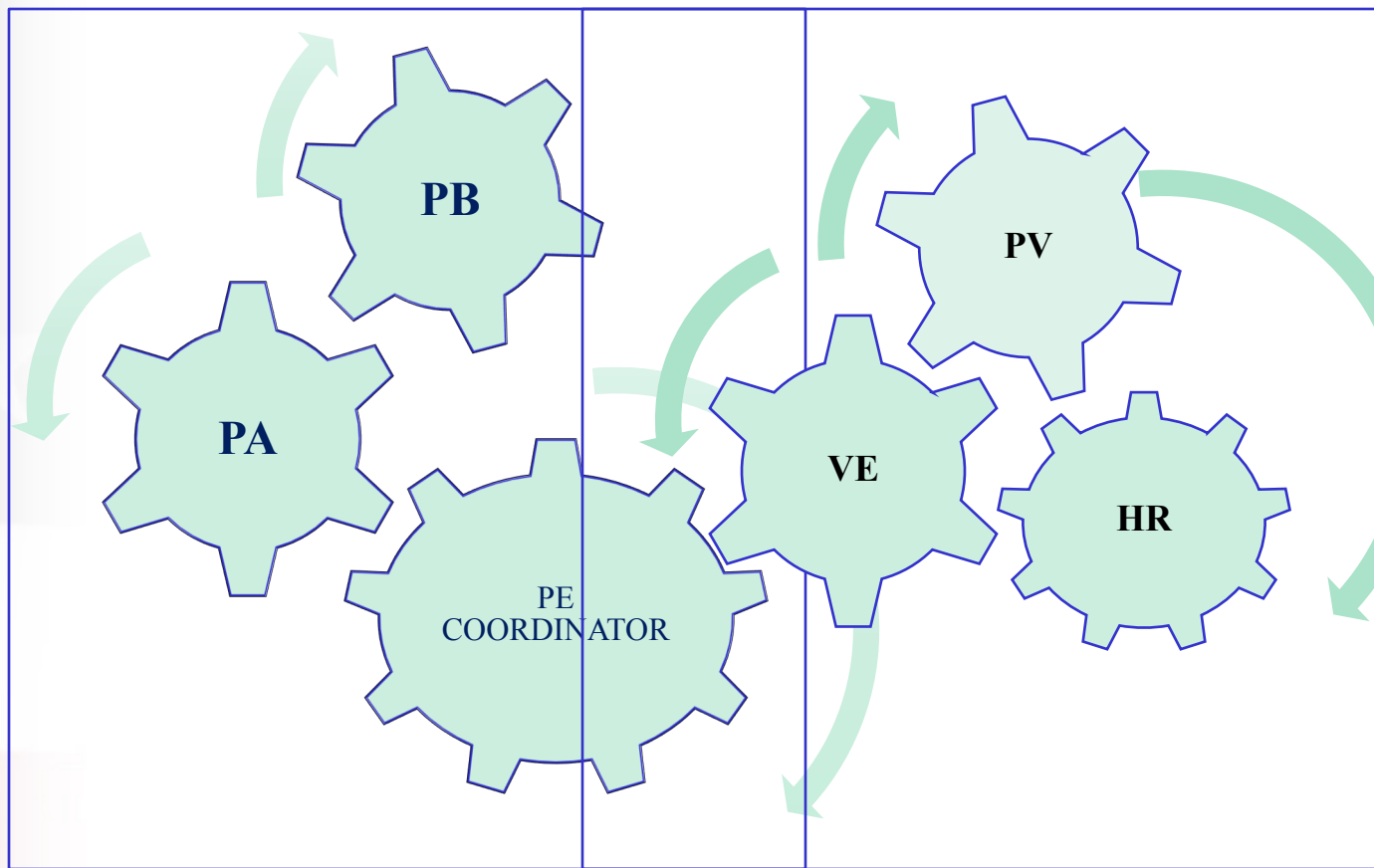
Public service ads

- **Work with FSO–PA to identify and create local public service ads**





Organize Your Team





Pricing

- Pricing should be responsive to the value that the student sees and be within range of the competitive offerings in your market. It should suit your market and your flotilla needs.
 - What is your competition charging? Check out the Internet from the point of view of the boater.
 - Traditionally we have charged to cover the materials and leave a small amount to support the flotilla with its other missions; this has been \$25 - \$50 - \$75 which is a reasonable amount for most students.
 - Paying a teacher can range from \$20 to \$30 per hour, so 8 hours x \$20 = \$160. We don't charge near that for a one day ABS class.
 - The savings from avoiding accidents can be serious money. And, finally, The value of saving a life is incalculable, especially for one's family.
 - In rare cases, the flotilla may vote to not charge the student directly because they have another source of income such as a war chest or a foundation that defrays the costs of the classes





Gift Certificates



GIFT CERTIFICATE

Description: *One Complimentary Virtual Public Education Boating Safety Class*

Presented to: _____

Compliments of: _____

Value of \$: _____ Not redeemable for cash or credit.

Certificate Number: _____ Date issued: _____ Expires one year from date of issue.

Authorized by and Title: _____





Move the Sale Along with Personal Contact

“The main complaint I get from students before they come to me is not being able to talk and get questions answered before they sign up.

- “many of our units publish a schedule and ask the student to send the money.
- “there is no personal contact until the day of the class.”





Close the Sale

- 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.
- Set up dedicated contact phone numbers and websites for classes
- Assign a responsible volunteer to personally respond to every contact (call, email, website) to register the student
 - Dedicated Phone – PE class only
 - Dedicated Email -PE class only
 - Dedicated Website or webpage – PE class only
 - Dedicated Registration – PE class only
 - The sale is not closed until payment is made and received.





E-Directorate Dedicated Webpage

U.S. Department of Homeland Security
United States Coast Guard Auxiliary

AUXHOME | JOIN US NOW! | LEADERSHIP | AUX MEMBERS | DIRECTORATES | UNITS | AUX ASSOC.

COAST GUARD
Monday, October 19, 2020



E-Directorate
Public Education

What's New
Department Staff
Mission Statement
Org Chart
District Staff Officers
Dan Maxim Award
Marketing
E-LIBRARY
E-Resources
▶ Virtual PE Classes @
National Help Desk

Configure Site

MEMBER ZONE
YOU ARE LOGGED IN AS:
HORTENSIA E SAMPEDRO
LOG OUT

SEARCH NATIONAL SITE
Enter Search Term(s):
Search

SECURITY LEVELS
National Terrorism Advisory System

NO CURRENT ADVISORIES
Put this widget on your web page

CGAUX Virtual PE Classes Training and Resources

The Public Education Team wishes to offer Flotilla Instructors and Public Education staff officers at every level the most current training and tools to give CGAUX Virtual PE Classes.

- Below is a conveniently organized set of presentations and resources to help the FSO-PE to organize, train staff, create, set up, present, test, survey, and assess CGAUX Virtual PE Classes. The information is presented in modular form and is offered in PDF and PPT versions.
- CGAUX Virtual PE Classes, as differentiated from online or webinars, offer a rich visual experience for instructors and students to see and hear each other, interact with body language and facial expressions, express sincere feelings of understanding and empathy, and create a fun learning environment.
- CGAUX Virtual PE Classes, as differentiated from competitor's online and webinar style presentations, offer the skill and experience of USCG Auxiliary instructors in a virtual classroom, "Virtual USCG Auxiliary Instructors".
- CGAUX Instructors can reach many more boaters in many more locations more quickly and can more efficiently set up more classes than heretofore. No need to lug books and equipment, or to locate, reserve, negotiate, suitable classrooms, or to fight traffic, inclement weather, and risk late nights out driving home.
- CGAUX Virtual PE Classes can bring in the financial income to support all other CGAUX-approved programs to further our missions.
- Boaters can learn more easily from the comfort of their homes or offices, alone or with their families. They do not need to travel, find parking, pay tolls or parking fees, or go through other similar inconveniences. And many have found the actual classes better for learning and enjoying the experience. They have given us glowing feedback and have referred us to their families and friends.
- With practice, CGAUX Virtual PE Classes can enable students and instructors to communicate "virtually" as well as or even better than, in face to face classes.

As of early September, the first two flotillas to initiate CGAUX Virtual PE Classes on June 1, 2020 have held over 10 virtual PE classes in ADO and East America, taught over 300 students, and generated over \$8,000 for their flotillas. Data is being gathered on other flotillas.

This web page's content will evolve as training and tools are developed. We encourage you to return often. We welcome your observations and feedback to make this more helpful to you.

Title / Description		Last Modified
1. Virtual PE Classes Overview and Strategy	PDF PPT	Sept 2020
2. Six Steps to Setting up Virtual Platform	PDF PPT	Sept 2020
3. Marketing Virtual PE Classes	PDF PPT	Sept 2020
4. Kick-Starting Virtual PE Classes	PDF PPT	Sept 2020
5. How to Teach Virtual Classes (Best Practices)	PDF PPT	Sept 2020
6. Cross-selling and Recruitment (under development)		Sept 2020
7. FAQ (under development)		Sept 2020
Resources:		
a. Holding Classes Electronically	PDF PPT	Sept 2020
b. Marketing Materials (including videos, posters)		Sept 2020
c. Kick-starting Presentation (recordings)		Sept 2020
d. Class Checklist	PDF	Sept 2020
e. Registration (under development)		Sept 2020
f. PayPal Payment for Virtual PE Classes	PDF	Sept 2020
f. Testing	Google Forms PDF Google Forms PPT	Sept 2020
g. Surveys (under development)		Sept 2020





Questions?

- **Comments**
- **Suggestions**
- **Ideas**

