

**WILSON MARINE**

Selling Fun for More Than 70 Years! Life is Short...Boats are Cool!

**clear**  
ad group

# Manufacture Boat Show Advertising



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## 2024 Boat Show Schedule



SUBURBAN COLLECTION  
SHOWPLACE  
Outfitters Expo

JANUARY 11-14, 2024



SUBURBAN COLLECTION  
SHOWPLACE  
Novi, Michigan—Detroit Market

FEBRUARY 22-25, 2024



January 27- February 4, 2024  
Huntington Place (Formerly Cobo Center)



March 14-17, 2024  
Suburban Collection Showplace

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- 2024 is Wilson Marine's 75<sup>th</sup> Anniversary!
  - We are looking forward to a great year
- We are planning a strong marketing and advertising presence throughout the year which will kick off with 4 Q1 boat shows!
- We have put together plans for manufactures and brands to partner within our campaigns to increase awareness and move product during this important part of the sales year.
- Partnering with Wilson Marine campaigns will increase visibility and interest in your brand!

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- *All your ads will be EXCLUSIVE to your brand*
- Your ads will run on the same platforms and target audience that we use every month!
  - Ad packages will include Google Search Ads, Display Ads and YouTube video ads
- We know how to target and get the ads to the right target audience!
- All ads are delivered only to prospect who fall into very specific targets
- You will have 24/7 access via an online dashboard to see your ad performance!

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### Google Search



Appearing at the top of a prospective customers Google search is the easiest way to connect with this hot prospect! Google Ad words, now called Google Ads is how we can help you achieve this.

### Google Display Network



The Google Display Network is a way for you to deliver programmatic advertising via re-targeting (people who have been to your website in the past). These ads can also be delivered via target audience segments using known data about the prospects.

### Video Pre – Roll, In Stream



Reach potential customers where they're watching. Turn viewers into customers, on any budget. YouTube Ads uses Google data to match your message to the right people at the right moment.

**2X** Viewers say they're 2x more likely to buy something they saw on YouTube.

**70%** Over 70% of viewers say that YouTube makes them more aware of new brands.

**4X** Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product, or service.



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# Manufacture Boat Show Advertising Sample Ads



## Google Search

wilsonboats.com  
www.wilsonboats.com/  
[Detroit Boat Show - YOUR BRAND HERE](#)  
Come visit Wilson Marine at the Boat Show. RSVP now and claim your spot this weekend. The first 50 to RSVP on our website will receive a free gift bag at check in! Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available. View Brands. Financing Available.  
[About Us](#) · [Browse Specials](#) · [Service Quote Request](#)

Sponsored  
Wilsonboats.com  
www.wilsonboats.com/  
[Life Is Short Boats Are Cool - Detroit Boat Show RSVP Now](#)  
We are rolling out the red carpet for the world premiere of the 2024 Harris pontoon line! The first 50 to RSVP on our website will receive a free gift bag at check in! Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available. Financing...  
[About Us](#) [Services](#)

Sponsored  
Wilsonboats.com  
www.wilsonboats.com/  
[YOUR BRAND HERE - RSVP To Detroit The Boat Show](#)  
The first 50 to RSVP on our website will receive a free gift bag at check in! Come visit Wilson Marine at the Boat Show. RSVP now and claim your spot this weekend. Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available...  
[About Us](#) [Browse Specials](#) [Clearance Sale](#)

Sponsored  
Wilsonboats.com  
www.wilsonboats.com/  
[Detroit Boat Show - Find The Best Deals Now](#)  
The first 50 to RSVP on our website will receive a free gift bag at check in! Detroit Boat Show this weekend. Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available. Financing Available.  
[Services](#) [View Promotions](#) [Accessories](#)

## Google Display Network



## YouTube Video Pre – Roll, In Stream

CLICK LINKS TO VIEW

[Harris & Mercury](#)

[Bennington & Yamaha](#)

[2023 Detroit Boat Show](#)

[2023 Novi Boat Show](#)

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## Base Target Audience Criteria

6 selected

- Boats
- Boats for Sale
- Pontoon Boats and Accessories
- In-market
- Autos & Vehicles > Vehicles (Other)  
Boats & Watercraft
- Custom
- Boat Shows

Ad group: Boat Show Search > Generic

Gender	Age	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown <sup>?</sup>	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54	<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64	<input type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+	<input type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown <sup>?</sup>	<input checked="" type="checkbox"/> Unknown <sup>?</sup>

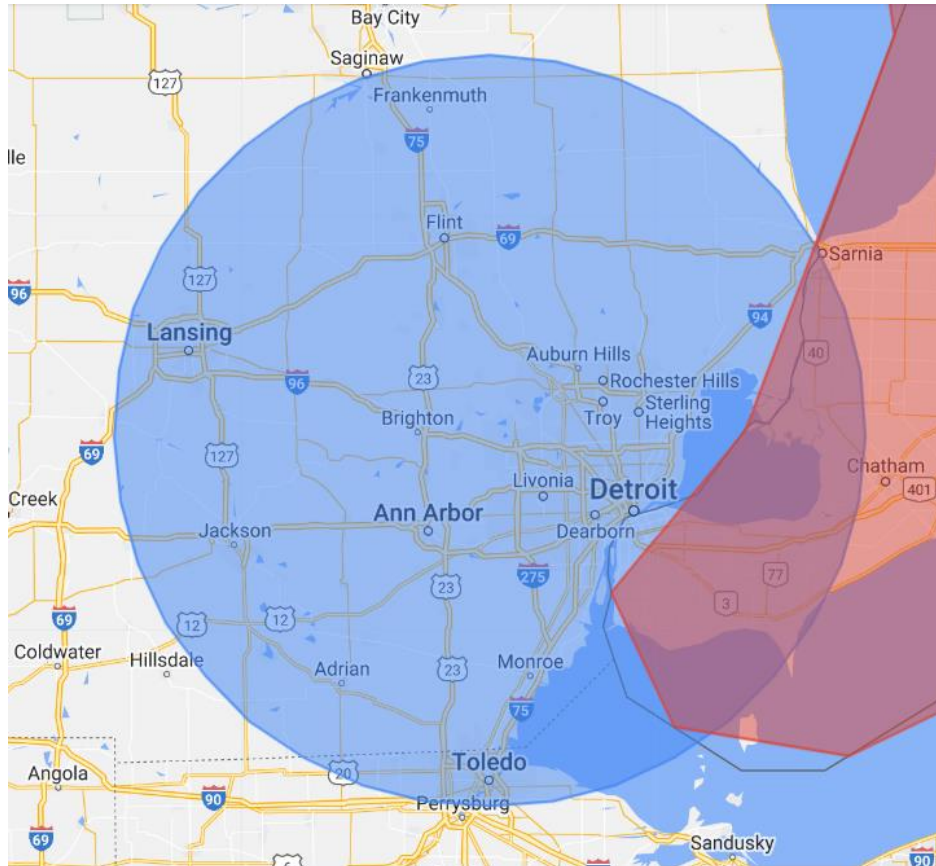
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## Geographic Target Area



Targeted location

65.0 mi around Wixom, MI

Total: Locations ?

✓ Total: Campaign ?



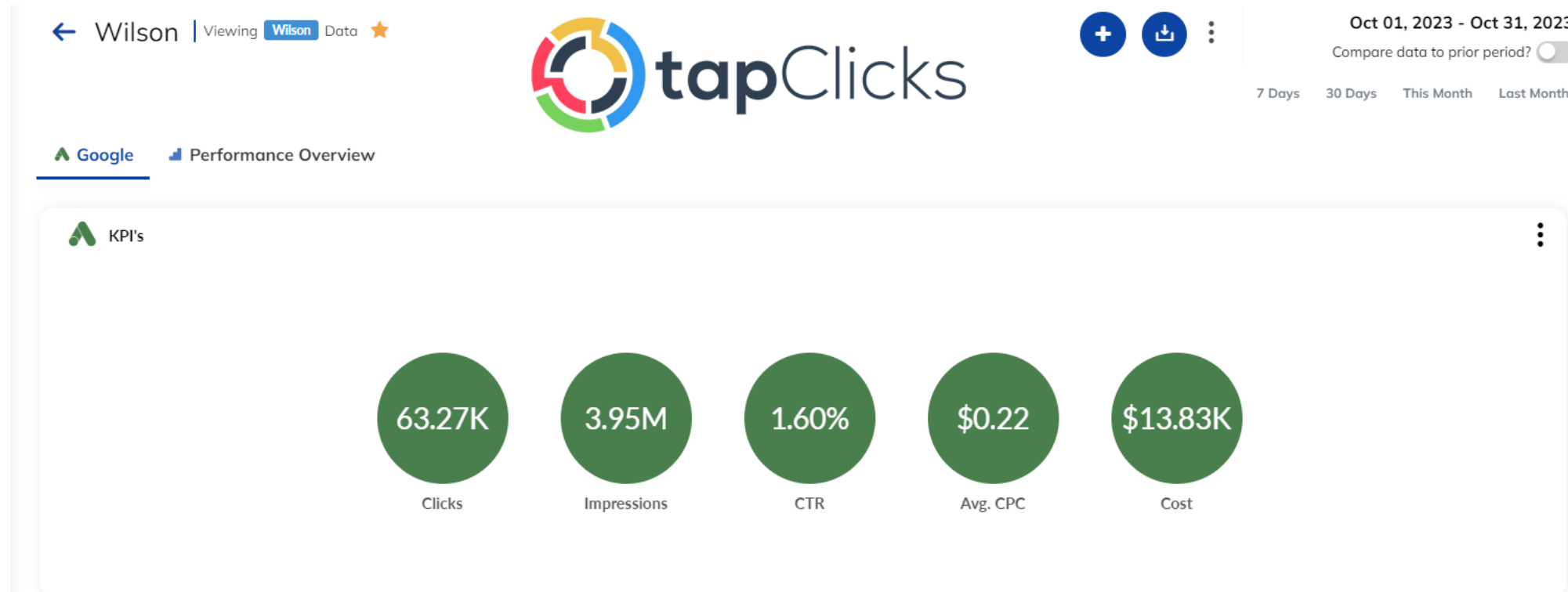
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- All your ad campaigns are shown in real time, 24/7 viewability to see that your ads are being delivered and getting results!
  - Below is a sample dashboard



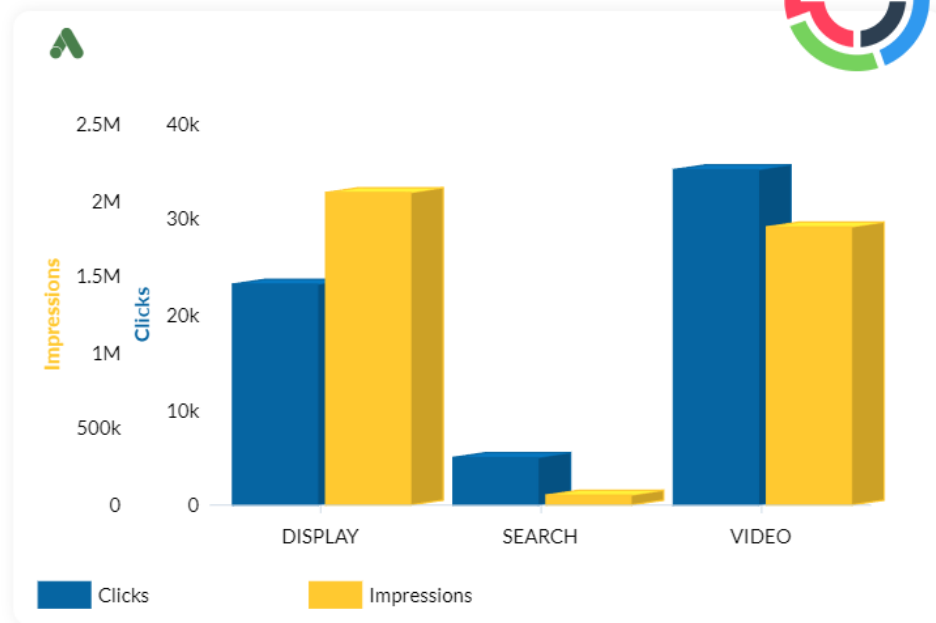
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  - Below is a sample dashboard



tapClicks Campaigns dashboard table showing performance metrics for four campaigns.

Campaign Name	Clicks	Impressions	CTR
Boat Show Retargeting	23,224	2,053,931	1.13%
Boat Show Search	2,464	31,699	7.77%
Generic Search	2,473	34,797	7.11%
Video Conversions - Boat Show Youtube	35,111	1,826,883	1.92%

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# Manufacture Boat Show Advertising 2024 Ad Support Options



## PACKAGE D

PACKAGE A	IMPRESSIONS	CLICKS
DISPLAY	520,446	7,778
YOUTUBE	144,478	1,842
SEARCH	5,223	583
\$5,000		
TOTALS	670,147	10,203
PACKAGE A	IMPRESSIONS	CLICKS

PACKAGE B	IMPRESSIONS	CLICKS
DISPLAY	780,669	11,666
YOUTUBE	216,717	2,763
SEARCH	20,894	2,332
\$10,000		
TOTALS	1,018,280	16,761
PACKAGE B	IMPRESSIONS	CLICKS

PACKAGE C	IMPRESSIONS	CLICKS
DISPLAY	1,301,115	19,400
YOUTUBE	361,197	4,600
SEARCH	26,099	2,916
\$15,000		
TOTALS	1,688,411	26,916
PACKAGE C	IMPRESSIONS	CLICKS

- Each package is per show and will run 7-10 days prior to the show start date through 2<sup>nd</sup> to last day of each show
- Impressions and website are approximate based on averages from other Wilson Marine ad campaigns