

## DIGITAL DEALER RESOURCE:

### How to Nurture Your Sales Leads, Digitally

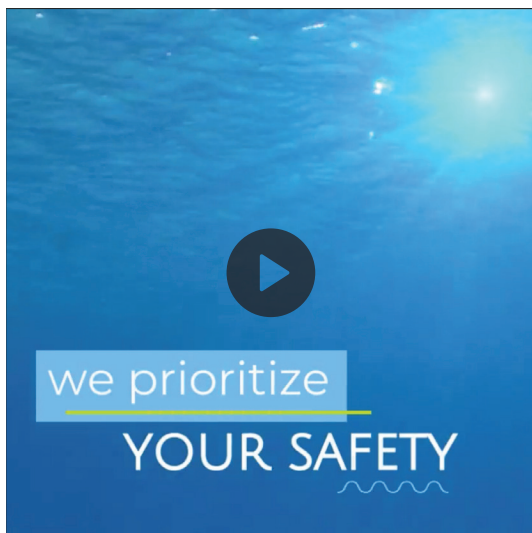
You can stay connected with your customers in a variety of ways—both digital and analog. Reference this guide to spark ideas for keeping them excited about getting back to the water.

#### Helpful Hints

- Please use the copy provided below as it has been written in a concise way and is optimized for Facebook and Instagram
- For Instagram (always) and Facebook (at your discretion), include the suggested hashtags—add your own as needed, for instance the dealer name
- Tag our brand within your post for additional potential engagement
- Monitor comments on posts closely, and address them quickly. If the commenter is contentious, ask them to message you privately—don't get into arguments on a public post
- Be conscious of the current COVID-19 predicament, follow all health guidelines, and encourage your audience to do the same

#### Always Virtually Open Campaign

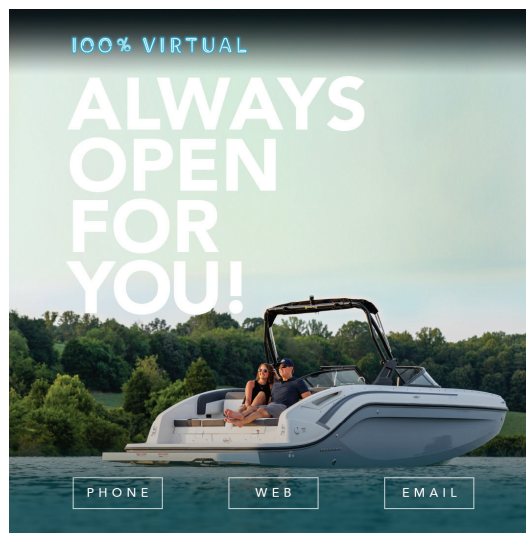
VIDEO SOCIAL ASSET:



We're open—virtually—all the time. Explore boats, connect with dealers, browse current specials, and find the boat of your dreams.

#boats #boating #lakelife #watersports #saltlife

STATIC SOCIAL ASSET:



We're here for you. You can explore boats virtually, connect with dealers, browse current specials, and find the boat of your dreams.

#boats #boating #lakelife #watersports #saltlife