



# WHEREVER THE WIND TAKES US



## Five Tips to Get You Ready for Spring Boating Rush

### BUILD INVITING ONLINE PRESENCE

Online interactions and friendly exchange with your audience set the tone for the new season. These days more often, the first visit to a marina is a virtual one. As boaters get set to bring out their boats and take advantage of the pleasant spring weather, make sure you are ready with your inviting social media posts to welcome them.



### SAFETY FIRST

Although the pandemic restriction is slowly being relaxed in many places, we are not out of the woods yet. So prepare proper messaging and helpful guides for safe boating. Try to have sanitization stations and 6 feet distance signs in busy areas.





## DO SMART MARKETING

If you haven't hopped on the savvy online marketing bandwagon yet, you are missing out. Email, Text, and Social Media are some of the most popular and cost-effective ways to get new customers and keep your patrons happy. DockAhoy's free marketing tools set you up for success.



## OFFER ONLINE BOOKING

Almost every boater uses a smartphone these days, and they love the convenience of booking at their fingertips. If you don't want to break the bank by building your own platform and find a popular alternative just as costly, try DockAhoy. It's an affordable alternative and offers many of the same features as its pricey counterparts.

Check out [www.dockahoy.com](http://www.dockahoy.com) to win a free one-year trial offer.



## EMBRACE THE CHANGE

The marina industry has been reluctant to embrace technological advances before the first digitization wave in 2015. While slow and steady digital development took place the last few years, the sudden urgency due to Covid19 has created a much-needed boost in technology innovation. Platforms like DockAhoy are offering reservation, accounting, marketing, and analytics for better business insights. Welcome this change and update your marina business today to see the difference.