

# TheNauticalLifestyle



## Three Top Reasons To Use Text Marketing!

Everyone has a cell phone nowadays, but not everyone has a computer. Nor, is their computer on 24/7. Plus, 97% of cell phone users open their text messages to read them, versus less than 25% that open emails.

Text marketing is a friendly, permission based, instantaneous approach to get your name and message in front of your customers.

Below is a list of three reasons to text your customers:

1. Stay connected - your customers already gave you permission to stay in touch with them (permission based), why not send them a quick text whenever you've updated your blog, posted on your fan page or tweeted.

Another example would be a courtesy text stating their insurance policy is about to expire and to call you to renew. Providing a service like this one could save you money on postage and printing for hard copy notices.

2. Offer specials - If your business, marina, store or restaurant is having an event, that day you could send a quick message in real time reminding people that it's happening. Here's two examples:

- On a slow night at the restaurant, you could send out a text message to everyone who's signed up stating that the first 5 people to show up between 6:00pm and 7:00pm will get a complimentary appetizer. Everyone else gets 50% off their second appetizer.

- Your marina just received a new shipment of green sweatshirts, but they were the wrong color, so you send out a text message stating a new line of green sweatshirts have just arrived - we have 5 small and 6 medium. Call now to reserve yours before they are gone!

3. Emergencies - A Nor'easter is coming up the coast and you realize your boaters really need to move their boats. Instead of making a lot of phone calls and leaving voicemails, or sending out emails, you put together a quick text message blast and send it out. Instantly, your boaters will be notified they need to come back to the marina and move their boat. If you do not get a reply back, then you know you'll have to track them down via phone and/or email. It's less time, but by then, it may be too late.

**In This Issue  
Note from Robin  
Feature Article**

**Hello,**

**This issue is being sent to  
you courtesy of:**

**Robin G. Coles  
TheNauticalLifestyle.com**

**It is our way of say we  
appreciate you and truly  
value your business. Please  
feel free to pass this along  
to others (friends, family  
and neighbors) whom you  
feel would benefit from it. I  
just ask that you pass this  
newsletter along in it's  
entirety. Enjoy!**

**From the desk of:  
Robin G. Coles**

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast. Flu season is finally gone, sun is shining more and people's moods are lifting. Soon it'll be boating season; at least here in New England. Hooray!

It's funny how things happen. I was invited to the TONE (Tartan Owners New England) dinner the end of February. Tim Jackett (Tartan's President and Chief

## Special Offer:

Would you like to give text marketing a try, but not sure if it's right for you? If so, pick up the phone and give me a call (339-532-8334). Mention this newsletter special and receive a 25% discount.

## New Products:

You asked for it, we listened! Last year during the Expert Series boaters had requested the ability to buy the MP3s individually rather than the whole set. Well, now you can! The whole series is available in audio, cd, and book format. Get your copy at:  
<http://TheNauticalLifestyle.com/Shop.htm>

Boating Secrets: 127 Top Tips to Help You Buy and Enjoy Your Boat - our new book being released May 2011. Get your copy now at:  
<http://TheNauticalLifestyle.com/BoatSecrets.html>

\$1.00 of every sale of these products during 2011 goes to  
[SurvivorsbyTheSea](http://SurvivorsbyTheSea)

## Upcoming Live Interviews:

Tim Jackett - President and Chief Designer of Tartan Yachts  
Paul Fenn - President of Jeanneau, USA

If you have a boat designer you'd like to hear about, send me an email or give me a call.

## Next Issue:

Captain Dave Winkler, SeaTow Boston, will be our guest writer.

Designer) remembered me from Newport Boat Show and told me now was a good time to do the interview we discussed months earlier. The mystery guy sitting at my table telling funny nautical stories turned out to be Tracy Roskey (Tartan's new COO).

March was filled with boat shows and it was great to see a lot of people at the shows. I attended and volunteered at both the New England Boat Show and Maine Boat Builders Show in Portland. Both of these shows reported attendance this year was the best it's been in two years. That's a good sign.

As I write this, the temps hit 70 degrees, the birds are chirping, a bright red cardinal and two robins were walking my backyard in search of food. My friend, Capt. Dave, actually splashed his 30' Catalina in the water today. Yipee!

Robin G. Coles  
TheNauticalLifestyle.com  
P O Box 520461, Winthrop, MA 02152  
339-532-8334