



Boat Dealers Seek New Ways to Advertise After the Recession **Dealing Boats is one company that is helping in this effort**

April 5, 2010 – As the economy begins its recovery boat dealerships have begun looking for new ways to advertise their products. They have gone to the web for more exposure, using different forms of social media, video and animated advertisements. These tactics are what dealers hope will reel in potential buyers and get people back into their doors.

Due to the recent economic downturn, boat dealerships have seen 20-30% decrease in business, which for many businesses was just enough to cause them to close their doors.

Fortunately, attendance at this years boat shows has been up from years past and first time boat buyers are looking for deals. This is a market the dealerships can't afford to ignore.

One way dealers can get through to buyers is with *Dealing Boats*, a provider of video solutions to the world's largest Boat dealers and manufacturers. The video department at *Dealing Boats* produces unique videos about each boats specific functions and accessories, then uploads the finished media to the most popular web outlets on the Internet. This includes YouTube, Yahoo! Local and other social networks.

Recent trends have shown that video on the Internet is the next step to creating an advertising buzz and boats sales are no exception. Research shows 30% of visitors to a website with video will make it to a storefront and 24% of those will make a purchase.

Boat dealerships and manufacturers interested in taking advantage of this offer can go to www.dealingboats.com or contact the Head Video Producer, Jim Thielemann, jim@dealingboats.com

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