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Fall Issue | September 2019

the **VOICE**

marinemarketersofamerica.org**Marine Marketers**
of America

Marine Marketers of America is THE exclusive association
for those employed marketers working in the marine industry.



Luxury Expert Christopher Ramey to Keynote Marine Marketers of America FLIBs Luncheon



Marine Marketers of America is very pleased to announce its annual membership luncheon on October 31 from 11:30 – 1 pm during the Fort Lauderdale International Boat Show at Bahia Mar.

In addition to the awesome opportunity to mix and mingle with top marine marketers throughout the recreational marine industry and learn about the latest association news, this year's event provides continued outstanding professional development facilitated by MMA in hosting keynote presenter and luxury marketing expert

Christopher P. Ramey who will address “**The 8 Laws for**

Marketing to High Net Worth Individuals.”

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MMA Proudly Co-Sponsors Grow Boating Marketing Summit at IBEX

Last Call To Attend the Marketing Education Event of the Year!

MMA is very pleased to once again co-sponsor the third annual **Grow Boating Marketing Summit** to be held at IBEX on Monday, September 30, 2019, located across from the Tampa Convention Center.

Top speakers from various segments of the national marketing community will present a variety of relevant topics covering a wealth of important marketing trends. MMA highly recommends all recreational marine marketers attend to continue their own professional development initiatives, with content that has been curated expressly for our marine audience. For information on speakers and the Grow Boating Marketing Summit, [click here](#).

To attend the full-day summit which includes lunch and networking reception, marketers must register as an IBEX attendee.

To register, click here: [Begin your registration here: www.ibexshow.com/register/](http://www.ibexshow.com/register/)

Invest in your professional development! We hope to see YOU there!

REGISTER TODAY

Marketing Columns

Best Marine Marketing and Top Trends of the Year

Wanda Kenton Smith
Reprint Courtesy *Soundings Trade Only*

The film industry has the Oscars; the music industry has the Grammys. In the marine industry, the best

The Ultimate Guide to Landing Pages

Hubspot Blog
Reprint Courtesy *Hubspot Blog*

HubSpot

around the internet.

You visit landing pages all the time as you maneuver



marketers win Neptune Awards.

This year's Neptune competition, hosted by Marine Marketers of America, drew a record 172 entries in....

A landing page can be the designated page you're taken to when you click on an ad. It can be the page that follows a call-to-action button. A landing page can also serve as the homepage of a....

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The Future of Digital Marketing

Neil Patel
Video Courtesy *Neil Patel*



Member News

Interested in Serving on the MMA Board of Directors?

MMA is the voice of marine marketers in the recreational marine industry. We're looking for fresh talent and enthusiastic marketers to become more actively engaged in our association. If you're interested in working closely with other top marine marketers and making a positive impact through contributions, we'd love to hear from you!

MMA currently has a few open spots for prospective new members to join our board to fill current positions that have been vacated due to recent industry retirements.

Board members must be dues-paying members of Marine Marketers of America. Board members are assigned a specific task based on experience and interests; participate in quarterly teleconferences and attend one annual meeting at FLIBs. All board members are actively engaged in the association's signature Neptune Awards Program held each year at the Miami International Boat Show.

If you'd like to be considered for a board appointment, please send your resume outlining marine experience to MMA President Wanda Kenton Smith by September 20, 2019 - email wanda@kentonsmithmarketing.com

Welcome New Members

Sonja Thorsvik
Monkey Fist Digital

Shelley Tubaugh
Grady-White Boats

Jessica Stewart
Yanmar Marine Intl.

John Beasley
Yanmar Marine Intl.

David Gagnon
Redfish Collective

Geoff Leech
SiriusXM

Michael Mellett
SiriusXM

Lauren Latona
SiriusXM

Margriet Mitchell
Jeanneau America

Olivia Schleicher
Jeanneau America

Paul Fenn
Jeanneau America

[Click Here to visit the MMA Member Directory](#)

MMA Job Bank

We often have companies inquiring about qualified marketers to fill positions, as well as marketers seeking new opportunities. MMA has created a job bank for industry to list available opportunities.

This is a free service.

If your company would like to list a job, please click the link below.



POST A JOB

GET INVOLVED SHARE YOUR NEWS!

As part of THE VOICE we would love to share industry news from our marketing members! Recent promotion? New job? Won an award? Launching a new initiative? Email us your info for our next newsletter!

EMAIL US YOUR NEWS

MMA OFFICERS & BOARD OF DIRECTORS



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International Inc.



Abbey Heimensen
MarineMax



Mark Kellum
Acumen Creative
& Marketing



Greg Proteau
Boating Writers
International



Jim Rhodes
Rhodes
Communications



Mary Strauss
Galati Yachts

NEW MEMBERS CALL

Marine Marketers of America is the voice for Marine Marketers and hosts a variety of programs to benefit our members. Individual and corporate memberships are available.

BECOME A MEMBER

[marinemarketersofamerica.org](https://www.marinemarketersofamerica.org)

[CONTACT US](#)

