**Orlando Boat Show 2018 with Boaters Exchange**

Skipper’s Review: Hi Sarah O’ Kelly here from Skipper’s Review T.V and I am at the Orlando Boat show 2018, I am with Kara Karasch from Boaters Exchange. So what I was wondering with advertising and marketing these days Kara. What do you find is working best for you, as far as marketing? Is It Person-To-Person, Like boat shows, Internet, social media?

**Boaters Exchange talk about what areas of marketing works for them**

Boaters Exchange: We have found recently that we have directed a lot of our marketing towards digital? So social media networking has just blown up and started to snow ball, that’s been a great success for us we also do a lot of shows, we do a lot of static displays. We also find that when we market as far as newspapers, we're doing tab on’s not ads in the newspaper and that’s bringing them in for prizes or gifts, we're also doing a lot of giveaways which is really ramped up our following on social media. So I think that right now is where everything's at is social media.

**Kara on the subject of review websites and dealing with negative reviews**

Skipper’s Review: And as far as review sites, like my site, Skipper’s Review is a review site. How do you feel about platforms that give your customers the ability to leave a review?

Boaters Exchange: Luckily we have a lot of great reviews. So I think it helps other people who may have an interest in our business or our product. They go to the review sites see plenty of good reviews from people that have interacted with us. So I think it's a very positive thing and I really enjoy it.

Skipper’s Review: How do you deal with a negative review,

Boaters Exchange: if there is a negative review posted we usually try to respond with the actual situation that happened, we don't shy away from it. We tackle it head-on and we usually have it great explanation. Sometimes customers don't realize what it is that it happened that maybe they did something or we did something and then usually we try to reach out to that customer to resolve it right away and a lot of times they'll go back in and I'll change their review once we've met with them and fixed the problem we have had conflicts and we've had to resolve those and we do encourage other people to watch that process because I think they give some a comfort level and they understand that we do care about our customers and we are able to resolve a situation and make them happy.

Skipper’s Review: Okay, so to wrap it up you found social media, giveaways, reviews. What else did we say, newspapers

Boaters Exchange: Newspapers, we've done a little bit of radio advertising. We haven't directed anything to roadside advertising yet, we've really developed our marketing in that digital area. For this year come year end we'll review we'll look at the return on investments and see what we get.

Skipper’s Review: yeah. All right, awesome, Kara thank you so much.

Boaters Exchange: Nice to meet you