



Why should my business be on the Florida Dive Connection Website?

Success in business is determined by how well you market your product or service and in today's world internet marketing is vital. In fact, all of the dive training agencies are encouraging and assisting retailers in their internet and social networking marketing efforts.

Internet marketing can be very time consuming and rankings on web searches are highly competitive. In this difficult economy we all are trying to do more with less and spending the time necessary is becoming harder and harder. Florida Dive Connection is here to help with your internet marketing. Our team is committed to the daily effort needed to bring customers to your website.

By having your business listed on the Florida Dive Connection website you will have exposure to new customers we draw from around the world looking for information and savings on diving in Florida. With our regional map sections they will locate their area of interest and quickly find the link to your site. On our interactive map new customers can even get directions to your location right from the site.

There is no charge to become a business member but you will be required to extend a special offer to our individual members. In essence our "connected" individual members will enjoy some of the same courtesies you already extend to other dive professionals. The benefits can range from discounts on fills, equipment, training, and trips to special "members only" services or considerations. The offers can be very creative (subject to approval) and can change periodically. When our members take advantage of your offer your staff has the opportunity to cross sell and build your customer base.

We also have business members from outside of diving like hotels, restaurants, and attractions giving our members a complete package for their dive outings and making their membership even more valuable.

As a business member you will enjoy the same advantages and benefits as an individual member with access to all of the discounts. Your dive trips can become more affordable too.

The most important factor is website traffic and we have built a marketing plan to direct customers your way. The site itself is built on the powerful Wordpress software platform that is recognized and recommended by major organizations in the SCUBA industry. Using it we incorporate information, news, and social networking into an all around package that guarantees growth and search engine relevance.

Behind the scenes we are involved in ongoing efforts that include press releases, directory submissions, article marketing, social marketing, video marketing, organic SEO marketing, and email marketing as well as "old fashioned" networking, print materials, stickers and trade show appearances.

These are all things business owners know they should be doing to promote their websites and businesses but who has the time? The team at **Florida Dive Connection** does. Let us help you.