

**Guerrilla Marketing
for the
Coast Guard Auxiliary
Using
[//www.auxnorthwest.com](http://www.auxnorthwest.com)
(District 13 web site)**

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**Simple
Gorilla Marketing
Marketing
Tricks...**

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**PA / Marketing
People?..**

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**EVERYONE
IN THE AUXILIARY
SHOULD BE
PART OF
MARKETING!..**

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EVERYONE
Should Know You
Are In The
Auxiliary!




At Work
Break Room / Staff and Safety Meetings
Church / Neighbors / Relatives
Friends / Lunch Groups
ANY Group You Are A member Of...

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Why?
What Can One Person
Do?
If One Person Brings In
One New Student
One New VE...




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Division 2
Students + 100%
VE + 65%

District 13
Students + 200%
VE + 29%..

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Remember
People sign up only if they
know about a class

The Coast Guard Auxiliary & Power
Squadron used to be the only game in town


Now Police and Sheriffs Departments
Internet Classes and Online Testing
Many other Individuals and
Groups Offering Classes...

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**YES We now have to Compete
in the open Market**

*Lets get people signed up for our
Classes BEFORE they go to a search
engine...*



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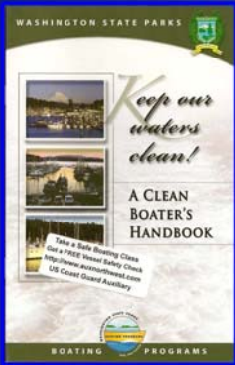



**Make Everything an Advertisement
For The Auxiliary and Our Classes..**





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**Put Literature Packages in Ziploc Bags
Bags Available with Hanging Hole..**

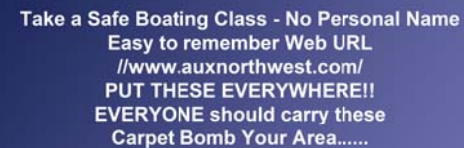
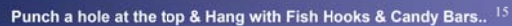




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**KEEP AUXILIARY NAME IN
FRONT OF THE PUBLIC**
Make **EVERYTHING** WE HAND OUT
an Advertisement for the Auxiliary
Give Handouts to
EVERY BOATER YOU KNOW...

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//www.auxnorthwest.com
A URL ANYONE Can Remember
Goes to District 13 Web Site
Use on EVERYTHING
Including Literature Holders
Tell People to
Take a Safe Boating Class FROM US
D-13 Site – Boating Classes Section
Has a Contact Form For Each State
...

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Secret Weapon




Wear a Button & Pass out Cards
Have a 4 inch version for your desk at work..

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Secret Weapon 2



**Carry Thumbtacks to leave cards on
Bulletin Boards..**

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State lists classes for free
BUT we must tell them about our class
Intent To Teach Form!!!!

Don't Ration Handouts in Class
Make Every Student a PR Flack

Email PAST Students About new Classes

Give Safety Handouts for Christmas

New Boat Owner Safety Packet Given by Dealer

...



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Harbor Patrol / Coast Guard Boarding Party's
Give Them Literature Bags

Lake Union July 4?

(The Boats are Anchored)

Local Community Newspapers

ONLINE Community Newspapers

Make it Easy for the Newspapers

REMEMBER: Specific & General Information

Class By Captain Ron @ Bobs Bait Haus

Other Class Locations and Dates

//www.auxnorthwest.com ...



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Stick Cards, Posters & Fliers EVERYWHERE:

Community Bulletin Boards, Drug Stores
Grocery Stores, Churches, Taverns, Marinas
ANY Place Something Can Be Posted

Marina Restrooms – Back of the Toilet Stall Door

The Quick Stop on the Way to the Launch Ramp

The Beer Cooler at the Quick Stop

Ice Bag Dispenser at the Quick Stop

The Burger Stand at the Launch Ramp...



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Boat Shows / Sports Shows

Borrow an Exhibitor

Sports Dealers / Fishing Tackle Etc

ANY Fishing Tournament, Boating Safety Fair

ANYPLACE Boaters Might Gather

NOT Just Boating Stores

Boat Launch Ramps Seafair / Vantage / July 4

Where are the Boats From?

Opening Day Log Boom?? (Kayak / Jet Ski?)...



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Guerrilla Challenge 2011

Make EVERYTHING WE HAND OUT
an Advertisement for the Auxiliary

Implement District Wide

Take a Class Label

Take a Class Business Card

Generic Posters for Areas

auxnorthwest.com URL is Already Done

When?

By The End of THIS MEETING TODAY

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