

Driving Business Online

Lloyd Borrett

Friday, 12 Sep 2014

THE S.C.U.B.A. DOCTOR



HUGE RANGE
LOW PRICES
EXTENSIVE STOCK

ScubaDoctor.com.au



www.ScubaDoctor.com.au



SCUBA



**Freediving
and
Spearfishing**



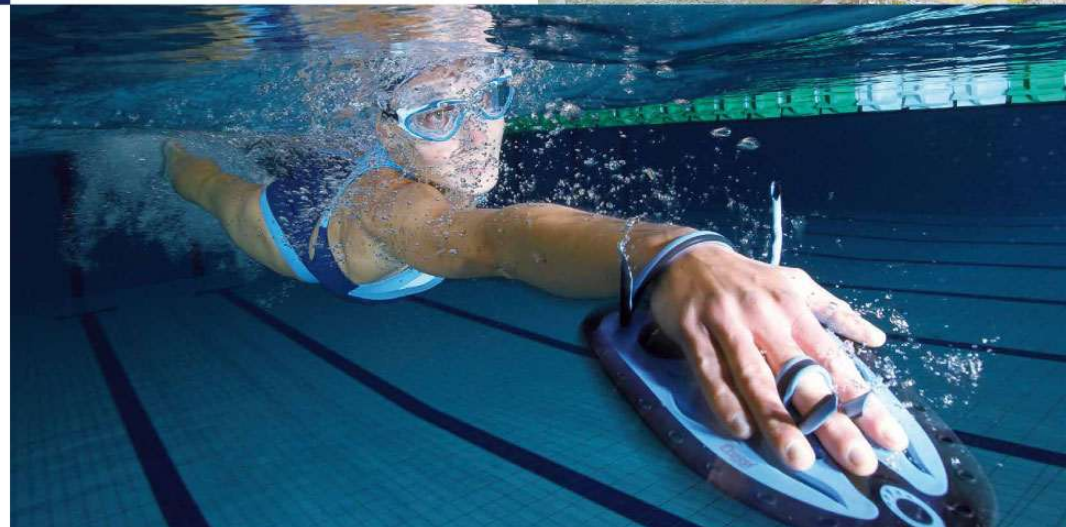
Snorkelling



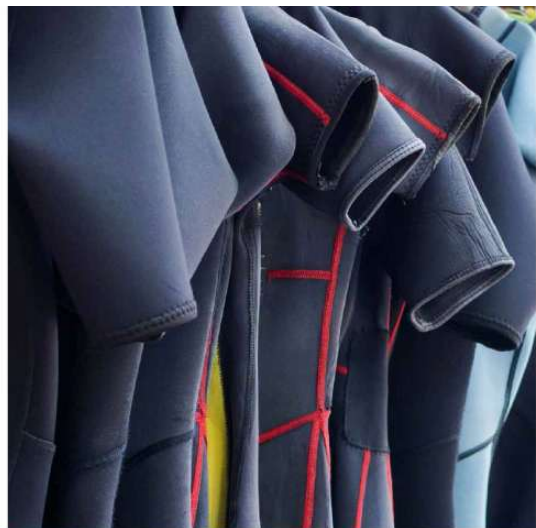
Swimming and Watersports



Underwater Video and Photography



Wetsuits and Accessories



WE SUPPLY:
**Recreational
Technical
Commercial
Military
Rescue**

TRIPS & COURSES
EQUIPMENT HIRE
AIR, NITROX &
TRIMIX FILLS



*stop procrastinating
and friggin **do it***

Choose a Platform

2006

- Etomite CMS (website)
- phpBB (forums)
- Zen Cart (shop)
- NAB Payment Gateway

2014

- Magento (shop)
- WordPress (blog / website)
- PayPal

Mobile or Bust

Mobile devices are now being used
more than desktops to
shop online, view websites
and open email



**CONTENT
IS
KING**

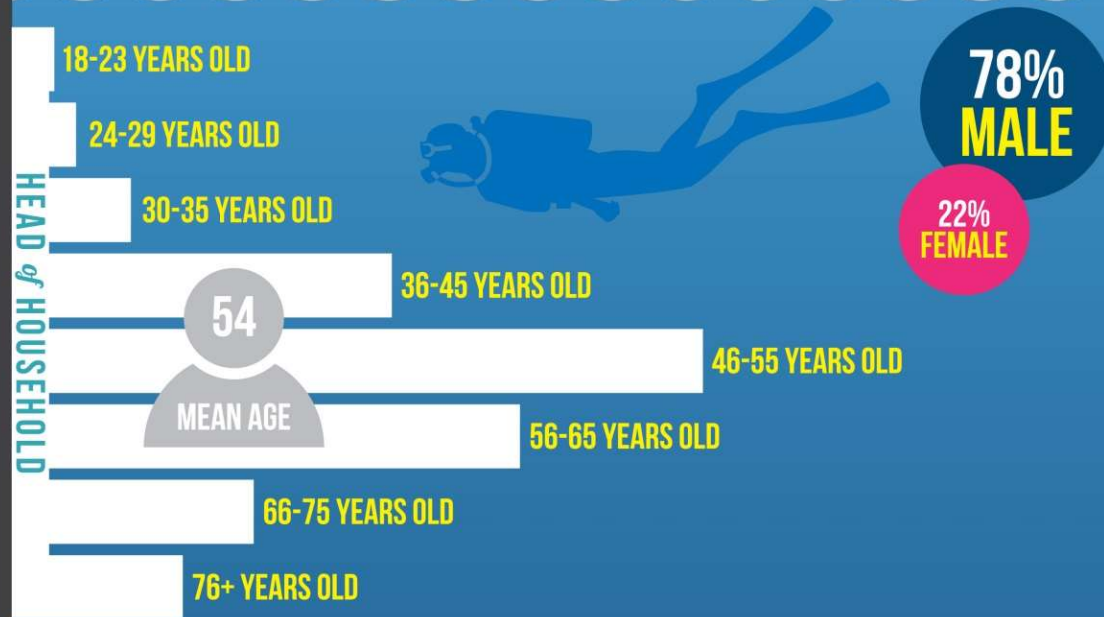


Know Your Audience

It may not be who you think it is

WHO *is the* DIVER BUYING *equipment*?

**hard goods*



WHO *is the* DIVER BUYING equipment*?

**hard goods*



92%

OWN THEIR OWN HOME



75%
ARE MARRIED





**ENGAGEMENT
IS
QUEEN**





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

17% MALE
83% FEMALE

20
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

241
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1+ BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
1 MILLION LINKS
EVERY 20 MINUTES

1+
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS
NATIONAL
GEOGRAPHIC

200
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

25-35 YEAR
OLDS
ARE THE MOST
ACTIVE

540
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



POWERS
50% OF THE
WORLD'S HIRES

300
MILLION
USERS

Transform Your Business

Online means
New Possibilities



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Business Layers



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DOCTOR**

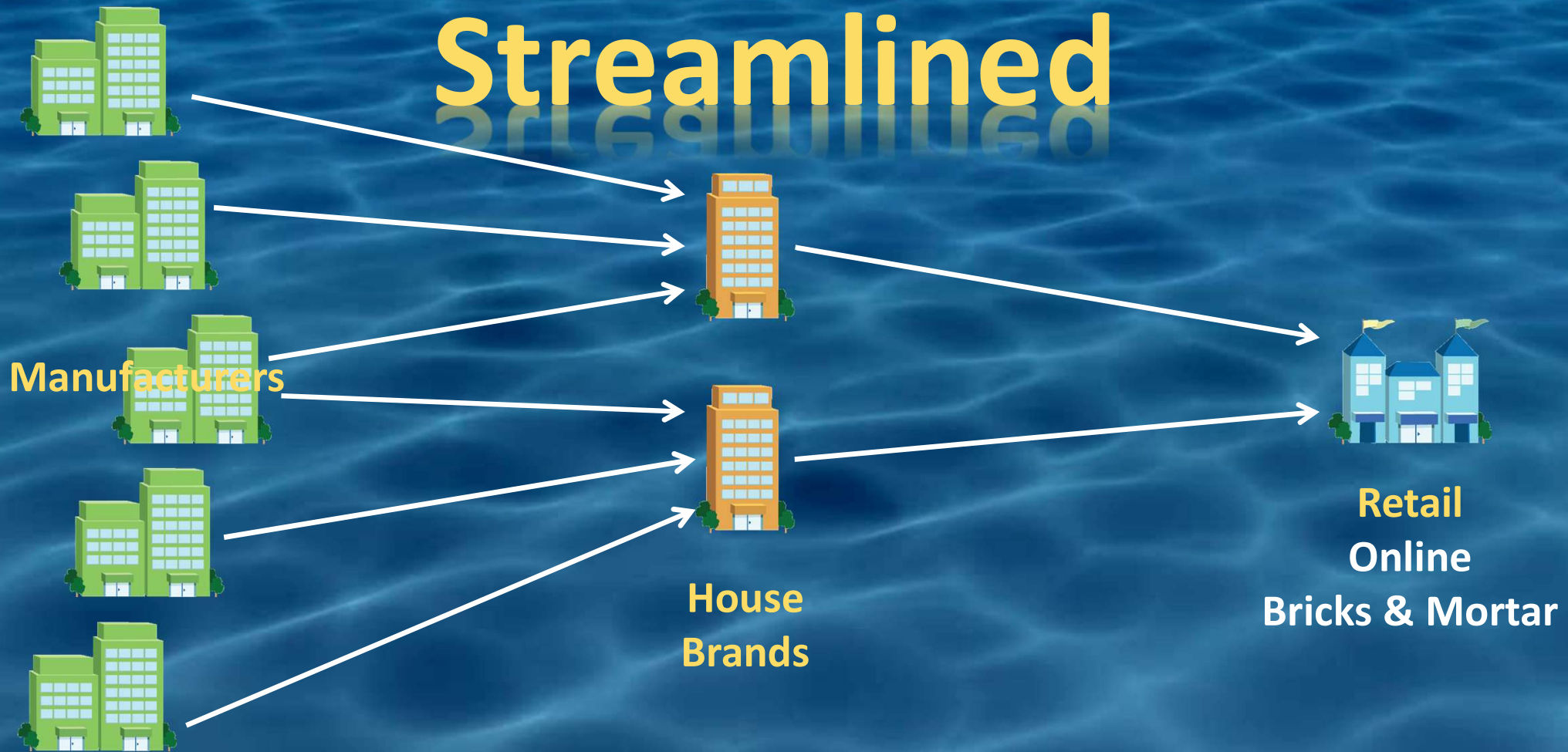


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Streamlined





NORTHERN DIVER



Questions?

Lloyd Borrett doing
deco above the
USS Saratoga
aircraft carrier
at Bikini Atoll



Lloyd Borrett
mob 0418 170 044

1/49 Peninsula Ave
RYE VIC 3947

tel 03 5985 1700
diveshop@scubadoctor.com.au



www.ScubaDoctor.com.au