LEARN TO DIVE

A full campaign you can use to sell your Open Water Scuba Diver courses

SDI SCUBA DIVING INTERNATIONAL

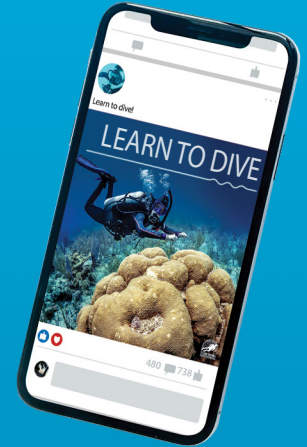# Introducing the Learn to Dive campaign for SDI Dive Centers

Includes everything you need to attract new divers into your business.

We have developed an easy-to-implement Learn to Dive campaign with everything you need to market your SDI Open Water Scuba Diver course through email and on social media. This includes a custom mock landing page you can recreate on your website, a professional video, a series of emails to share with potential divers, various social media posts to generate excitement about diving, and the graphics you need to make it all pop.
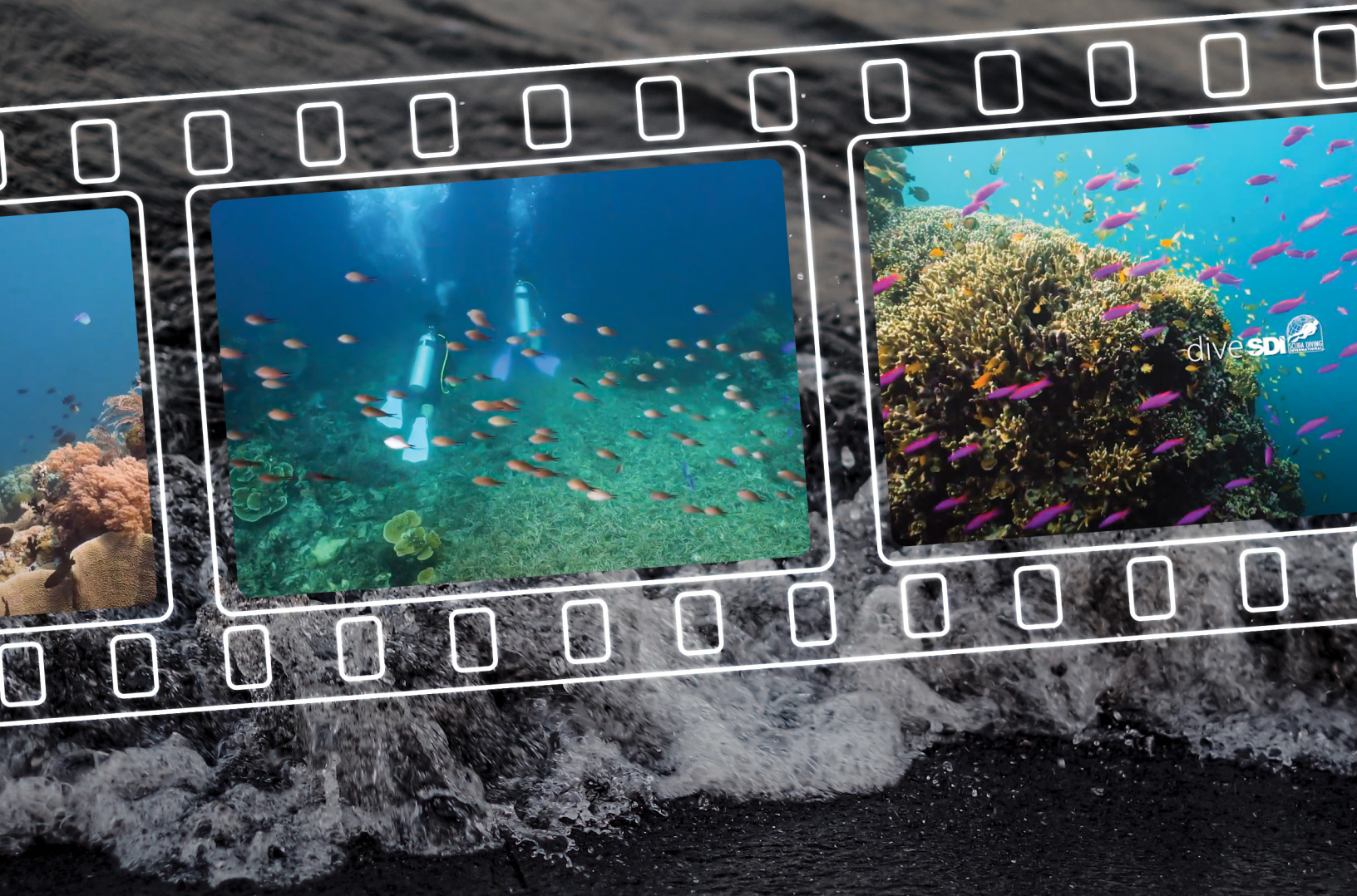
Campaign Includes...

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Download All Assets

The assets are saved in a zip file. If you need help opening a zip file, please follow these instructions. Windows | Mac

Professional Video

One of the most exciting components of the Learn to Dive campaign is a quality video which you can share on social media, add to campaign pages, or use anywhere else that will benefit from the addition of an exciting video highlighting the diving experience for non-divers.

Watch Now

PRO TIP

Retarget people who watch your videos on social media

Custom Landing Page Template
Recreate on your website

We have created a mock landing page which you can use as a template to create a high-quality Learn to Dive page on your website. Be sure to customize this page so that it properly represents your company and your customers. The primary blue color used for text and backgrounds is #2992cc / rgb(41, 146, 204).

Remember to change out all links and placeholder text/images and replace them with your own. Below, we will highlight the key components of this page and why we chose to include them.

The page starts with a large, enticing Learn to Dive banner that gets customers excited to start learning.

We want customers to know the three steps they need to complete to earn their certification.

A video is worth a million words. Show customers why they should learn to dive.

This is YOUR section of the page. Show off your dive center and let your personality shine through.

It's time to ask your customers to get started. We have a button that sends them right to our Open Water Scuba Diver eLearning, but you can replace that with whatever the next best step is for your customers.

For those who are not quite ready to get started, give them the opportunity to contact your dive center and receive additional information. Be sure anyone who fills out this form receives all of the Learn to Dive campaign emails (see below) as well as a phone call from someone in your store.
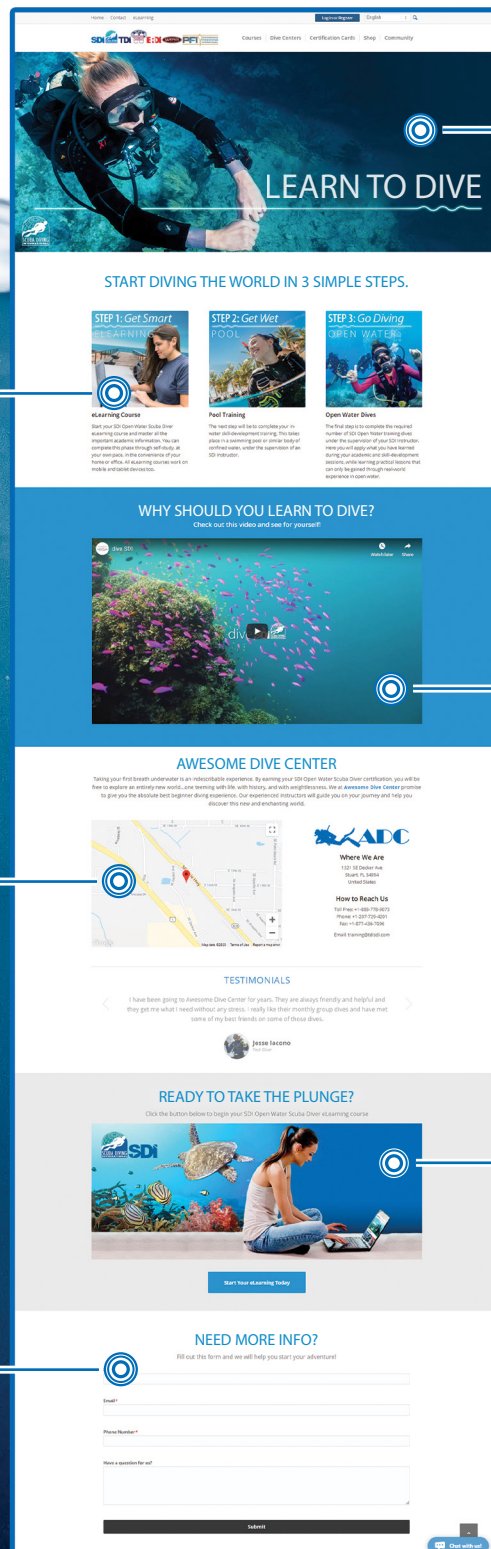
PRO TIP
This page is great for both capturing leads and retargeting!

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Email Series

Many of those who reach your Learn to Dive landing page will not be ready to get started right away. They may have more questions or they just may not have the time at the moment. For this reason, we have created an email series designed to help encourage those who are interested, but not quite ready, that the time is right to learn to dive. This email series would also be great to send to those who have taken Snorkeling or Scuba Discovery courses to encourage them to finally earn their certifications.

Initial Email for Learn to Dive Form Submissions: Learning to Dive
Email 1: Top 5 Reasons You Should Become a Scuba Diver
Email 2: Three Steps to Start Exploring the World
Email 3: You're Ready to Learn to Dive

31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

PRO TIP

Most email software will allow you to schedule automated emails as soon as a contact is added to a newsletter list

Download All Emails

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Social Media Posts.

Social media is a powerful marketing tool that can help you bring in new business. We have created several posts for Facebook and Instagram that will grab the attention of those who do not currently have an Open Water Scuba Diver certification.

Ideally, these should be posted on a regular schedule in addition to your other social media activity.

PRO TIP
Boosting posts or creating ads will greatly expand the reach outside of your current customer base

Download All Social Posts

MARKETING
RESOURCE CENTER

Additional Graphics

We have tons of additional graphics available for you to use for your campaigns in our **Marketing Resource Center** (*Note: You must be logged in to view this page). These high-quality graphics are free for you to use.

PRO TIP
Want to learn how to create your own great marketing campaign? Check out our annual Digital Marketing Workshop and Conference for Scuba Dealers. More details are in the Marketing Resource Center.

Getting Started

Start creating and sending your Learn to Dive campaign

Step 1

i.   Download all assets for the Learn to Dive campaign

ii. **Click Here To Download**

iii. The assets are saved in a zip file. If you need help opening a zip file, please follow these instructions:
Windows | **Mac**

If you would like to create additional content or customize the campaign further, feel free to use the graphics and logos we have available in our **Marketing Resource Center** (*Note: You must be logged in to view this page).

Step 2

i.   Create the Learn to Dive landing page on your website

ii. We have created a **Mock Landing Page** for you to use as a template, but be sure to customize this page so that it properly represents your company and your customers. The primary blue color used for text and backgrounds is #2992cc / rgb(41, 146, 204).

Step 3

i.   Add the four emails to your newsletter software. Remember to change all links to your Learn to Dive landing page and all text to properly represent your company and your customers.

ii. Bonus points if you add some design elements, such as your logo, to these emails!

iii. For those who sign up to receive more information on your Learn to Dive landing page:

1. Immediately send them the Initial Email for Learn to Dive Form Submissions (Most website contact forms will allow you to do this automatically upon form submission).

2. Call the contact and ask open-ended questions about why they are not ready to learn to dive. Try to address all concerns as you answer their questions.

3. Send them the remaining three emails, one per week.

4. Ensure the contact is added to your regular newsletter list as well.

iv. For those contacts in your database who have taken Snorkeler and/or Scuba Discovery courses but have not earned their Open Water Scuba Diver certification:

1. Immediately send them Email 1 and follow up with the remaining two emails. Send one per week.

2. Ensure the contact is added to your regular newsletter list as well.

Step 4

i. Create and schedule social media posts on Facebook and Instagram

ii. You should post these at regular intervals, complimenting your typical posting schedule. I.e. Share one post per week or one post daily, depending on your typical posting schedule.

iii. Bonus points if you send these out as **Facebook Ads** or **Instagram Ads** in addition to posts on your Facebook Page and Instagram Feed (These will reach far more people outside of your current customer base).

Step 5

i. Keep it going!

ii. You have access to tons of great media and graphics through our **Marketing Resource Center**. Create as many emails and social media posts as possible to keep the campaign fresh and interesting.

Questions?

The International Training marketing team is here for you. Contact us anytime by emailing **Marketing@tdisdi.com** and we will be sure to guide you in the right direction for this and all other marketing campaigns!