Cline Group's Mini eBook Marketing Series

Questions? email me at William@WilliamCline.com or visit
www.WilliamCline.com

About William Cline: Cline Group Advertising was founded by William H Cline, III in 1990 as an international advertising and marketing consultancy, with the unique focus of the Recreational Scuba Diving Industry. Aside from many groundbreaking campaigns and programs within the diving industry, William publishes the "Cline Group Quarterly Scuba Diving Industry Report" a free survey of diving companies worldwide produced and distributed free of charge to the diving industry.

Cline Group's Marketing Mini eBooks

Current Mini eBooks Available:

DEMA's Certification Census vs. The USA Diver Population (Chapter 1, Page 4)
A comparative detailed state by state analysis using DEMA's quarterly new diver census report, then extrapolated and compared the US Census and dive store populations as supplied by Dive Training Magazine. The report shows calculated state by state percentages of dive stores, diver populations and penetration of diving within each state.

Dive Industry vs. US Population (Chapter 2, Page 12)
This article presents a comparison of USA Birthrates, USA Census population data and compares to calculated diver populations and details some amazing trends in past years, as well as future years growth of the USA diving industry.

Facebook vs. The Dive Retailer (Chapter 3, Page 16)
With the popularity of Facebook and other social media platforms, Pintrest, Twitter, etc, many marketers are wondering how influential are these mediums in decision making processes for travel. This article pulls data from a large travel survey and applies to the Diving Industry.

Perception Vs. Reality: Today's Diver (Chapter 4, Page 21)
With the popularity of Facebook and other social media platforms, Pintrest, Twitter, etc, many marketers are wondering how influential are these mediums in decision making processes for travel. This article pulls data from a large travel survey and applies to the Diving Industry.

Facebook Divers? (Chapter 5, Page 25)
Using Facebook's ad creation tool, it's possible to use Facebook to locate divers in specific regions of the USA and worldwide. This fascinating analysis of Facebook's populations and users compared to known diver populations and US Census data. This is the first time Facebook has been used as a diver population calculation tool, as well as factors offered to use their tools to calculate diver counts in any Country, State, City and even Zip Code.

Chapter 2

DEMA's Certification Census Vs. The USA Diver Population

A comparative detailed state by state analysis using DEMA's quarterly new diver census report, then extrapolated and compared the US Census and dive store populations, state by state.

Section 1: DEMA's Certification Census vs. The USA Diver Population
(Published March 2012)

I did a little work with the cert numbers and thought you might enjoy this exercise.

Anyhow, I took the raw numbers Tom sent and did some comparisons with the 2011 New Certification Census data to the 2010 US Population Census found the following similarities:

Certifications 2011	% of Whole	Top 10	USA Census 2010	Adults (18YO+	Top 10	USA Census 2010	35 to 64 YO	Top 10
CALIFORNIA	12.60%	1	California	11.9%	1	California	11.8%	1
FLORIDA	10.22%	2	Texas	8.8%	2	Texas	8.8%	2
TEXAS	8.01%	3	Florida	8.5%	3	Florida	8.3%	3
VIRGINIA/MARYLAND/D.C	5.23%	4	New York	8.0%	4	New York	7.9%	4
NEW YORK	4.91%	5	Illinois	6.5%	5	Illinois	6.5%	5
COLORADO	3.39%	6	Ohio	6.3%	6	New Jersey	6.5%	6
ILLINOIS	3.32%	7	Pennsylvania	6.3%	7	Ohio	6.4%	7
WASHINGTON	3.00%	8	Georgia	6.2%	8	North Carolina	6.4%	8
NORTH CAROLINA	2.79%	9	New Jersey	6.2%	9	Pennsylvania	6.2%	9
GEORGIA	2.51%	10	North Carolina	5.9%	10	Georgia	6.0%	10

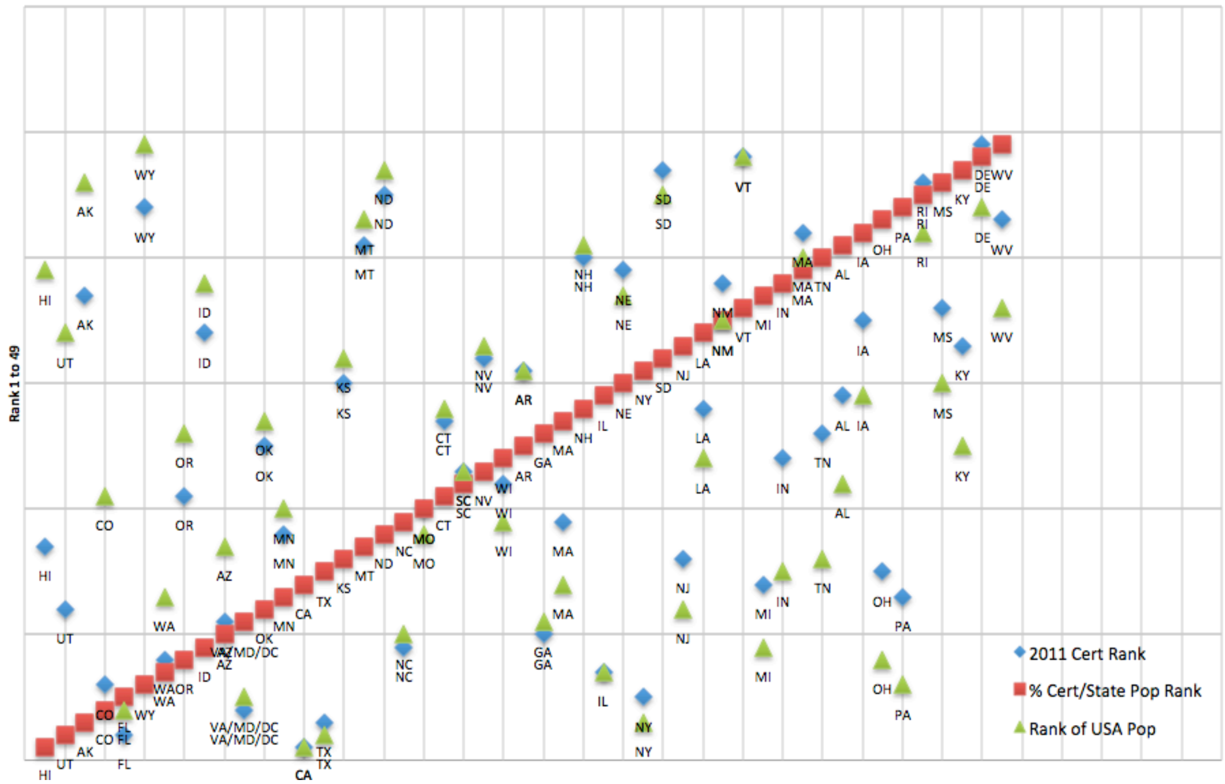
In the top three states, CA, FL & TX are all the same as our certification census data, with both 18YO+ and 35 to 64YO. Number four on the census data combined VA, MD & DC, on the Certs is 5.2% yet populations are 4.7% (for 18yo+), statistically, very close, but would not make the population's top 10 list.

However, when you compare the actual certification numbers to the 2010 USA Population Census date, we see a very different picture and rank as shown below for the top 40 states new certifications ratio to state populations for 18yo+ for each state. Clearly, HI gets a lot of vacation certifications, thus why it's probably number one, but the same could be argued for FL yet it's #5 on the list.

State	2011 Certification Counts	% of All Certifications	2011 Certification Rank	% Diver Certs To State Population	2011 Certification %/State Pop Rank	% State Population % of USA	2010 Population Rank of USA
Hawaii	2,841	1.91%	17	0.27%	1	0.45%	39
Utah	3,478	2.34%	12	0.18%	2	0.81%	34
Alaska	713	0.48%	37	0.14%	3	0.22%	46
Colorado	5,052	3.39%	6	0.13%	4	1.62%	21
Florida	15,226	10.22%	2	0.10%	5	6.31%	4
Wyoming	373	0.25%	44	0.09%	6	0.18%	49
Washington	4,472	3.00%	8	0.09%	7	2.19%	13
Oregon	2,520	1.69%	21	0.09%	8	1.26%	26
Idaho	929	0.62%	34	0.08%	9	0.49%	38
Arizona	3,735	2.51%	11	0.08%	10	2.03%	17
VA/MD/DC	7,789	5.23%	4	0.07%	11	4.72%	5
Oklahoma	1,900	1.28%	25	0.07%	12	1.20%	27
Minnesota	2,699	1.81%	18	0.07%	13	1.71%	20
California	18,765	12.60%	1	0.07%	14	11.92%	1
Texas	11,930	8.01%	3	0.07%	15	7.79%	2
Kansas	1,328	0.89%	30	0.06%	16	0.91%	32
Montana	465	0.31%	41	0.06%	17	0.33%	43
North Dakota	316	0.21%	45	0.06%	18	0.22%	47
North Carolina	4,148	2.79%	9	0.06%	19	3.09%	10
Missouri	2,555	1.72%	20	0.06%	20	1.95%	18
Connecticut	1,543	1.04%	27	0.06%	21	1.18%	28
South Carolina	1,970	1.32%	23	0.06%	22	1.51%	23
Nevada	1,123	0.75%	32	0.06%	23	0.87%	33
Wisconsin	2,390	1.60%	22	0.05%	24	1.85%	19
Arkansas	1,184	0.80%	31	0.05%	25	0.94%	31
Georgia	3,744	2.51%	10	0.05%	26	3.07%	11
Massachusetts	2,666	1.79%	19	0.05%	27	2.19%	14
New Hampshire	526	0.35%	40	0.05%	28	0.44%	41
Illinois	4,945	3.32%	7	0.05%	29	4.14%	7
Nebraska	675	0.45%	39	0.05%	30	0.58%	37
New York	7,314	4.91%	5	0.05%	31	6.42%	3
South Dakota	285	0.19%	47	0.05%	32	0.26%	45
New Jersey	3,037	2.04%	16	0.05%	33	2.87%	12
Louisiana	1,523	1.02%	28	0.04%	34	1.46%	24
New Mexico	685	0.46%	38	0.04%	35	0.66%	35
Vermont	214	0.14%	48	0.04%	36	0.21%	48
Michigan	3,175	2.13%	14	0.04%	37	3.21%	9
Indiana	1,934	1.30%	24	0.04%	38	2.08%	15
Maine	415	0.28%	42	0.04%	39	0.45%	40
Tennessee	1,831	1.23%	26	0.04%	40	2.07%	16

This scatterplot shows the three ranks: Certifications, % of Cert Saturation to State Population, then State Populations. For most states, the Green and Blue dots hang pretty close as New Certifications follow some population trends state-by-state. But the red dot shows state saturation of new certs to population, and that is all over the board:

Ranked by % Cert Saturation to State Population



Top 10 States Compared

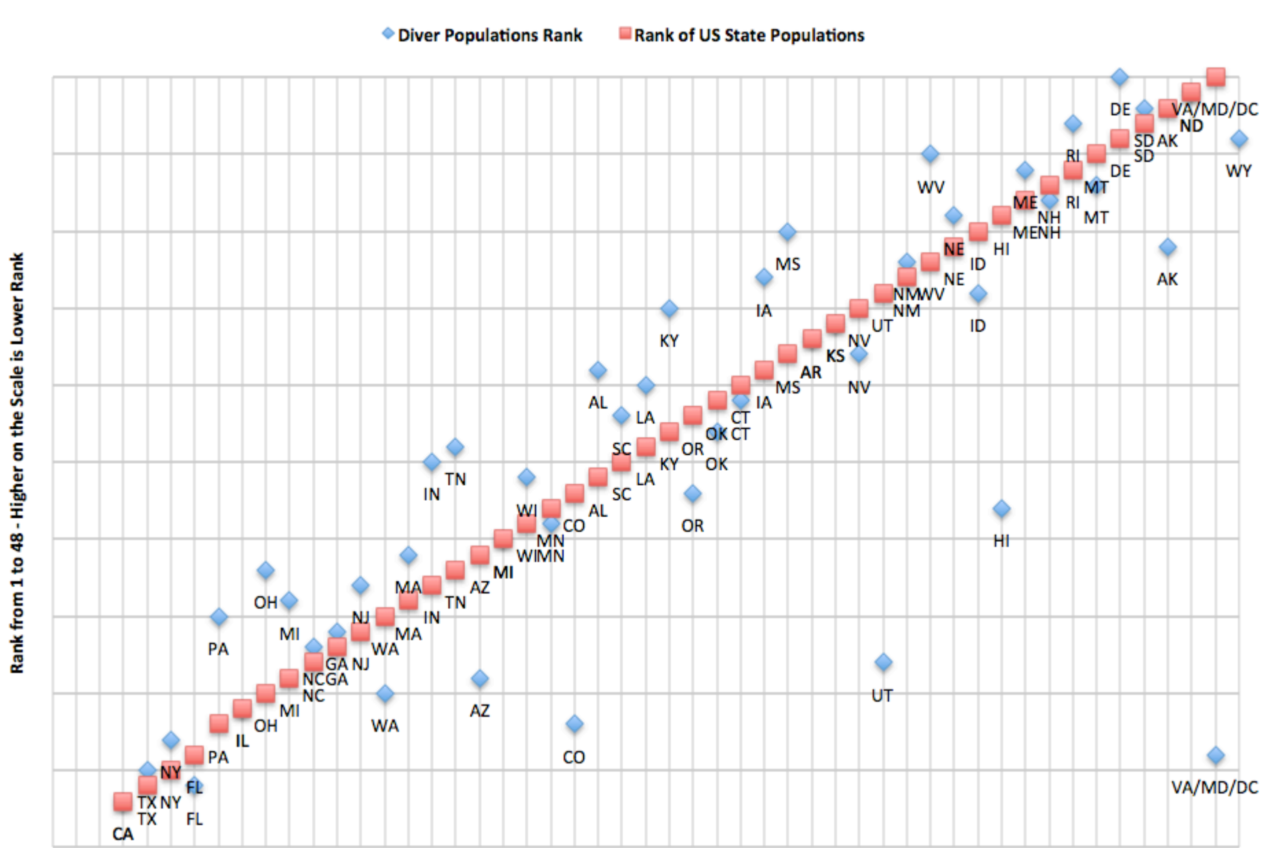
State	2011 Certification 2011 Cert Rank	2011 Certification ert/State Pop Rank	2010 Population Rank of USA Pop
CA	1	14	1
FL	2	5	4
TX	3	15	2
VA/MD/DC	4	11	5
NY	5	31	3
CO	6	4	21
IL	7	29	7
WA	8	7	13
NC	9	19	10
GA	10	26	11

Now – where it gets real interesting, I took the 5-year data I have from the Census data, applied an algorithm to account for the missing agencies (estimate the census is .80 accurate), then went back 25 years, assuming the certifications were no lower than they are in 2011 (if anything, we are down from the late 90s). So then I applied a 50% pure drop-out rate to the total certifications and ended up with a little over 3 million, with a gross of 6 million certified divers in the USA that are still alive and under age 70, although of course, most of these are inactive. Also, my reasoning was that 25 years ago, the average diver being certified was in 1992 was closer to 30, so it's still conceivable that these divers are still around and alive.

If I factor that gross number by 50% to account for drop-out, you end up with a little over 3 million divers in the USA as I pointed out. Here is how the top 40 states break out with this adjusted diver populations, then compared to the % of diver saturation, state-by-state.

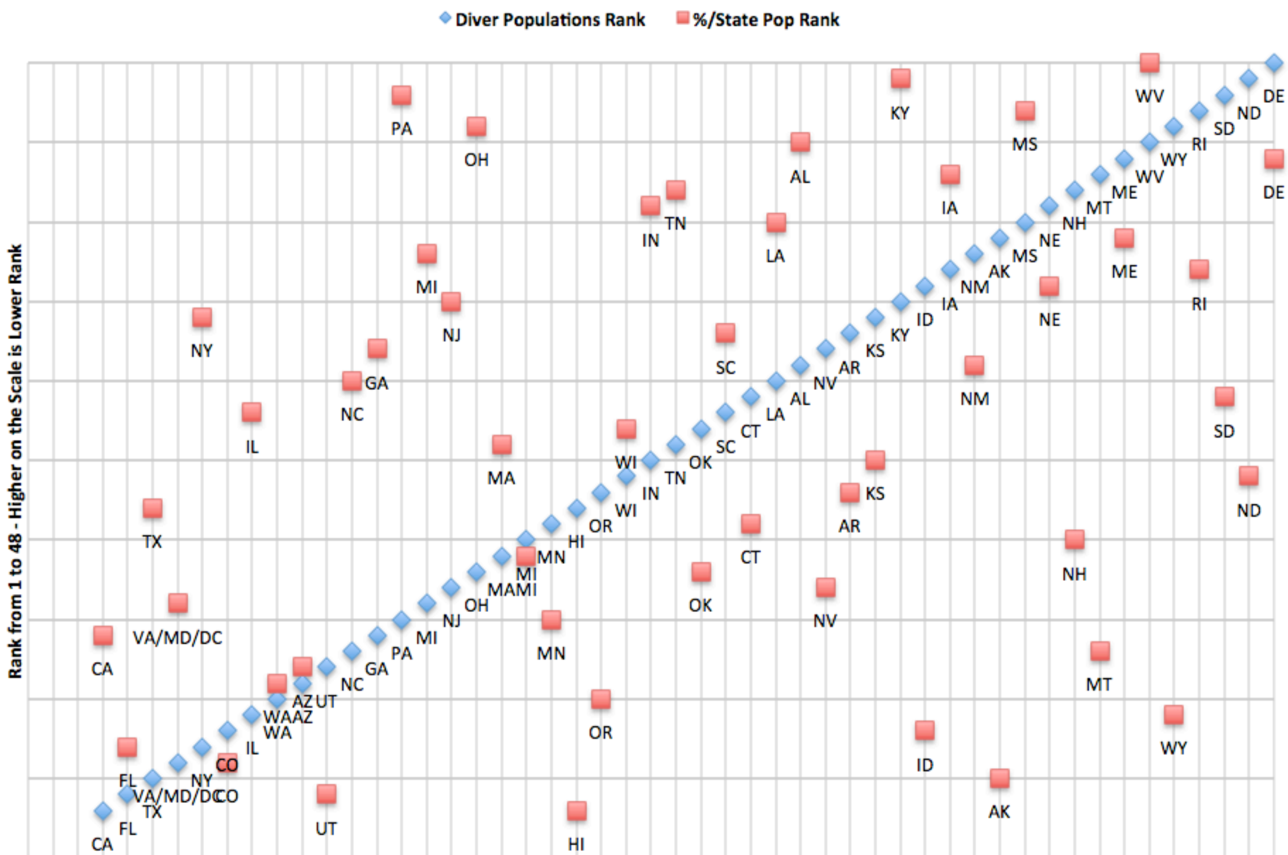
State	Calculated Diver Pop (Adj)	% of All Diver Populations By State	Calculated Diver Pop Rank	% Diver Pop To State Population	% of All Diver Populations State Pop Rank	% State Population % of USA	2010 Population Rank of USA
California	427,143	13.88%	1	1.53%	12	11.92%	1
Florida	298,299	9.69%	2	2.02%	5	6.31%	4
Texas	232,668	7.56%	3	1.27%	20	7.79%	2
VA/MD/DC	159,375	5.18%	4	1.44%	14	0.21%	48
New York	157,626	5.12%	5	1.05%	32	6.42%	3
Colorado	109,410	3.55%	6	2.88%	4	1.62%	21
Illinois	108,618	3.53%	7	1.12%	26	4.14%	7
Washington	98,319	3.19%	8	1.91%	9	2.19%	13
Arizona	82,392	2.68%	9	1.73%	10	2.03%	17
Utah	81,738	2.66%	10	4.32%	2	0.81%	34
North Carolina	80,457	2.61%	11	1.11%	28	3.09%	10
Georgia	78,336	2.54%	12	1.09%	30	3.07%	11
Pennsylvania	70,839	2.30%	13	0.71%	46	4.22%	6
Michigan	69,963	2.27%	14	0.93%	36	3.21%	9
New Jersey	68,463	2.22%	15	1.02%	33	2.87%	12
Ohio	66,129	2.15%	16	0.75%	44	3.75%	8
Massachusetts	62,322	2.02%	17	1.22%	24	2.19%	14
Missouri	59,106	1.92%	18	1.30%	17	1.95%	18
Minnesota	58,299	1.89%	19	1.45%	13	1.71%	20
Hawaii	57,828	1.88%	20	5.47%	1	0.45%	39
Oregon	56,910	1.85%	21	1.92%	8	1.26%	26
Wisconsin	52,230	1.70%	22	1.20%	25	1.85%	19
Indiana	41,106	1.34%	23	0.84%	39	2.08%	15
Tennessee	40,476	1.31%	24	0.83%	40	2.07%	16
Oklahoma	38,502	1.25%	25	1.36%	16	1.20%	27
South Carolina	38,277	1.24%	26	1.08%	31	1.51%	23
Connecticut	35,199	1.14%	27	1.28%	19	1.18%	28
Louisiana	29,895	0.97%	28	0.88%	38	1.46%	24
Alabama	28,494	0.93%	29	0.78%	43	1.55%	22
Nevada	28,296	0.92%	30	1.39%	15	0.87%	33
Arkansas	27,948	0.91%	31	1.27%	21	0.94%	31
Kansas	26,361	0.86%	32	1.24%	23	0.91%	32
Kentucky	22,566	0.73%	33	0.68%	47	1.41%	25
Idaho	22,434	0.73%	34	1.97%	6	0.49%	38
Iowa	19,059	0.62%	35	0.82%	41	0.99%	29
New Mexico	17,052	0.55%	36	1.11%	29	0.66%	35
Alaska	16,689	0.54%	37	3.19%	3	0.22%	46
Mississippi	16,230	0.53%	38	0.73%	45	0.94%	30
Nebraska	13,872	0.45%	39	1.01%	34	0.58%	37
New Hampshire	13,218	0.43%	40	1.28%	18	0.44%	41
Montana	12,357	0.40%	41	1.61%	11	0.33%	43
Maine	9,414	0.31%	42	0.89%	37	0.45%	40

This same data is visualized by these two scatter plots, the red is state adult (18+) populations, the blue estimated gross diver populations:



On this scale, the lower the dot, the higher the rank (1 to 49).

This second plot chart shows % of saturation to state diver population:



To read this chart, like the one above, look for a state in blue, say OR, then if the red is below the blue dot, the % of saturation is higher than the average. If the dot is above, it's lower. All the dots below the blue 'line' have above average saturation of diver populations compared to the state population.

Chapter 2

Dive Industry vs. USA Population

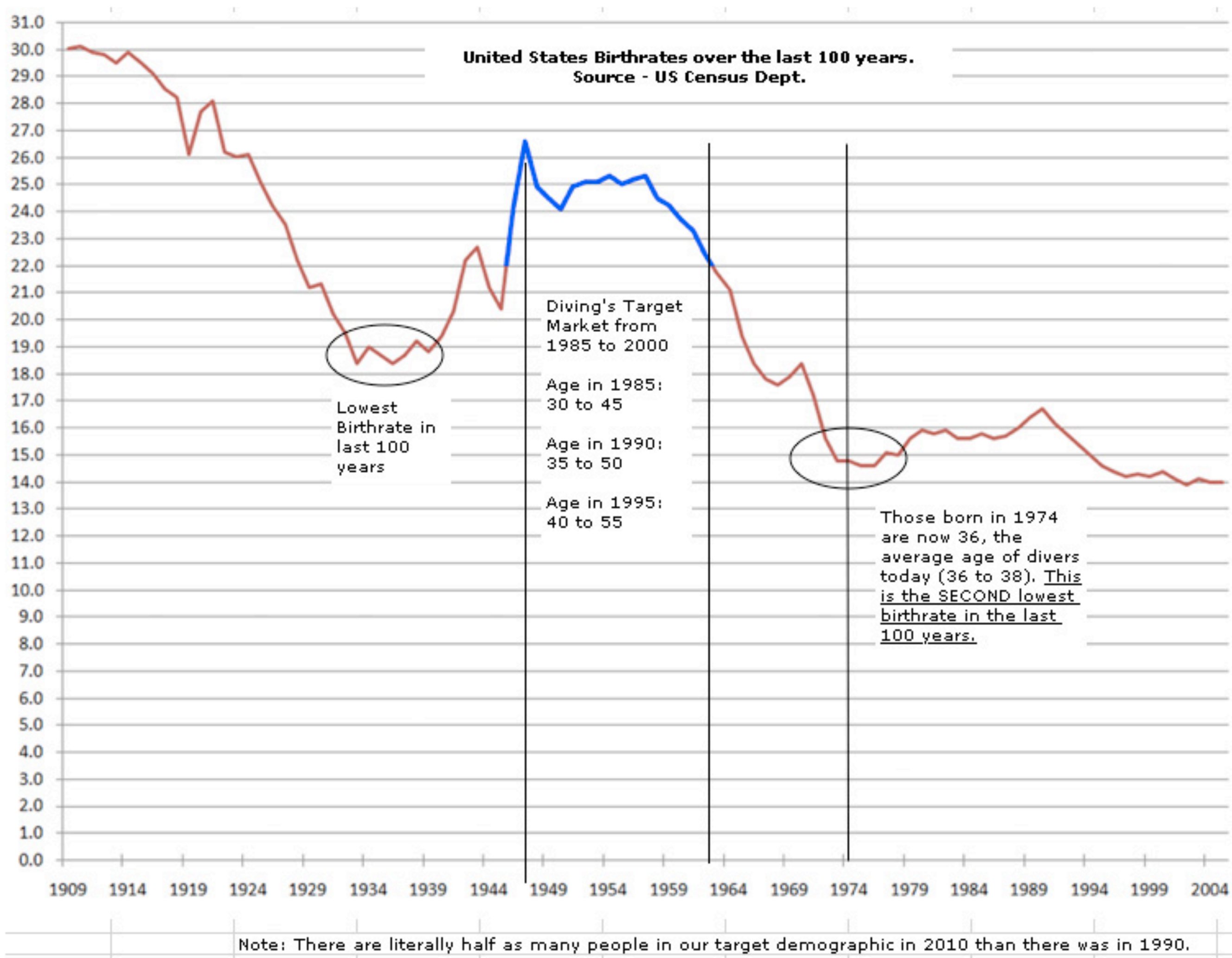
This article presents a comparison of USA Birthrates, USA Census population data and compares to calculated diver populations and details some amazing trends in past years, as well as future years growth of the USA diving industry.

Section 2: Dive Industry vs. US Population
(Published January 2011)

According to the largest USA sports survey, SGMA's 2009 Scuba Diving Participation Study (41,000 respondents), the diving industry has lost over 25% of its participants in the last 8 years. This is not new news for the industry that has been seeking answers to a downturn that has been felt by everyone around the world, essentially since 2001.

However, one needs to look at external factors, rather than internal reasons for this drop. Part of the reason is the changing population landscape in the USA. According to various sources in the industry, the average age of our divers are between 36 and 40. That means that our 'average' diver was born in roughly 1974.

The diving industry experienced unprecedented growth starting from about 1985 to roughly 2000. Since then we have seen a drop in the growth rate within the industry, varying by sector. What needs to be considered is who was the customer in the late eighties and all though-out the nineties? It would of been the divers who were born in the years 1948 to 1960 - give or take. This group as we all know is called the "Baby Boomers" due to the fact that in those years we had a huge birthrate in the USA. This group was and is still at the tail-end of our 'target demographic' for the activity, and illustrated below:



As shown, there were two times in the last 100 years that the birthrates bottomed-out (three if you count 2003/4). The first was in roughly 1934, the second coincidentally was in 1974. If our current customer was born in roughly 1974, then our target demographic is almost 50% less than those that were born in say 1950. The diving industry has become a victim of a population shift as a whole. However, the good news is that in spite of an almost 50% drop in birth rate for our target group, the diving industry has only dropped 25% in participation over the last 8 years. This is proven by the numbers and chart below:

Scuba Diving Total Participation Rate Trend Overview

2000	2001	2002	2003	2004	2005	2006	2007	2008		1 yr % Point Change (2007-2008)	8 yr % Point Change (2000-2008)
1.7%	1.6%	1.9%	1.8%	1.9%	1.6%	1.1%	1.1%	1.2%		0.1%	-0.5%

Note: According to SGMA (Sports Assn) the percentage of people within the population of the USA that have been diving (not necessarily certified) has only dropped .5% over the last 8 years - proof that the industry has actually not lost any significant Marketshare - just the customer base has shrunken by almost 50% since 2000.

Again, as illustrated, SGMA calculates the percentage of the population that participates in the sport as compared to the whole US population. As an industry, we have only lost .5% participation over the last 8 years as a percentage of the US population.

So what does all this mean? Should we start marketing our sport to high school and college age? That's fine if we do not expect significant equipment sales or dive travel participation, as this group does not have the time or resources to participate. Do we go after the aging boomers and try to get them back? That's also difficult as health reasons begin to affect activity levels in seniors.

Which leaves us with the answer: maximize our target 35 to 55 year old market, and expand into boating, fishing, flying, golf and other high-dollar participant activities that also appeal to this demographic. Boating, flying and golf enthusiasts should be a primary target for our marketing.

The Scuba Tour, now the Be A Diver Tour, (which I started with Neal Watson, Gary Warden, Mark Young and Jerry Beaty) was started as a result of the forward thinking marketers at The Bahamas tourist board and Flight Training that decided to put a pool at Oshkosh, WI airshow. It was one of the first times the industry reached out to cross-market to a similar demographic activity. The event was a huge success for the Bahamas - and resulted in many pilots diving and traveling to the Bahamas. The same should be done with the lucrative boating and fly/ocean fishing industries. These participants have the ability, time and disposable incomes to participate in diving.

The Be A Diver pool tour is an amazing outreach tool, and amazing vehicle to turn on a generations of divers, however, it’s only a very, very small tool in the nation. All the staff, including Dave do an amazing job with that pool, and we as an industry should support the effort now more than ever.

Chapter 3

Facebook vs. The Dive Retailer

With the popularity of Facebook and other social media platforms, Pintrest, Twitter, etc, many marketers are wondering how influential are these mediums in decision making processes for travel. This article pulls data from a large travel survey and applies to the Diving Industry.

Section 3: Facebook vs. The Dive Retailer
(Published July 2010)

Seems one cannot watch an ad on TV or see a mainstream magazine ad without the mention of some social media website like, Facebook, Twitter, Delicious, Blogs, etc. It seems the world has embraced social media, and they are 'the rage' in marketing these days. It is clear social media is here to stay, and has already fundamentally changed the way businesses' market themselves and their products.

The leader in this emerging powerhouse of a media format is a man by the name of Peter Shankman. Peter, aside from being the world's most sought after social media consultant, operates the world's largest journalist email list called HARO (Help a Reporter Out). Many of you receive my notices I send out to my clients almost on a weekly basis, with calls for PR or editorial interviews for various media outlets.

Mr. Shankman, being the 'father' of social media marketing, coined the concept that the internet has changed from 'how many you can reach' to 'how many can remember you.'

Having participated in one of his training conferences, I have a profound respect for his insights and how a company of hundreds or thousands of employees, can form a one-on-one relationship with their customers – sort of the 'ultimate customer interaction experience.'

However, let me give you a quick test, because there is somewhere I am going with this social media query. This following question is geared really towards travel, tourism boards, and general dive travel. So hang with me if your a manufacturer, the data still applies, but the source for this study was the consumer travel sector:

Here is the test: "Where do your customers get the most credible information on your business, destination or operation in making a travel purchasing decision?" Just mentally fill in the order below on this one:

___ Facebook/Twitter/Social Media Sites
___ Your Company/Destination Website
___ 3rd Party Travel Books/Guides
___ Online Advisory Sites or Online Travel Sites Reviews
___ Editorial or Media Coverage Online or in Print Off Line
___ Blogs
___ Your Brochures
___ Family/Friend Recommendation

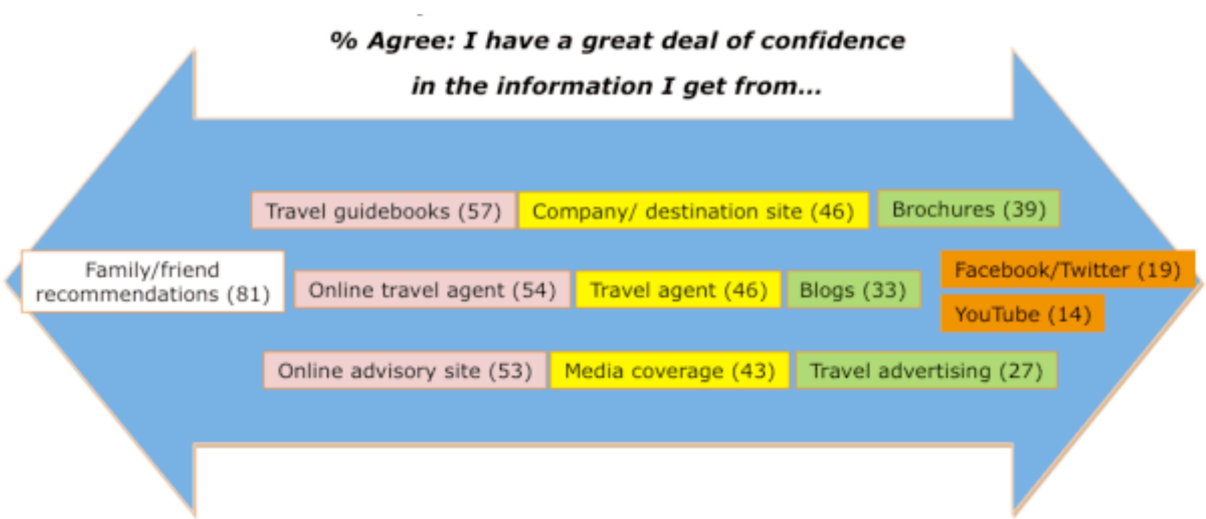
___ Your Advertising
___ YouTube

If your like me, I would ordered them with a 3-way tie between Social Media, all forms (Facebook/Twitter/YouTube), Family/Friend Recommendations, and travel guidebooks or online advisory sites. Then I would of picked Editorial/Media Coverage #2, then company/destination website or brochures. I would of put blogs up at the top with social media as well.

However, I titled this email "Facebook vs. The Dive Retailer" for a reason.

Kerry Fountain with the Bahamas Ministry of Tourism (Thanks Kerry), recently sent me some data from a recent "Credibility Continuum," section of the study called "2010 Portrait Of American Travelers(SM)" as measured by the travel research powerhouse Ypartnership/Harrison Group. Their unique travel survey asked specifically about sources consumers use and find the most 'credible' in making their travel decisions. The results I find amazing and shocking to some degree.

As you can see this this chart (also attached in the event it does not display), the results on the left are the highest confidence/credibility, on the right the lowest on the spectrum:



As shown, Facebook, Twitter and YouTube are actually the LOWEST on the credibility scale. I expected the Family/Friend Recommendation at the top, but that was the only one I got right out of this entire list.

Now, am I not saying social media is not healthy or a great marketing vehicle, absolutely not. Social Media is here to stay and is a powerful medium to communicate with potential and past customers. However, the credibility scale is most likely a result of the explosion of companies, corporations, destinations with 'corporate' social sites.

What this does say is that still, as I have advocated for years, the dive retailer is the point of perhaps 90% of all new certifications, at least where they begin. And the fact that a retailer sells your destination or operation or really equipment brand is irrelevant. They are that 'number one' at the top of the credibility scale. Consumers and divers listen to what they say. Often these new divers are becoming educated, and thus we all know the value of reaching the new diver with our brand and message – but what about reaching this super-critical influence makers, with the highest purchasing credibility power (as shown above).

In a time of huge pressure to have social media covered, and that is valuable and critical, we must not lose sight that these 1,800 to 1,900 retailers in the USA are at the top of the credibility food chain.

There are perhaps 6 million American certified in the USA. This is a bit controversial and larger than what we all usually throw around. This number comes from simple math by the way. If you take the number of certified divers that are found today (reference my previous email about population vs. divers), then go back 25 to 30 years (age of which they could still be diving today), factor in average death rates, factor known or estimates certification numbers, you will arrive at the same number, roughly 6 million give or take a few hundred thousand (happy to supply the methodology if anyone wants to email me individually).

Now we also know over half of the 'walking certified divers' in the USA have no interest in diving and may never return to the sport. Truth is we don't know much about these people, as this group is almost impossible to survey since they are not likely to even respond to a dive survey. However, there WAS one point of contact you could of reached roughly 5.5 million or 90% of these divers over the last 20 years: The dive shop when and where they started.

This is not an ad for Dive Training/DCB, although they and Sport Diver do service this valuable market segment, but more of an attempt to communicate as a marketer, how vital and critical these stores still are to our industry, and most important, selling your brand or destination.

If this credibility survey is accurate and given the company's reputation for producing large-scale travel data and insights, it probably is, then the dive shop and its staff should move to a high priority in your marketing mix. So am I saying drop everything and invest heavily in retailers, not entirely, but if you understand the influence channels, and point of contact, you can devise a marketing strategy and plan to tap this market. Reaching and influencing these ‘super-critical influence makers’ as I have coined them is an art and science unto itself – and probably worthy another note(s) in the future.

Chapter 4

Perception Vs. Reality: Today's Diver

Perception of lack of lifestyle selling within the diving industry has harmed the industry. This eBook compares current perceptions and what they should be to sell diving to the masses.

Section 4: Perception Vs. Reality: Today's Diver
(Published November 2010)

This is a follow-up to my previous emails about the US Population & Diver Growth and the follow-up to that email: Facebook Vs. The Retailer.

I sat next to a woman on a recent flight. In telling her I worked as a diving consultant, and I asked a question I often do: “Are you a diver?” Her response was not that unusual: “No, not anymore.” So I asked well have you ever been certified? She responded “yes, years ago but would need to do the course all over again to dive once more.”

I proceeded to tell her she was ‘certified for life’ and that a simple refresher at any tropical dive resort or local dive store and she could safely dive again. She was amazed and had no idea as she thought a re-certification was a necessity to dive again. The part that shocked me is that she was probably no older than early 30, if that. Which meant she was one of those college or young adult certifications that we as an industry ‘seek’ and many feel is the lifeblood of our future growth.

She admitted that ‘life’ had made her busy, new marriage, career and there was just no time for a dive trip. In fact, she had been on tropical vacations in recent years but because of her perceived ‘inactivity’ she had not even thought about going diving again.

So my question is: How many tens of millions of dollars are lost of divers just like this? She is our target market in many dive marketers’ minds: She had a great certification experience. Stopped because her stage in life, yet she lives near many dive stores (in Dallas), even traveled on many tropical vacations, yet not tried to dive again. Why? Quoting from the great movie iRobot *“That is the right question to ask.”*

The partial answer to this simple question is: perception. Encarta Dictionary defines this word as *“an attitude or understanding based on what is observed or thought.”* How very accurate! We as an industry have to get away from the ‘repetition’ mindset for diving. I love to snowboard, call myself a snowboarder; yet with family and work, I have not been in a few years. However I still identify with that activity/group. What can we do as an industry to help divers understanding diving is a <u>lifestyle</u>, and not an <u>activity</u>? That is in my opinion, one of the key perception traits of marketing diving to the masses.

Jimmy Buffet, Tommy Bahama, Corona, and Nike (among many others) have created vast consumer-empires on a lifestyle concept. Their marketers figured out a long time ago people want the concept or image of the lifestyle even if they cannot be in that ‘actual place’ every day. A person puts on a Tommy Bahama $100 shirt to say to himself and others, this is my mindset and lifestyle – even if I cannot be in the Bahamas. Same with Jimmy Buffet's Margaretville's, Corona's Beach Bars and Don Jose's Taquerias– they are selling a mindset and lifestyle – even if you cannot drink or listen to the music, you can at least eat in one of their restaurants and 'feel like your there.' Nike accomplished that with shoes and active wear. Many people wear their products regardless of whether they are working out or not – it's a lifestyle perception of the brand.

That is what we, as an industry, need to learn and adopt: the concept of what I call *'lifestyle mental adaptation.'* I define this as the ability to feel like your there by what you do, wear, drink or think, rather than actually being in that activity or location.

So how do we create this *'lifestyle mental adaptation'* concept with divers today? I think it's more of a perception that reality. Events like a dive shop's pizza and video night help. Recently while in Bonaire, I ran into the owner "Daddy Shack" of The Scuba Shack in Florence, KY. The dive shop was in the middle of a 60-person dive trip (yes 60!). Three weeks at Captain Don's in Bonaire, and I had to ask how he was able to get such a large group, as he said they did the trip every summer. He said the trip planning and marketing started a year in advance, with discussions, photos and videos from the previous year's trip – then in January, six months before the trip, they held a 'Bonaire Night' at the store that was advertised heavily with their customers. This Bonaire night's activities included throwing a big party to show videos and promote the "July Bonaire Month." Jim (a.k.a. Daddy Shack) said something key, he said "we market travel all year long; we never stop promoting the trips with events and activities locally." In other words, he markets the 'idea' of a trip to Bonaire all year long as many of his customers will not take the trip but enjoy the 'virtual vacation' experience of the related events at his shop.

This lifestyle type of marketing is the secret. How many dive stores have you been into and seen a Tommy Bahama clothing display? That's zero for me, but maybe some savvy retailers understand this concept and have a display. On the other hand, I have never been into a PGA Golf store and not seen a display of Tommy Bahama shirts. In other words, why would a PGA store sell Tommy Bahama shirts? Their customers' *'lifestyle mental adaptation'* yet again. They know their customers want to think and 'feel' they are someplace else, even if on a plane or in a business meeting.

We must stop thinking in terms of participation as what defines our activity, but more in terms of lifestyle. Lifestyle is what will sell the top-of-the-line dive gear to a customer, in spite of the fact he/she may only use it on one trip a year. Lifestyle is what will sell magazine subscriptions, or encourage website traffic: The idea of diving even if you cannot be doing it every weekend. Lifestyle is what will sell the dive vacations, even if a diver has not been in the water for several years. The idea is more powerful than the activity. Snow Boarding, Skate Boarding, and even Surfing to some degree have all figured this out in varying stages. They consumer will live in the lifestyle even if they cannot participate – and therefore spend on goods.

That is where we, as an industry, need to take diving in the coming years. We must break out of the concept of we require the 'act' of diving is how we define participation, to the 'thought' of diving is how we define participation.

How is that possible? Reach out programs like DEMA's Retailer programs and the Pool Tour are all valuable tools and work, but it's a challenge to change the thinking process of hundreds and maybe thousands of dive professionals in the world. Dive Instructors have for years been gripped with the concept of activity is a necessity for participation. As such we have communicated that to the students, so the inverse is translated indirectly and mentally: lack of participation equals no longer being considered a diver.

In my previous email, 'Population and the Diving Industry,' I calculated the total number of living divers in the USA. By calculating the annual number of certifications going back 25 years, then factored in the mortality rate plus average ages of certifications over these years to determine that there are in excess of 6 million people still alive in the USA that are 'certified' divers. Imagine a pool of over three times more than what the 2009 NSGA Diver Participation Study shows exist in the USA for diving? That's 3 million more divers than what we, as an industry even recognize. Imagine all those inactive divers that are locked in a mental place of not perceiving themselves as 'divers.' If we can learn how to help communicate the 'lifestyle' of diving rather than the 'participation' of diving, we may have helped create a way to tap into this vast number of 'sleeping' divers in the USA.

Our numbers are not growing mainly due to the population shift in US birthrates. This trend is not likely to end anytime soon, so we will have to be more creative in our approaches to attract new divers, but also to 'reclaim' inactive divers. We could almost double our industry if we could figure out a way to reach these inactive divers with the lifestyle message. Biggest challenge is a large percentage of these divers may already be lost to perceptions. But that does not prevent us from educating a whole new generation of 'lifestyle divers.'

Chapter 5

Facebook Divers?

Using Facebook's ad creation tool, it's possible to use Facebook to locate divers in specific regions of the USA and worldwide. This fascinating analysis of Facebook's populations and users compared to known diver populations and US Census data. This is the first time Facebook has been used as a diver population calculation tool, as well as factors offered to use their tools to calculate diver counts in any Country, State, City and even Zip Code.

Section 5: Facebook Divers?
(Published October 2012)

I know it's been a while since I have sent out on of these 'hmm… makes you think' emailers, but recently I was doing some work on a Facebook ad campaign for a client, and realized Facebook gives out some great data if you want to take the time to use their marketing tools.

According to Facebook Ad Set-up Tools, there are right now 167,820,980 people in the USA on FB (all ages). If you look at adults over the age of 20 years old, you get 143,055,780 adults in the USA on FB.

They break down as follows as compared to the 2010 USA Census Data:

All FB Users	167,820,980
USA Census Pop	308,745,538
% of FB:Census	54.4%
FB Adults (20+)	143,055,780
USA Census Pop (20+)	292,632,799
% of FB:Census	48.9%

As shown, about half of all adults in the USA are on Facebook. Using this data by comparing FB users to the USA Census population, we see the following breakdowns for some sample major states where diving is popular:

% of all Adult FB Users		FB Users	US Census Data	US Census Data	% of FB Use
California	12.8%	17,524,120	11.9%	34,761,358	50.4%
Texas	8.4%	11,538,100	7.8%	22,694,507	50.8%
Florida	6.2%	8,456,400	6.3%	18,365,645	46.0%
New York	6.8%	9,307,700	6.4%	18,767,776	49.6%
			Average	49.2%	

Again, as shown, FB represents about 50% of the general population, across these main states as well. Further, Facebook allows one to select and target an ad by various segments, demographic and 'activity' or 'interest' tags. As a result, I pulled some of these activity tags and found the following:

Activity Tags in the USA (Adults over 20yo)

% of all Adult FB Users		
1.3%	1,846,720	Skiing
0.5%	651,860	Rock Climbing
0.6%	845,000	Scuba Diving

If the percentage of penetration holds true for activities, as with the general population, then one could draw that there are 1,690,000 divers that identify themselves as divers in the USA or 1.2% (.6% x 2 or 845k X 2). Given that these people have identified themselves as 'Scuba Divers' one might conclude that these people are active or identifiable divers, but that is pure supposition.

However, using the "Scuba Diving' tag, gender breaks down as follows as compared to Adult FB users and USA Census data for Gender:

	% of all Adult FB Users		USA Census Pop	USA Census Pop	% Scuba Tags	# Scuba Tags
Men	46.8%	64,145,540	151,781,326	42.3%	55.6%	462,500
Women	56.4%	77,282,260	156,964,212	49.2%	44.4%	368,800

As illustrated, the Facebook numbers and Census data are within 5 to 6% the same. However, there is clearly a larger percentage of men than women that are divers as compared to average FB adult users.

Continuing using the activity tag 'Scuba Diving' FB shows divers in the following states, of course this is ENTIRELY dependent upon a diver being on FB and then identifying themselves with the standard 'Scuba Diving' Facebook tag:

State	Counts	% of FB Divers	DEMA Cert Census	% Accuracy
CA Divers	113,820	13.5%	13.9%	97.1%
FL Divers	92,620	11.0%	9.7%	88.4%
TX Divers	64,300	7.6%	7.6%	99.3%
NY Divers	45,220	5.4%	5.1%	95.7%
IL Divers	30,720	3.6%	3.5%	97.1%
WA Divers	24,180	2.9%	3.2%	89.6%
			Average:	94.5%

As shown, the Facebook state diver's percentage breakdowns, on average are within 95% accurate of what the calculated diver residence state break down using DEMA's Quarterly Certification Census data (and extrapolated for all divers in the USA by Cline).

If the accuracy of the states are so close, then it would be, in theory, possible to select a city, zip code or other demographic and see the number of divers within that region, if multiplied by two. As a result, below are the FB diver populations for these key cities, and extrapolated actual diver populations, using the 100% multiplier, then showing the percentage of divers within the identified state:

City	% of Each State's Diver Population	FB Diver Population	Calculated Diver Population
NYC	39.8%	17,980	35,960
Los Angeles	15.6%	17,800	35,600
Chicago	52.6%	16,160	32,320
Miami	13.6%	12,560	25,120
San Diego	9.2%	10,460	20,920
Dallas	15.6%	10,040	20,080
Seattle	35.3%	8,540	17,080

As a note, NYC, Chicago and Seattle have a huge portion of all their state's FB divers living in the key cities identified.

Using the Diver Certification Tags, the following show up as well (this is dependent upon someone identifying themselves by agency, which clearly only a limited number of divers have done so:

Agency	% Total For Agency	FB Counts
PADI Divers	69.0%	137,980
NAUI Divers	6.3%	12,560
SSI Divers	13.0%	25,960
SDI Divers	7.9%	15,840
TDI Divers	3.8%	7,680
	Total Above	200,020

As shown, only 200k of 845k or 24% of divers even identified the above agencies, so this information is just what is presented, according to FB's activity tags. As a note, there are many other world agencies listed on FB, I just choose some USA entities.

Of those FB users that indicate they are 'Scuba Divers' in their tags, the following countries shows count for divers. Of course this list below is HIGHLY dependent upon divers being identified on Facebook (as all these stats), but does show some interesting information:

Scuba Tags Other Countries (that are on FB):

192,860	UK
100,140	Brazil
92,780	Canada
91,000	Italy
87,180	Australia
65,660	France
46,540	Japan
14,340	Colombia
10,780	Chile
9,580	Venezuela
8,360	Hong Kong
7,260	Peru
2,220	China

As shown, Brazil is very active in Facebook, and other countries' numbers again, are dependent upon Facebook penetration within that country and culture. It's estimated there are 40,000 divers in Hong Kong and at least that many in mainland China, so this shows Facebook's slow penetration within those cultures. Again, as a note, there are many other countries represented and this list is far from complete.

This is not necessarily an endorsement of Facebook advertising, although I have some clients seeing success with their FB ads, but more a study in how well Facebook has penetrated the USA and the diving industry, based on the outside comparative numbers as shown.

Cline Group's Mini eBook Marketing Series

Questions? email me at William@WilliamCline.com or visit www.WilliamCline.com

About William Cline: Cline Group Advertising was founded by William H Cline, III in 1990 as an international advertising and marketing consultancy, with the unique focus of the Recreational Scuba Diving Industry. Aside from many groundbreaking campaigns and programs within the diving industry, William publishes the "Cline Group Quarterly Scuba Diving Industry Report" a free survey of diving companies worldwide produced and distributed free of charge to the diving industry.