

## THE POWER OF

# SOCIAL

Extend your marketing with the best social team in the business. Why?



**ONE-THIRD** of the most viewed stories are from businesses

# 50M

**+** people follow boating related content on social media



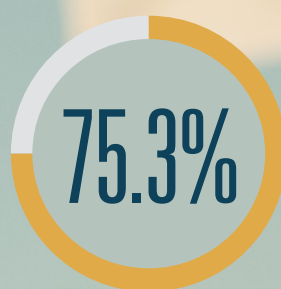
# 52%

of online brand discovery happens in public social feeds

# 300M+

people follow fishing related content on social media

The average business posts to Instagram 1.7 times per day on Instagram



75.3% of businesses use Instagram

Social ad spending is forecast to increase

# 20%

in 2020

# Over 225k

anglers follow BD Outdoors social media platforms

Brands post an average of

# 2.5

**STORIES PER WEEK**

# Over 4,395,600

posts made on IG with the hashtag **#boating**

