

Grow Boating Marketing Summit Adds ‘Web Marketing Guru’ as Keynote

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The *Grow Boating Marine Industry Marketing Summit* recently added Marcus Sheridan, president of [The Sales Lion](#), to their half-day marketing conference line-up, as keynote speaker. The Summit will be held at the Tampa Convention Center, Monday, September 18, the day before IBEX opens, from 1-5:30 p.m.

Named by *Forbes* as #6 on the list of [20 Speakers You Shouldn't Miss the Opportunity to See](#), Sheridan began his career by starting a small business with two friends, installing swimming pools out of the back of a pickup truck. Nine years later, and with the help of inbound and content marketing, Sheridan's company overcame the collapse of the housing market and became one of the largest pool installers in the U.S. The company currently has the most visited swimming pool website in the world.

In late 2009, Sheridan started his sales, marketing and personal development blog—[The Sales Lion](#), and has since grown his brand to be synonymous with inbound and content marketing excellence, while being featured in multiple publications, including *The New York Times* where he was referred to as a "web marketing guru."

Along with Sheridan's keynote, the [Grow Boating Marketing Summit](#), will offer data rich sessions examining industry challenges and the first-time boat buyer, presented by [Info-Link](#) and [Olson](#). Attendees will also be able to take away relevant and detailed best practices on converting web referrals into prospects and boat buyers, from [Marketing Strategy Hub](#) and [Avala Marketing Group](#).

Space is limited and early [registration](#) is strongly encouraged.