

July 14, 2022
Providence, RI

Digital Marketing In The Yachting Industry

For Brokers and Brokerage Firms



About the Presenter



- 2004-2011: MarineMax eBusiness Manager & Marketing Director
- 2011 – 2014: Top Sales Manager for Yachtworld, BoatTrader.com
- 2014 - 2015: VP of Sales – MarineMax
- 2015 – 2017: Dir. Of Marketing, HMY
- 2017 – Present: Bowman Marketing

Dealers, Brokers, & Builders I've Worked With In Last 5 Years



UNITED YACHT
SALES



SEATTLE  YACHTS
International



SANDY HOOK
YACHTS
EST. 1983


TAMPA YACHT
SALES

KUSLER
YACHTS, INC.



YBAU
Educating Yacht Sales Professionals


FLEMING



ONEWATER
YACHT GROUP

 ABSOLUTE®

LAZZARA
YACHTS



Learning Objectives

- A Look Into The Current Marketing Landscape In Yachting
- Your Own Website And Available Tools
- What To Know About SEO
- Advice On Social Media
- Other Available Tools To Create Or Use



What Are You Up Against?

- Mega Dealer/Brokers have million dollar+ marketing budgets
- Over 1,000 yacht brokers listed on Yachtworld in the U.S. alone.
- Pre-Covid listing numbers have not yet returned. (But are improving)
- Most brokers are offering the same exact thing to the same owners.
- The number of places users can look for boats is exploding.
- Good possibility major yacht sales websites start offering FSBO options.



There Is No Silver Bullet.

Never has the relationship with your clients been so important.

There is no amount of marketing that is stronger than a relationship with your client or their referrals.

Always put your best foot forward with the listings you do get.

Investment into your existing clients pays off.



As a Broker, What Should Your Marketing Goals Be?

- Generate Your Own Leads
- Separate Yourself From The Pack
- Add Legitimacy To Yourself And Business
 - Showcase Your Sold Boats
- Keep Yourself Front Of Mind With Boat Owners
 - Expand Your Circle



For Brokers, Having Your Own Website Makes Sense.



- There are very affordable website options for brokers.
- You capture the leads from your efforts.
- The IYBA MLS offers an inexpensive way to have thousands of boats on your site.
- Some firms have programs for broker websites.

IYBA Is Closing The Gap With Boats Group. If You Can, Combine The Feeds.

BREAKDOWN OF LISTINGS IN MLS THE FEED

Builder	Boats Group + IYBA	IYBA
Azimut	142	66
Bertram	58	41
Boston Whaler	53	42
Cruisers Yachts	58	33
Ferretti Yachts	31	15
Hatteras Yachts	164	107
Lazzara Yachts	23	15
Ocean Yachts	45	30
Prestige Yachts	40	42
Princess Yachts	45	28
Sea Ray	271	211
Sunseeker Yachts	118	121
Viking Yachts	191	115

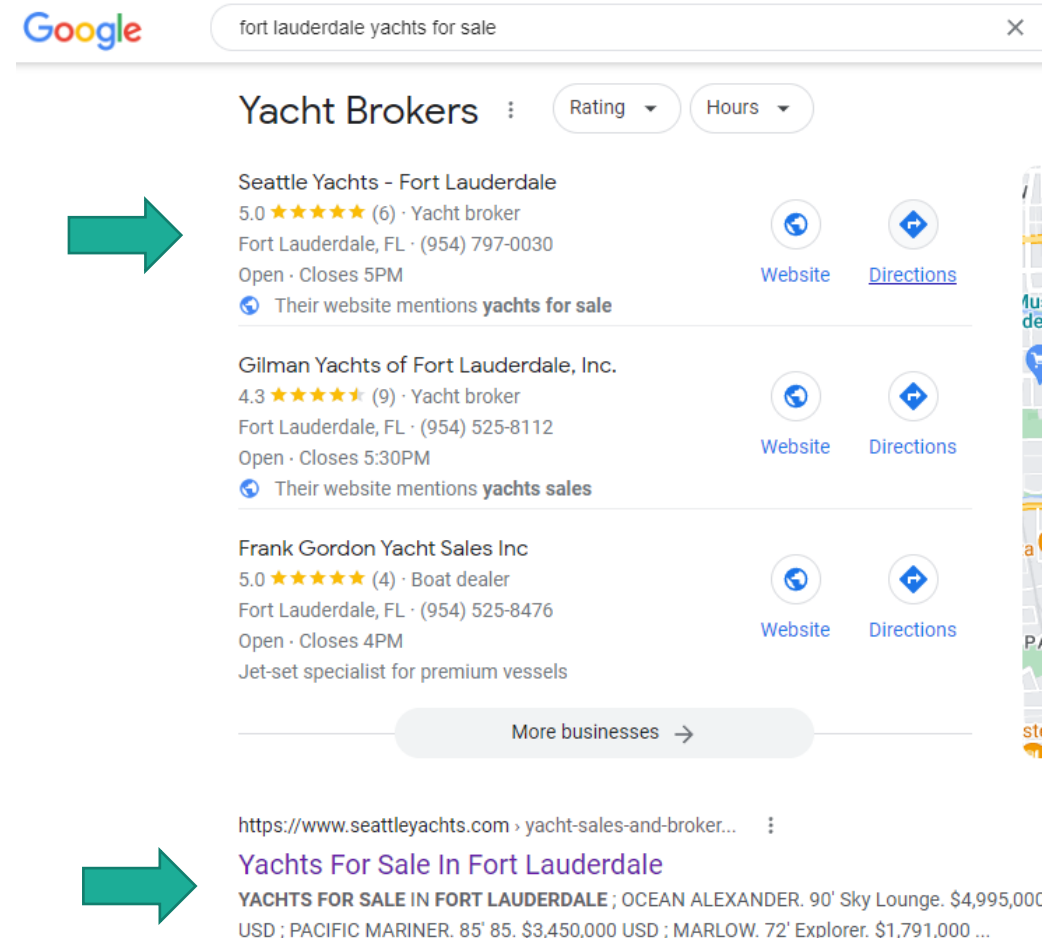


Your Website Domain Does Not Have To Be Specific To A Boat Or Area

You can rank on Google for boat-related or geography-related terms without those phrases being in your domain name.

Rule of thumb: If you want to rank for a phrase, you need a page devoted to that phrase.

Create pages that combine both boat-related and geography-related content.



The screenshot shows a Google search for "fort lauderdale yachts for sale". The results are filtered to "Yacht Brokers". Three results are visible:

- Seattle Yachts - Fort Lauderdale**: 5.0 stars (6 reviews), Yacht broker, Fort Lauderdale, FL. (954) 797-0030. Open - Closes 5PM. Their website mentions **yachts for sale**. Includes links to Website and Directions.
- Gilman Yachts of Fort Lauderdale, Inc.**: 4.3 stars (9 reviews), Yacht broker, Fort Lauderdale, FL. (954) 525-8112. Open - Closes 5:30PM. Their website mentions **yachts sales**. Includes links to Website and Directions.
- Frank Gordon Yacht Sales Inc**: 5.0 stars (4 reviews), Boat dealer, Fort Lauderdale, FL. (954) 525-8476. Open - Closes 4PM. Jet-set specialist for premium vessels. Includes links to Website and Directions.

Below the results is a "More businesses" button. At the bottom, a link to "https://www.seattleyachts.com › yacht-sales-and-broker..." is shown, followed by the heading "Yachts For Sale In Fort Lauderdale". Below this heading is a list of yachts for sale:

- YACHTS FOR SALE IN FORT LAUDERDALE** ; OCEAN ALEXANDER. 90' Sky Lounge. \$4,995,000 USD ; PACIFIC MARINER. 85' 85. \$3,450,000 USD ; MARLOW. 72' Explorer. \$1,791,000 ...

Two green arrows point from the text on the left to the search results and the specific listing at the bottom of the screenshot.

Great Feature: IYBA Custom Fields

Rank 1st for your own listings on Google when you use YachtBroker.org's feed on your own website and utilize the custom fields.

yachtbroker.org Vessels / Vessels

- Desc. (basic)
- Text Blocks (full)
- Engines
- Generators
- Images
- Thumbnail Editor
- Maps
- YouTube/Vimeo
- Media
- Attach Files
- Web Links
- Custom Fields**
- Trailer
- Charter
- Charter Bookings
- Private
- Commission Notice
- Support Ticket

82' Sunseeker Predator 2006

82' Sunseeker Predator 2006

B I U S " H. H.

The Predator 82 with its striking low-profile silhouette Sunseeker has an award-winning heritage of performance and reliability.

+ New Custom Field **+ Yac**

UNITED YACHT SALES

SPECIFICATIONS **DETAILS**

82' Sunseeker Predator 2006

The Predator 82 with its striking low-profile silhouette is designed and engineered for ultimate pleasure on the water whether sunbathing on the expansive deck areas or a top speed cruise on the open ocean. Powered by twin 1800hp CAT C32s, the Predator models offer performance, agility, and exceptional handling—like driving a luxury sports car! Founded in 1969, Sunseeker has an award-winning heritage of performance speedboats and luxury yachts, blending traditional boat building with the latest materials, such as carbon fiber, and technologies to deliver cutting edge yachts.

2006 Sunseeker Predator 82

82' Predator "SOUL MATES" has just come to market with a substantial list of recent upgrades and service. Her interior shows in "as new" condition with new headliner, flooring, heads, softgoods, galley appliances, LED lighting, and a new complement of helm instruments. She will be seen to be appreciated.

Contact Broker

Google 2006 sunseeker 82 soul mates

All Shopping Images Videos News More

About 33,100 results (0.62 seconds)

Videos

2006 Sunseeker 82' Predator "Soul Mates" [\$2349500]

YouTube · United Yacht Sales
Mar 31, 2022

United Yacht Sales - 2006 Sunseeker 82' Predator "Soul ..."

Facebook · United Yacht Sales
Apr 7, 2022

View all

<https://www.unitedyacht.com > used-yachts-for-sale > soul-mates-sunseeker-82-2006-pompano-beach-florida>

Soul Mates Sunseeker 82' 2006 Pompano Beach, Florida

Soul Mates is a **2006 Sunseeker 82'** Predator 82 listed for sale with United Yacht Broker John Blumenthal. John can be reached at 1-772-215-2571 to answer any ...
\$2,099,000.00 · In stock

<https://www.siyachts.com > Used Yachts for Sale > 2006 Sunseeker 82 Predator Yacht For Sale | Soul Mates>

2006 Sunseeker 82 Predator Yacht For Sale | Soul Mates

Soul Mates is a **2006 Sunseeker 82'** Predator yacht for sale that is located in Pompano Beach, Florida, United States and ready for you to see.
\$2,099,000.00

<https://breweryacht.com > yacht-details > title=82-ft-sunseeker-predator-82-2006-pompano-beach-florida>

Build Ways To Get To Your Website

A website without marketing is like a deserted island. Pretty to look at, but no way to get there to enjoy it. Don't waste your time building a broken website if you aren't prepared to spend a little time on it.



Understanding What Google Wants



The days of tricking Google by purchasing domain names that match specific keywords is over.

Google is a business. They want repeat customers.

The top ranking websites are the ones that are:

- ✓ Quick To Load
- ✓ Have Relevant, Thorough, Useful Information
- ✓ Are Trustworthy
- ✓ Are Popular
- ✓ Are Frequently Updated

Things Changed Last Year

“QUICK TO LOAD”

Core Web Vitals



(Loading)

LCP

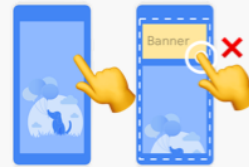
Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



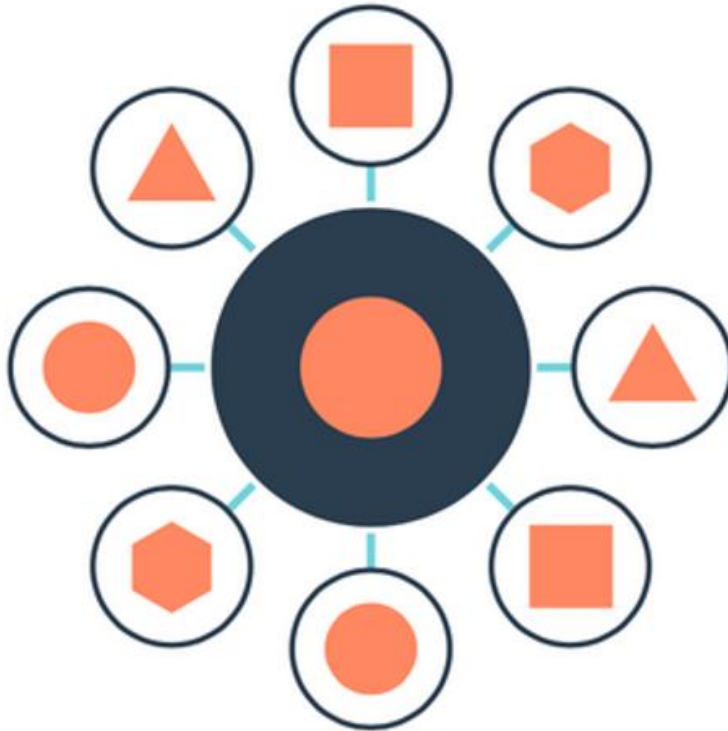
- If you want to rank on page 1, you'll need to make sure you meet the CWV's.
- Sign up for Google Search Console if you haven't already.
- High ranking and high performing websites aren't always the prettiest.
- Ask your web team to utilize WEBP images.

Useful article: <https://www.searchenginejournal.com/core-web-vitals/how-to-measure/>

Check Your Scores: <https://search.google.com/search-console>

Uniquely Written Content

“Have Relevant, Useful Information”



- Content must be unique.
- Create supporting blog posts that link to your core page and vice versa.
- Create both informational and commerce content.
- Match the title of your blog post to questions on Google.
- Push traffic to the blog post.

Uniquely Written Content

What Does This Look Like In Real Life?



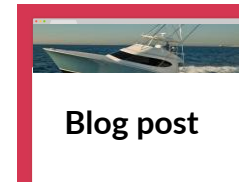
Unique Written Content

I Want To Rank For 'Hatteras Yachts'

When I google "Hatteras Yachts"

People also ask :

- Do they still make Hatteras Yachts? ✓
- What happened to Hatteras Yachts? ✓
- How much does a new Hatteras yacht cost? ✓
- Are Hatteras Yachts good? ✓
- Who just bought Hatteras Yachts? ✓
- Where are Hatteras yachts made? ✓



Hatteras Yachts For Sale

Your Hatteras Dealer In Rhode Island

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



When I google "Hatteras Yachts For Sale"

People also ask :

- What happened to Hatteras Yachts? ✓
- Are Hatteras Yachts good? ✓
- How much does a 60 foot Hatteras cost? ✓
- Do they still make Hatteras Yachts? ✓

Feedback

Note: AI Content can be recognized by Google and is not valued.

Anatomy Of A Good Blog Page

Example: "How Much Does It Cost To Own A Yacht?"



Optimized image

HOW MUCH DOES IT COST TO OWN A YACHT?

Matching headline

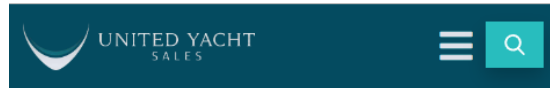
By [Rob Bowman](#)
Posted On Oct 28, 2019
Updated On Mar 23, 2022

Name of author linked to bio page

Periodically updated

Since we opened our doors in 2002, United Yacht Sales has worked with thousands of boaters who hold aspirations of owning a yacht. A yacht can mean different things to different people, especially when discussing the difference between intended use such as **fishing**, day boating, entertaining, and long-distance cruising. Just as there are many applications for how you plan to use your boat, there are also many bo

700+ words total



though and other factors need to be considered.

What does it cost to own a yacht? "The cost of ownership for a 60-foot, **\$1 million yacht** is going to be about 10% of its value, or \$100,000 per year," said **Peter Schmidt**, Founder of United Yacht Sales. "You can pretty well estimate that for a later model boat of this size, in the Florida market, your general costs are going to be in that range. This would include things like routine maintenance, repairs, dockage, additional supplies, and the cost of either a professional captain or a yacht manager."

State question, answer it. Bold!

If you're new to boating and this is your first yacht purchase, it makes sense to discuss these questions with your yacht broker:

- Where do you plan to keep your yacht?
- Are you going to run the boat yourself or will you need a captain?
- How much does it cost to maintain a yacht?
- How much does it cost to fuel your yacht?
- Is buying a yacht a good investment?
- Read: <https://www.unitedyacht.com/yacht-news/buying-a-yacht-advice-on-what-to-look-for>

Inter-site links are great



concierge, as well as being right next to the best restaurants and nightlife in Palm Beach.

(Seen below: A yacht is welcomed by the professional staff that includes golf cart service. Photo credit: Palm Harbor Marina website.)

Pics & Videos Embedded



How much does it cost to maintain a yacht?

"For a yacht that's 60-feet, later model year, and with average usage, **you can expect to pay \$30,000 per year in preventative maintenance costs**," said Cooke. "And by average use I mean 150-200 hours per year. But that's assuming nothing goes wrong and has to be replaced. Typically you're looking at \$3 per foot to have

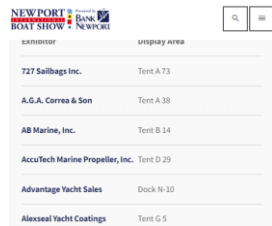
Link Juice

Is Your Website Trustworthy? Is It An Authority On Your Topic?

Manufacturer Website



Boat Show Websites



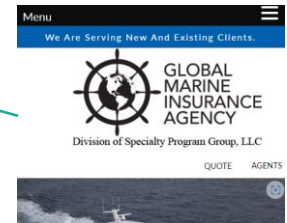
Regional Pub Websites



Newspaper Websites



Vendor Websites



Privately owned websites



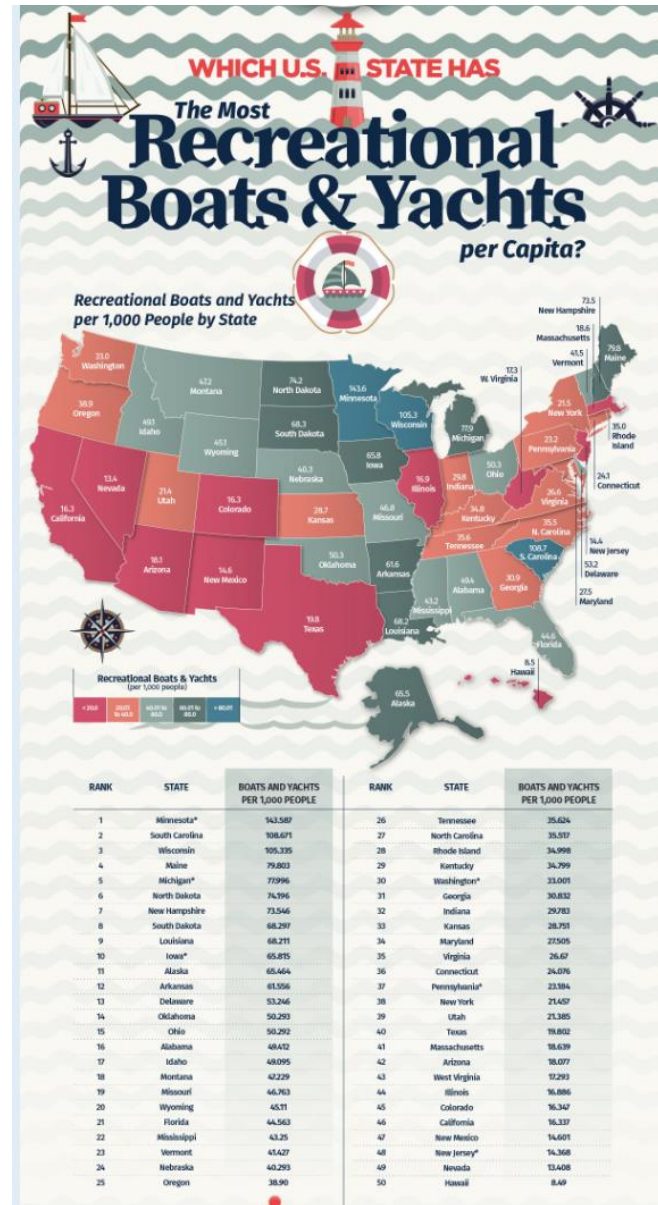
Hatteras Yachts For Sale Your Hatteras Dealer In Rhode Island

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Note: The page on your website receiving the link matters. So does the words that are linked on the linking site.

High Quality Link Examples



65° WeAreGreenBay.com




LOCAL NEWS

Wisconsin has plenty of recreational boats & yachts, ranks third in nation


This photo provided by Jeff Helmkamp/LakeExpo shows Vision Marine Technologies' Vision Marine Bruce 22 boat with one of their E-Motion motors. The electric...

[Read More](#)

by: [Devin Willems](#)
Posted: Apr 22, 2022 / 01:06 PM CDT
Updated: Apr 22, 2022 / 01:06 PM CDT

SHARE    ...

(WFRV) – When driving across a bridge overlooking most bodies of water in Wisconsin, motorists can expect to see a good amount of traffic on the waterways either fishing or cruising.


graphs.net Search 

Submit Infographics

Home » Boats » Which States Have The Most Recreational Boats & Yachts per Capita?

Which States Have The Most Recreational Boats & Yachts per Capita?

Boating is firmly anchored to the economy, history, and culture of the United States – an estimated 100 million Americans enjoy recreational boating each year and spend \$49.3 billion in 2020 on boats, marine products, and marine services such as storage and maintenance. Of these marine vessels, 95% were crafted in America, which is truly an outstanding record that celebrates American nautical heritage. If that is not testimony enough to how much Americans love boating, consider how the U.S. Department of Commerce's Bureau of Economic Analysis reported that recreational boating and fishing was the top contributor to the \$689 billion dollar outdoor recreation industry. So, [what state has the most boats per capita?](#) That winner would be Minnesota with 143.6 per 1,000 people! Minnesota is home to 11,842 lakes, including the awe-inspiring Lake Superior, which is the largest in the United States and holds 10% of the Earth's surface fresh water!



Traffic From Multiple Social Platforms

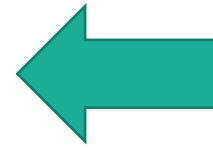
Google Likes Popular Websites



Hatteras Yachts For Sale

Your Hatteras Dealer In Rhode Island

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facebook



SEO Checklist For Ranking

- ✓ Have you set up your security certificate? HTTPS vs HTTP
- ✓ Is my URL optimized with right keywords?
- ✓ Is my meta-title descriptive and enticing?
- ✓ Does my meta-description make someone want to click?
- ✓ Do I have a clear headline (H1 tag)
- ✓ Are your images named appropriately?
- ✓ Do your images have descriptive alt-tags?
- ✓ Do you have adequate content on the page?
- ✓ Does your page have a mix of text, video, and photos?
- ✓ Does the content of your page offer value to the visitor more than your competition?
- ✓ Does your page meet the Core Web Vital thresholds?
- ✓ Does your page have a way for the user to interact with it?
- ✓ Don't be afraid to list and link trusted resources.
- ✓ Try and get other sites to link to you.
- ✓ Send social media traffic to the page.
- ✓ Periodically update your content.

Don't Forget To Set Up Google & Bing Business Listings

The image shows a Google search for "yacht broker fort lauderdale". The results list two businesses: Seattle Yachts - Fort Lauderdale and YACHTZOO - Fort Lauderdale. Seattle Yachts has a 5.0 rating from 6 reviews, while YACHTZOO has a 3.8 rating from 8 reviews. A detailed view of the Seattle Yachts listing is shown, including its address (1535 SE 17th St, Fort Lauderdale, FL 33316), phone number (954) 797-0030, and website (seattleyachts.com). To the right, a section titled "Google reviews" displays three reviews for Seattle Yachts, all with 5-star ratings. The reviews praise the experience, the entire process, and the knowledge of the salesperson.

Google search results for "yacht broker fort lauderdale".

Seattle Yachts - Fort Lauderdale

5.0 ★★★★★ (10) · Yacht broker
Fort Lauderdale, FL
Open · Closes 5PM · (954) 316-63...

WEBSITE DIRECTIONS

Seattle Yachts - Fort Lauderdale

You manage this Business Profile

5.0 ★★★★★ (6) · Yacht broker
Fort Lauderdale, FL
Open · Closes 5PM · (954) 797-00...
"Ed is everything a customer could want in a broker."

WEBSITE DIRECTIONS

YACHTZOO - Fort Lauderdale

3.8 ★★★★★ (8) · Yacht broker
10+ years in business · Fort Laud...
Open · Closes 5PM · (954) 249-77...

WEBSITE DIRECTIONS

Looking for something different?

See web results

Googooooooooooooole >
1 2 3 4 5 6 7 8 9 10 Next

Seattle Yachts - Fort Lauderdale

Website Directions Save

5.0 ★★★★★ 6 Google reviews
Yacht broker in Fort Lauderdale, Florida

Manage your Business Profile

Address: 1535 SE 17th St, Fort Lauderdale, FL 33316

Hours: Open · Closes 5PM

Phone: (954) 797-0030

Appointments: seattleyachts.com

Providers

Edit your business information

Products View all

Hampton Yachts ... Endurance Yachts...

Google reviews

Hugh Aaron
Local Guide · 51 reviews · 38 photos
★★★★★ a year ago
Positive: Professionalism, Quality, Responsiveness, Value
We closed on the purchase of Second Star, our new 2020 American Tug 395, in early November 2020. This is the fourth new boat we have purchased and by far the nicest. It has now been about two months since closing. Our salesman was Glenn ... More

Reply Like

Matt Huebner
3 reviews
★★★★★ a year ago
Positive: Professionalism

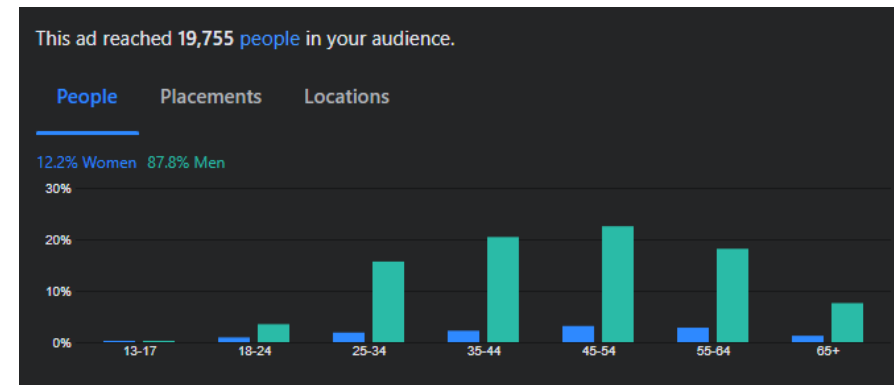
Link For Google: <https://business.google.com/>

Link For Bing: <https://www.bingplaces.com/>

What Social Media Platforms Should We Use For Boating?

- 1.) YouTube
- 2.) Facebook
- 3.) Instagram
- 4.) LinkedIn
- 5.) TikTok
- 6.) Snapchat (Don't bother)

Typical Breakdown Of Facebook Ad Demographic



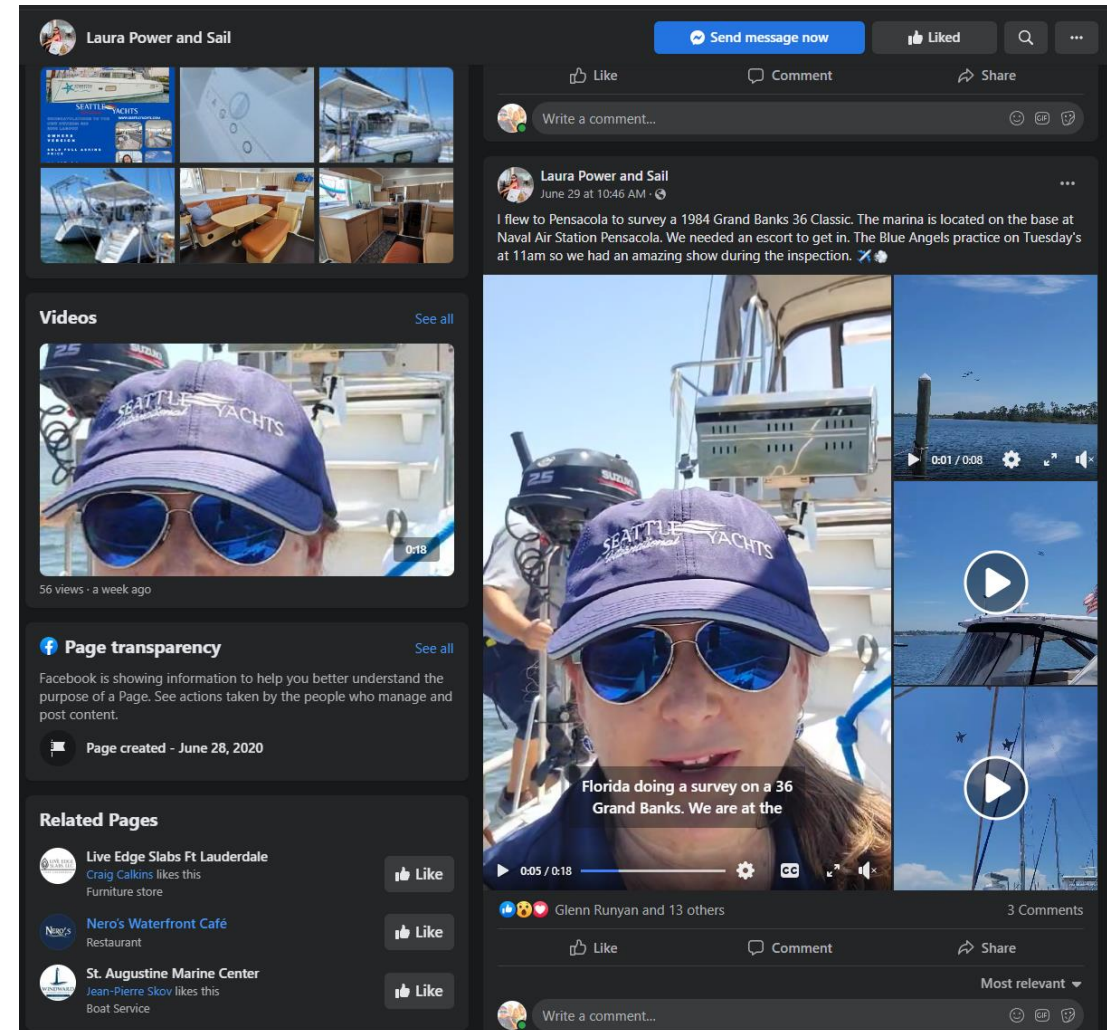
Typical Breakdown Of Instagram Ad Demographic

Top age ranges



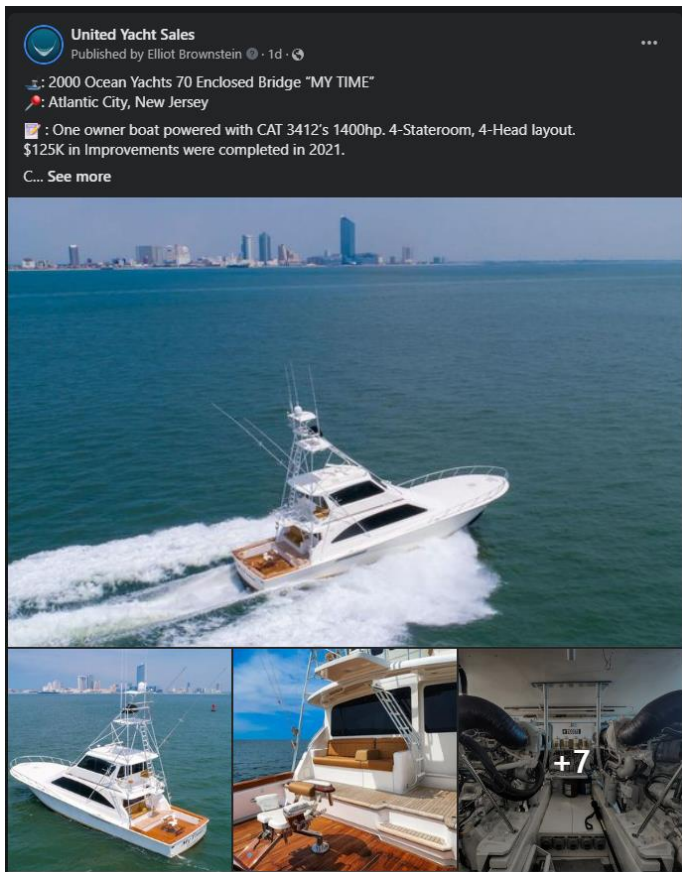
Facebook Recommendations

- For a broker, having both a personal page and a business page can be beneficial. Post to your business page, share it to your personal.
- Don't be afraid to take pictures or videos of yourself showing boats, on a sea trial, at a survey, at a boat show, etc.
- Definitely post pictures when you sell a boat.
- Don't make it all business, let potential clients get to know you. It's a relationship business.
- Nothing wrong with imitating other successful pages.



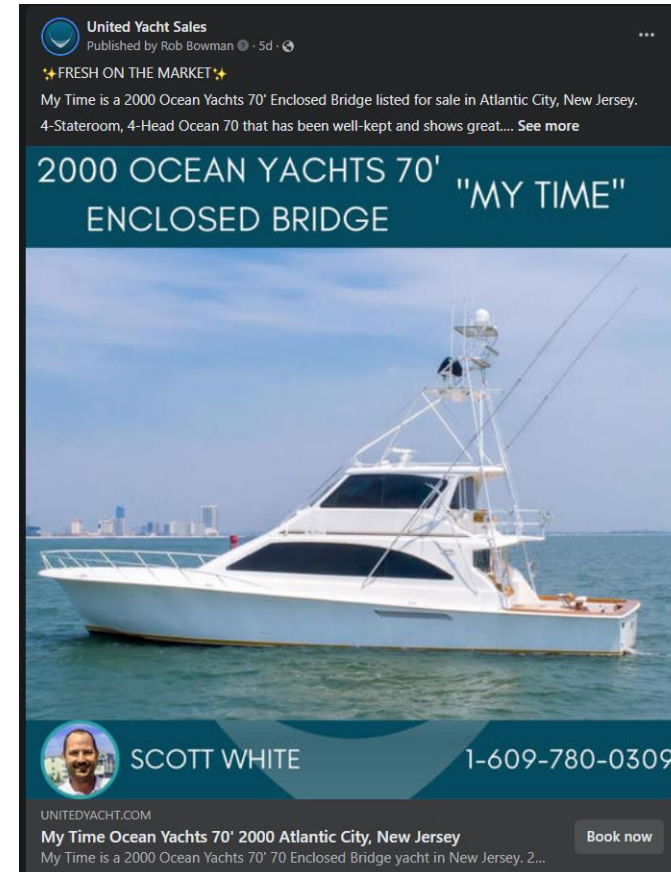
Boosting A Facebook Post Vs. Running A Facebook Ad

Post With Multiple Photos



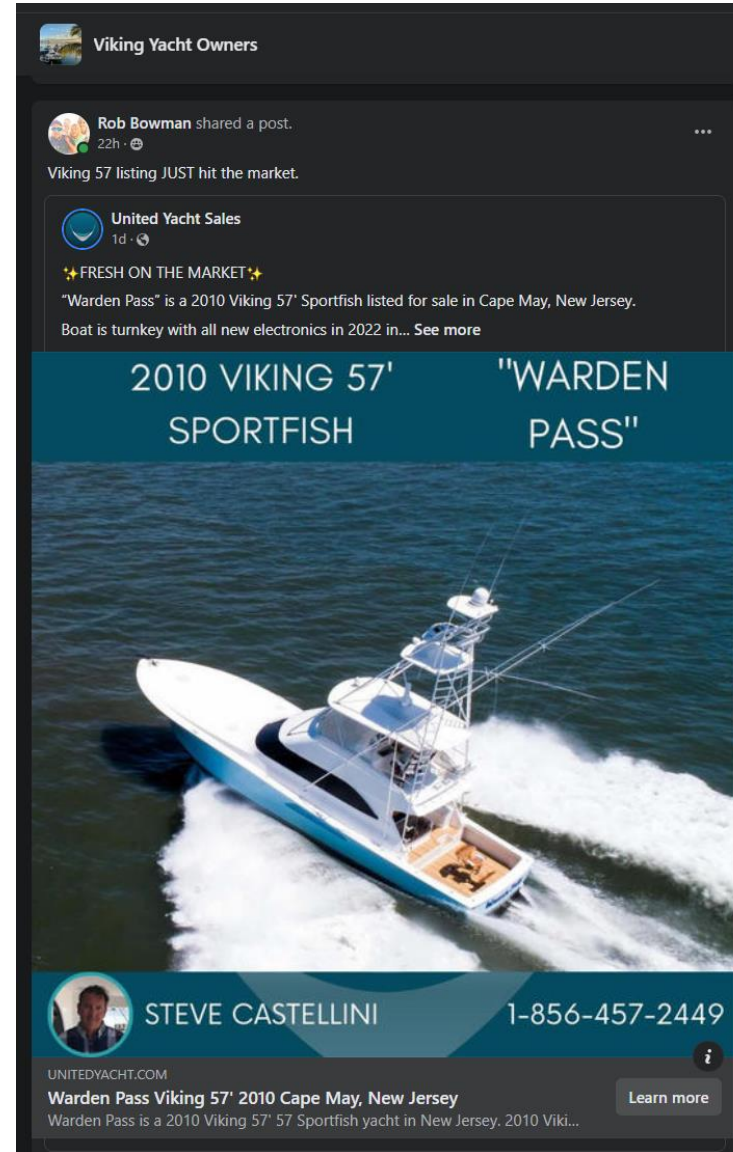
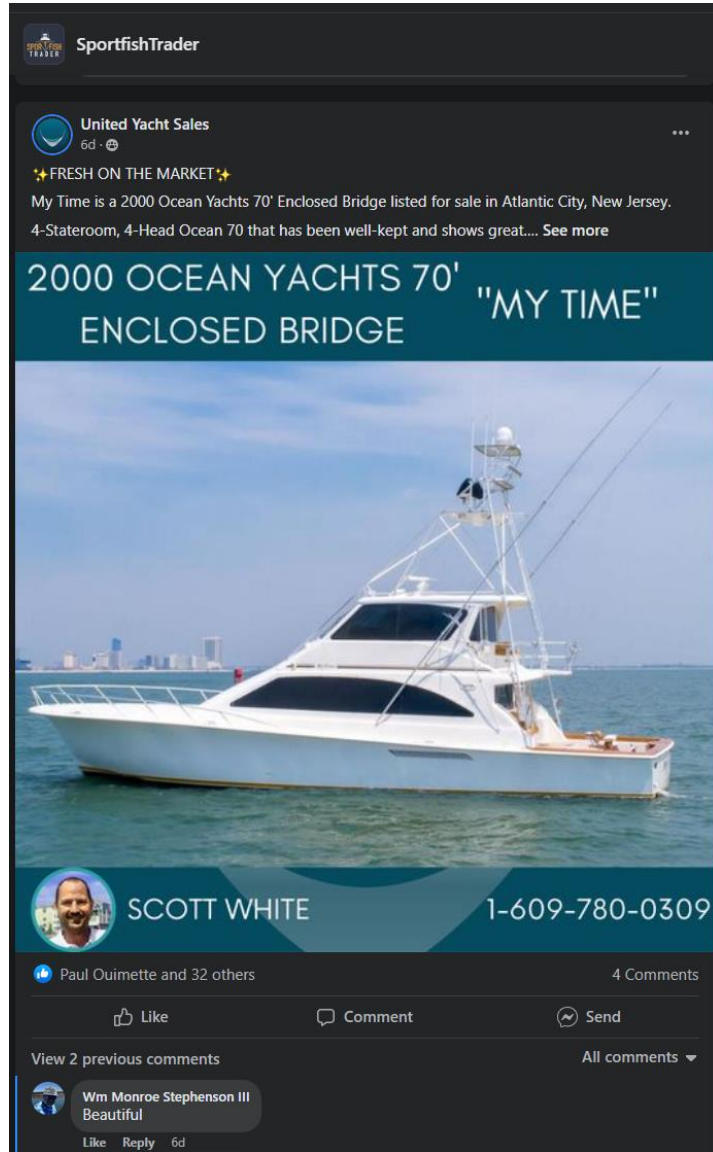
Results: 26
Shares, Over
250 Likes,
but only 117
clicks to the
listing page.

Post Using Learn More Button



Results: 49
Likes, but
over 2,000
clicks to
listing page.

Utilizing Facebook Groups



- Sportfish Trader
- Sportfisherman Only
- Sportfishing Classifieds
- Daily Sportfish
- Express Cruisers & Yachts
- Yachts For Sale Worldwide
- Hatteras Owners
- Prestige Owners
- Viking Owners Forum
- Yacht & Boat Brokers
- The Great Loop
- Boat Owners United
- Jersey Shore Boaters
- Vessels 30'+ For Sale

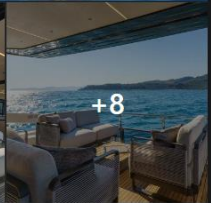

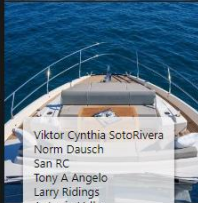

Don't Forget The Invitations!

Absolute of Americas
Published by Rob Bowman · 1d ·

The new ABSOLUTE S6 FLY is a proven mix of engineering innovation, Italian design, and a passion for details: it stands out with its personality, comfort and versatility; captivating lines and on-board living space.

Experience the pleasure of the sea freely and to fully enjoy its boundless panorama.

Explore: <https://www.absoluteyachts.com/en/yacht/s6-fly/>



5,321 Engagements

Boost again

Finishes in 5 days

Post Engagements 4.2K

View results

6 Comments 24 Shares

Like Comment Share

Viktor Cynthia SotoRivera
Norm Dausch
San RC
Tony A Angelo
Larry Ridings
Antonio Valla
Scott Janks
Michael Shepard
Lawrence Roberts
Stephen Sokolowski
Nicholas Pechilis
Marco Pascale
Joel Rosado
Rose Weston
Brent Holsinger
Bob Evertsen
Donta Wood
Alain Yara
Brad Pessmeg
and 527 more...

7
+17%

17,868
People reached

All 491 50 4 1

Barb Richardson Invited

Lori Mccarron Invite

Larry Glass Invite

Jon Beck Invite

Miguel Colón Invite

Trudy Mec Invited

Hubert Fenner Invite

Enter location

Edit description

1,649 people

1,835 people

https://Absolu

Promote Website

Enter phone n

Send message

Enter email

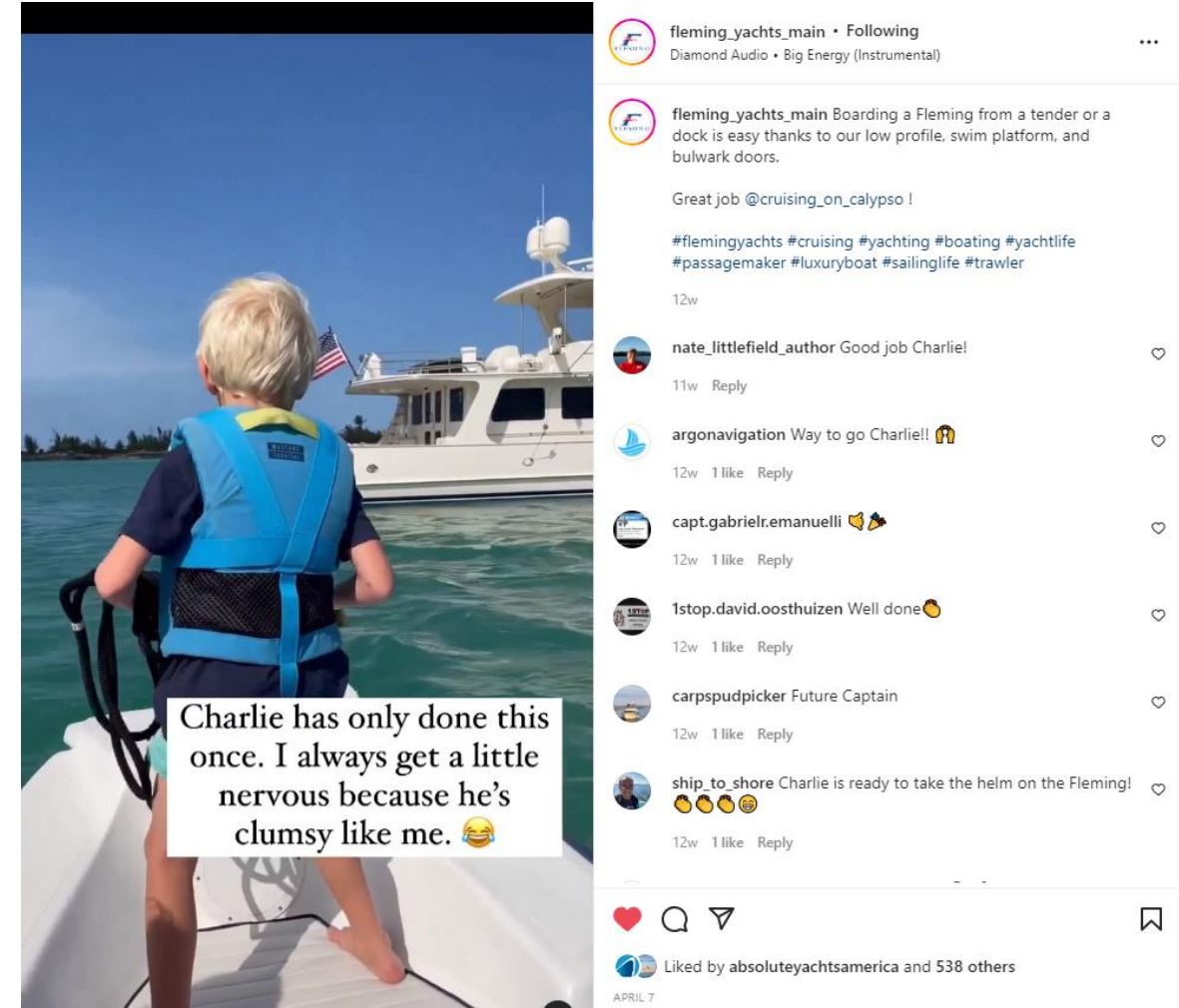
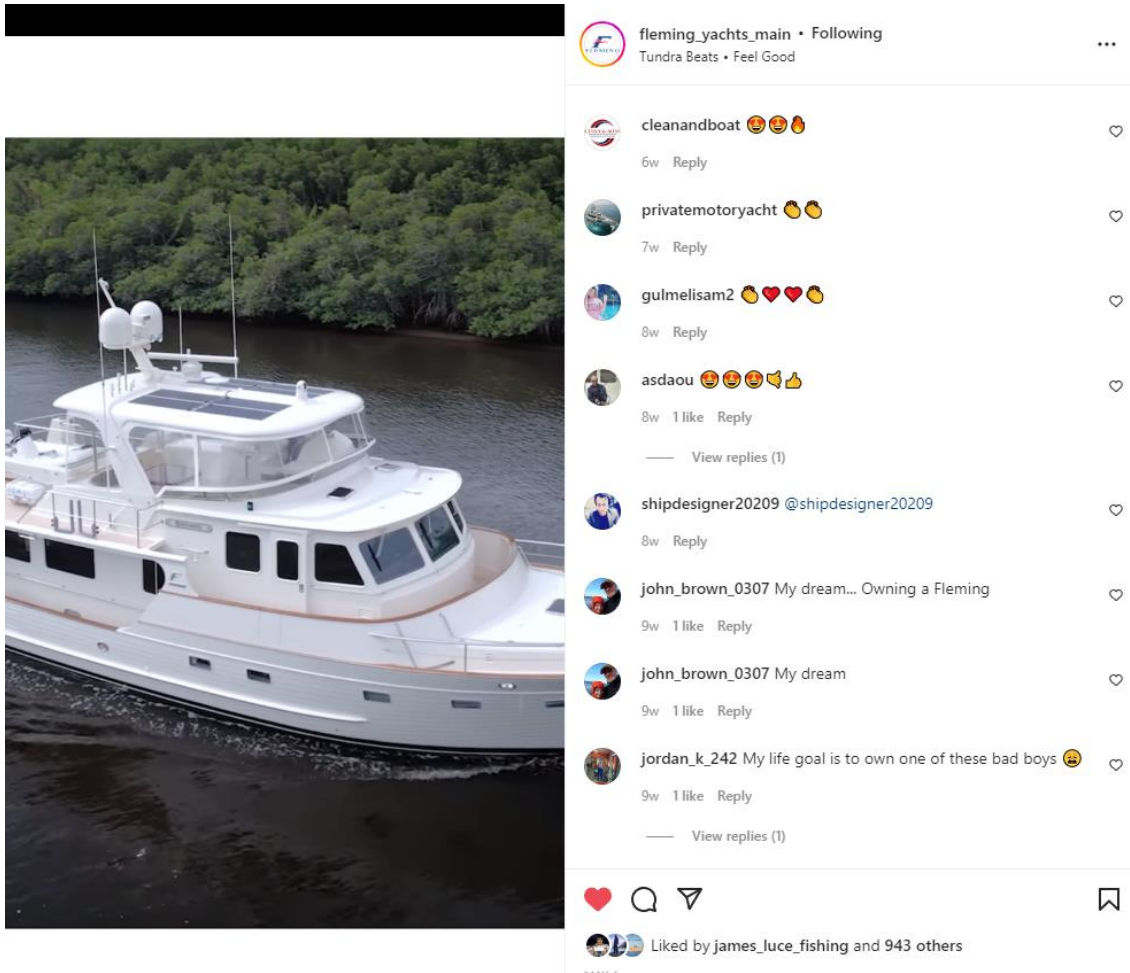
Edit business

Boat Dealership

Just as soon as my
'Ship comes in'.

Instagram Reels Still Trending

Vertical Video, Under 60 Seconds



Follow Your Hashtags, Use The Content

#FlemingYachts



Tag Us On Instagram And We Might Feature You!

You never know what you might find on Fleming's Instagram page. From your favorite boating pets to unbelievable sights while cruising, our owners are living their best life on the water in a Fleming.

Seen Here: The family on @Cruising_On_Calypso enjoying a year-long cruise from the Northeast U.S. down to the Florida Keys and Bahamas.



The Ultimate Cruising Yacht

Fleming Yachts represent the point at which adventure and luxury converge. From the unmatched performance that offers unmatched range, to the durability of the construction, to the ultimate comfort found throughout our interiors, Fleming is the Ultimate Cruising Yacht.

Learn why at FlemingYachts.com/Research



How Should We Be Email Marketing?



United Yacht Sales strives to be your number one resource for all things boating. From helping you find the right yacht for sale, to selling your existing one, to financing a boat, and now to helping you with storage and service.

"We are excited to announce that we have partnered with River Forest Yachting Centers to bring special discounts to United Yacht Sales clients," said Jeff Palmer, President of UYS. "RFYC are the best in the business at what they do and their state-of-the-art storage facilities are top notch. I even have my own boat there for service!"

[READ ABOUT THE BENEFITS FOR OUR CLIENTS](#)



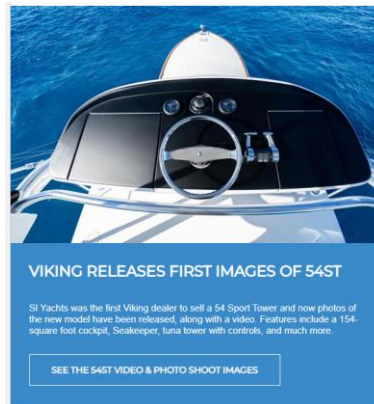
United Yacht Sales is pleased to announce the sale of CLOUD 9, a 2021 Sanlorenzo 62m (201-foot) Steel Motor Yacht. The 62 Steel is the second largest model offered by Sanlorenzo Yachts which made its debut at last year's Monaco Yacht Show. "CLOUD 9 is a spectacular superyacht that has long-range capabilities," said Juan Morillo, who represented the buying party in the sale. Asking price was \$64 Million.

[STEP INSIDE CLOUD 9](#)

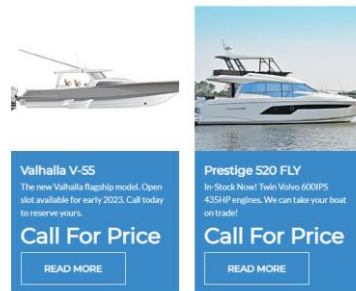
FEATURED LISTINGS



WHAT'S YOUR BOAT WORTH IN THIS MARKET?
TAP OR CLICK TO RECEIVE A
MARKET & PRICE EVALUATION



NEW MODELS FROM TOP BUILDERS
IN-STOCK OR ARRIVING SOON



Let's Go On The Great Loop!

I will spend the next seven months following the adventures of Sidonia and Fred St. Germaine. The couple is doing the Great Loop, at least a large portion of it, and will share their travels with us. It should be entertaining and inspiring for those who dream of doing the Loop one day.

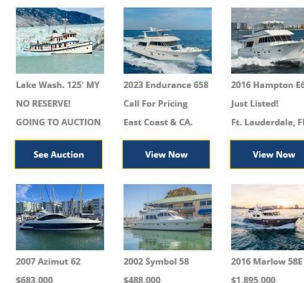
[READ: LET'S GO ON THE GREAT LOOP](#)



It's All About Balance While Living Aboard
A Boat

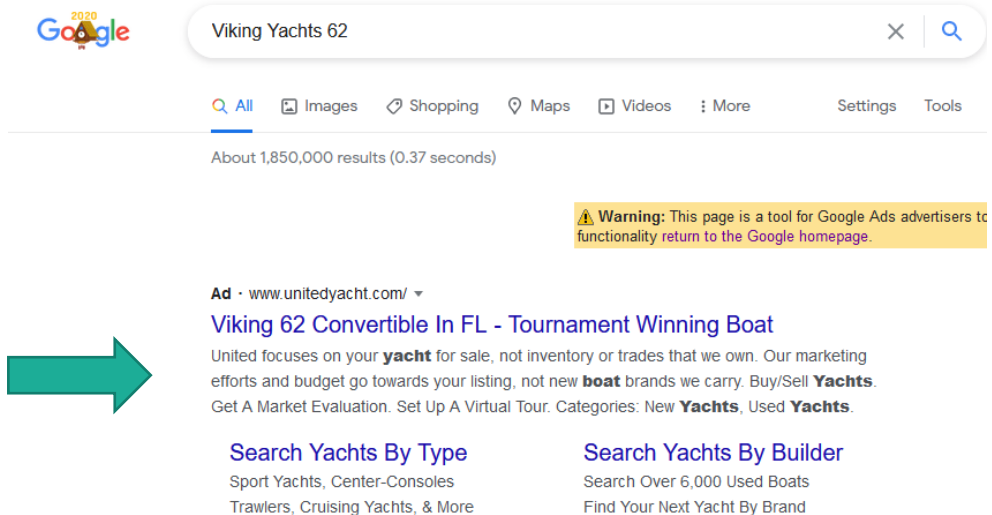
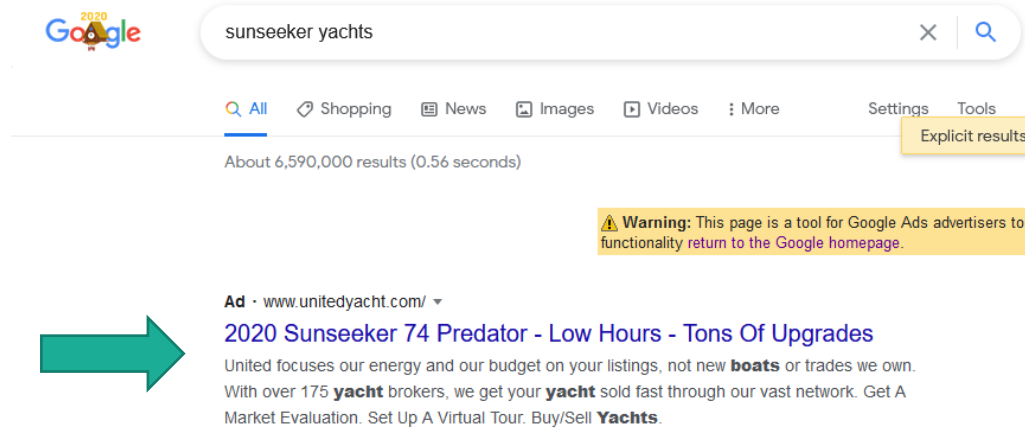
By: Bill Parlatore

My recent article on what is the right size sailboat to live on got me thinking. There are some other aspects of living on a boat that I didn't mention.



- Save the Boat-Only emails for broker lists and select customers.
- 1-2 emails per month from company to clients
- Always mix of news, events, interesting pics/vids, and boats for sale.

Benefits Of Google Adwords Campaign On Your Listings



- Go to ADS.GOOGLE.COM – Very easy set up
- Easy to set a daily budget and set up your locations
- Other owners see your campaign and it gives you something to show potential listing clients.
- Lead generation

Other Suggestions & Tools



Create A Customized Digital Listing Presentation



Your yacht will be entered into all 3 industry MLS systems. This will then feed your boat to UnitedYacht.com, Yachtworld, BoatTrader, and all other major brokerage firm websites for unprecedented exposure.

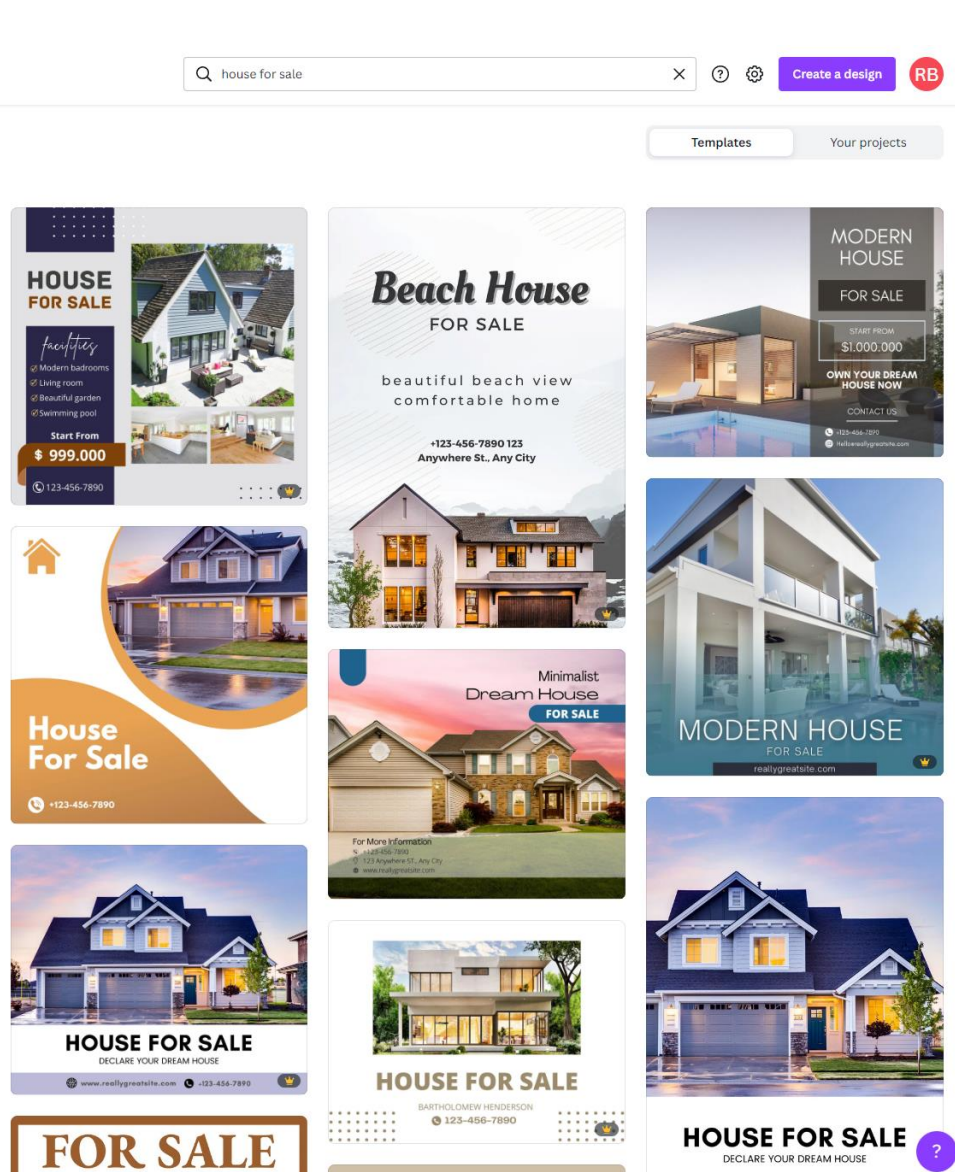


Your boat is automatically fed to all other major brokerage firm websites.



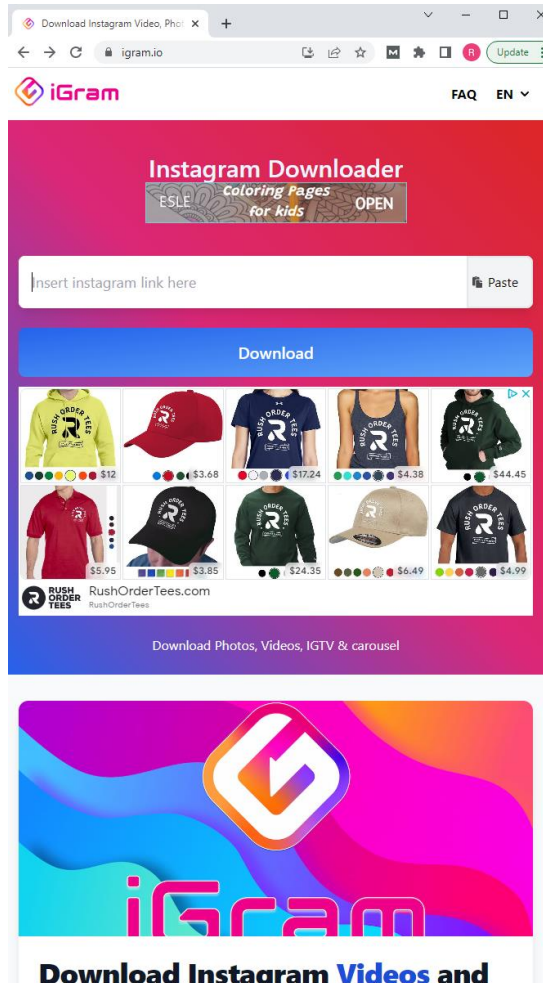
- How do you set yourself apart?
- What process do you go through when pricing a boat?
- What are some examples of past sales? Include testimonials.
- What will you do to market your customer's listings?
- What kind of communication and reporting will be provided?

Have You Tried Canva.com Yet?

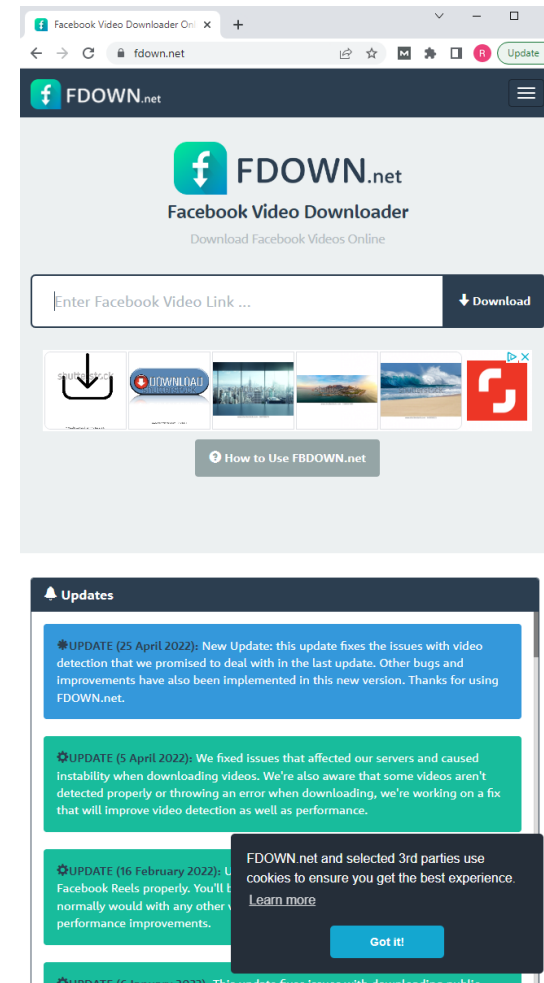
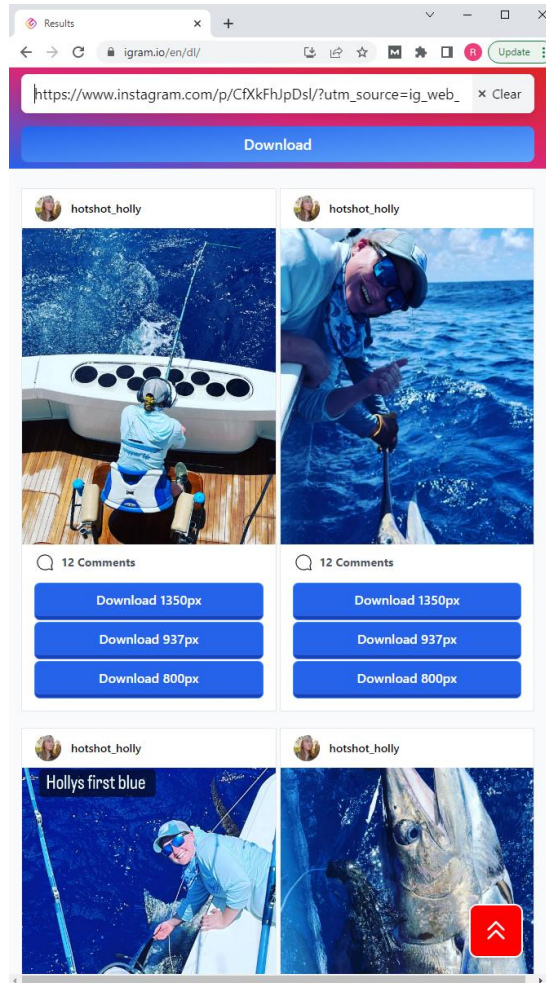


- Make Listing Presentations
- Create Social Media Graphics
- Easy Click, Paste, Drag, Re-Size
- Customize video clips

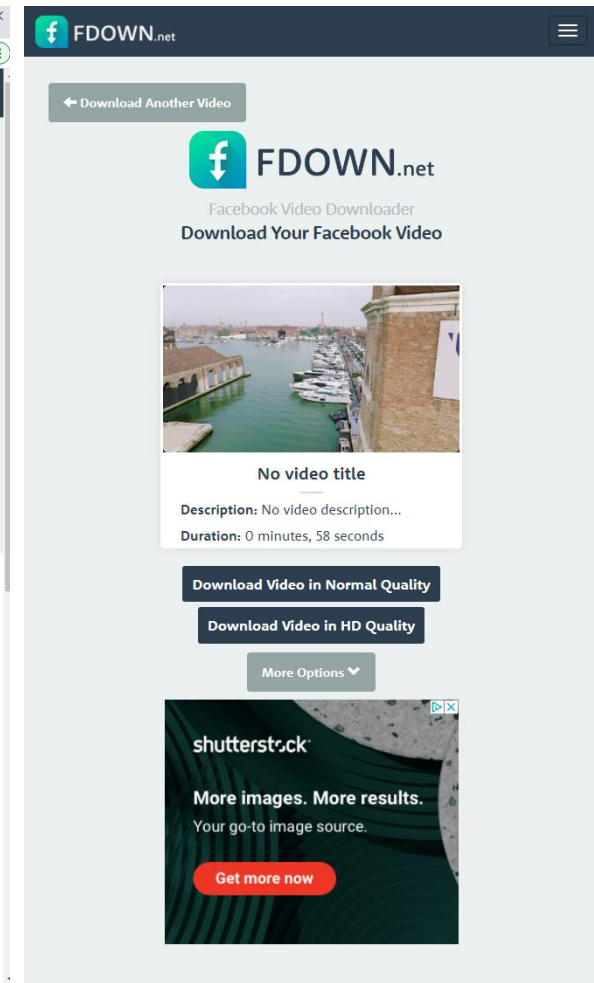
Two Free, Easy-To-Use Tools For Downloading Social Media Content



WWW.IGRAM.IO



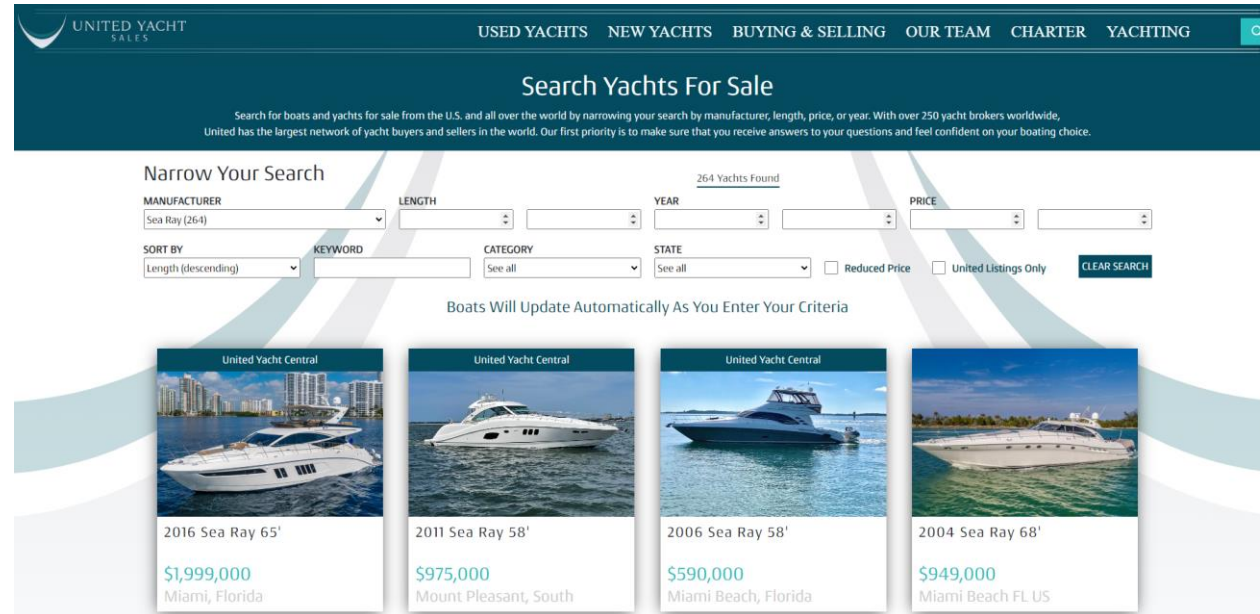
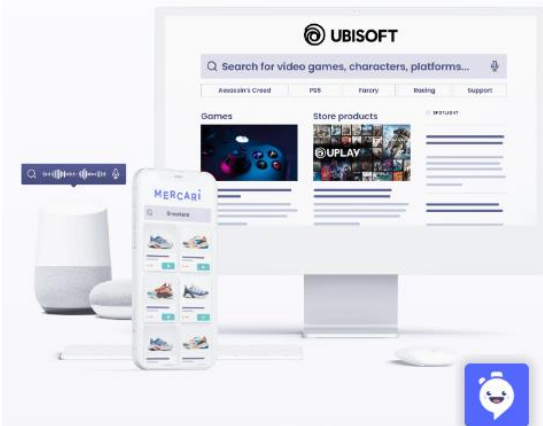
WWW.FDOWN.NET



Algolia To Power Your Listings Page

The best Search and Discovery Platform for your business

Algolia empowers Builders with the Search and Recommendation services they need to build world-class experiences.



- Greatly speed up your search page.
- No need to press update to change the boats on the page.
- Easy keyword search
- Combine MLS Feeds easily

WWW.ALGOLIA.COM

BOATCHAT

Summary

Date: **12/20/2020 09:26:26 AM**
Sales Phone Lead Seattle Yachts

Name: **Matt Monson**

Email: **Globa**

Phone: **509-71**

Phone 2:

Appt. Time:

Interested In: **Buy**

Trade-In:

Payment Type:

Subject:

Notes:

Chat Origination Page Url: <https://www.seattleyachts.com/new-yachts-for-sale/Northern-Marine-80-Tri-Deck-Yacht>

Pre Chat Survey

NAME: Matt monson

Visitor Question: I'm looking for information on the northern marine 64. Including base price, range and brochure

Chat Transcript

[09:20:08] System: You initiated a Live Chat.

[09:20:18] Monica (Operator): Welcome to our live chat!

[09:20:35] Monica (Operator): I am here to provide live assistance. How may I help you?

[09:21:28] Matt monson (Visitor): **I'm looking for information on the northern marine 64. Including base price, range and brochure**

[09:22:34] Monica (Operator): Thank you for holding.

[09:22:48] Monica (Operator): I'm not sure of the details. May I have the appropriate person check and contact you with that specific information via Email, text or phone?

[09:23:08] Matt monson (Visitor): **Yes. Thanks**

[09:23:36] Monica (Operator): Just to be sure, your name is Matt Monson?

[09:23:43] Matt monson (Visitor): **Correct**

[09:23:47] Monica (Operator): Thank you. May I know your Email address or Phone Number so I can route your request to the appropriate person?

[09:24:17] Matt monson (Visitor): **Matt. Globa**

[09:24:43] Monica (Operator): May I know your phone number to contact you via Text, as an alternate form of contact?

[09:25:01] Matt monson (Visitor): **509**

[09:25:10] Monica (Operator): Thank you, I will forward your information and let them know your preference.

[09:25:18] Monica (Operator): On behalf of our sales and management team, "Thank You for visiting our website"!

[09:25:24] Monica (Operator): Please enjoy your stay on our website.

[09:25:25] Matt monson (Visitor): **Thank you.**

Visited Pages

<https://www.seattleyachts.com/new-yachts-for-sale/Northern-Marine-64-Raised-Pilothouse>
https://www.seattleyachts.com/used-yachts-for-sale/nordhavn-68-2007-hokulani/2773298_1
<https://www.seattleyachts.com/Used-Yachts-For-Sale/Nordhavn-Yachts>
<https://www.seattleyachts.com/news/the-case-for-the-semi-displacement-hull-shape>
<https://www.seattleyachts.com/new-yachts-for-sale/Northern-Marine-80-Tri-Deck-Yacht>
<https://www.seattleyachts.com/Used-Yachts-For-Sale/Nordhavn-Yachts>
<https://www.seattleyachts.com/new-yachts-for-sale/Northern-Marine-80-Tri-Deck-Yacht>

Visitor's Traffic Details

IP: 73.63.124.76
Browser: Chrome 87
Operating System: Android
City:
State:
Country: United States
ISP: Comcast Cable
Organization Name: Comcast Cable
Search engine: Google

Referrer: <https://www.google.com/>

DON'T FORGET THE REPORT

3.) Our December Facebook ad for OHANA reached over 18,000 unique people and had over 3,000 engagements, featured again in January.

United Yacht Sales
Published by Rob Bowman · 191 · December 7, 2019 · 🌐

There have been few yachts to debut over the last several years that have been as highly regarded as the Absolute Navetta series. Designed for comfort, entertaining, and cruising, this 52 Navetta has won multiple awards. "OHANA", is the only pre-owned 52 Navetta on the market today. Available for viewing in North Palm Beach, OHANA features twin Volvo Penta D6 IPS 600 435HP engines.

👉 Price & Details: <https://www.unitedyacht.com/.../absolute-52-navetta-2017-ohan...>

📞 #UnitedYacht broker John Blumenthal, 772-215-2571



Yachtworld.com when someone searches for a relevant competitive boat in the U.S. and Canada. If someone clicks the ad, it goes directly to our OHANA listing on our website. This certainly contributed to the big increase in visitors the last 30 days.

2.) From December 6th through today, we have been running an ad on Google (commonly called a Pay-per-Click ad). Our ad has been seen 7,598 times and clicked on 503 times. The cost-per-click varies by geography, but we are paying an average of just under \$2 per click. We are attacking "Absolute Yachts" keywords, but also some competitive brands. Here are just a few of the searches people have done that resulted in our OHANA ad being clicked.

Search term	Clicks	Impressions	CTR
lazzara yachts	18	300	6.00%
absolute yachts	11	135	8.15%
absolute navetta	9	55	16.36%
navetta 52	8	40	20.00%
unlesse yachts	7	46	15.22%
50 ft yacht	7	73	9.59%
horizon yachts	7	278	2.52%
60 ft yacht	6	56	10.71%
navetta 48	4	14	28.57%
carver yachts	4	13	30.77%
45 ft yacht	4	12	33.33%
60 foot yacht	4	20	20.00%
absolute boats for sale	4	12	33.33%
absolute navetta 68	4	35	11.43%
65 foot yacht	3	27	11.11%
absolute boats	3	7	42.86%
navetta 52 for sale	3	8	37.50%
absolute yachts for sale usa	3	4	75.00%

Occasionally brokers need a report for their client on what has been done to market their boat.

Brokers use these report to keep clients happy as other brokers are actively trying to steal listings.

Ideally, these reports would be done monthly.
YachtBroker.org has incredible analytics.

It features:

- Hits on your website, YW, and analysis of the traffic.
- Any metrics from social media ads
- Links to any email blasts sent out
- Data from any Google campaigns on their listing
- Screenshots of print ads
- Any other ads – ie BoatTest email Newsletter
- YouTube data from video that was done
- (NEW!) Hits to your listing on other broker websites

Questions?



Join the Conversation



@YBAA



@yacht-brokers-
association-of-america



@YBAAMembers



@yachtbrokernews

