



DIGITALMARKETING SERVICES
2023/24

WWW.YACHTINGPAGES.COM

WHY CHOOSE US?

YACHTINGPAGES are not just another marketing or print advertising agency. We are marketing specialists with intimate knowledge of the marine industry. Our clients include some of the biggest and best-loved brands in the world including Lürssen, Kohler, Sunseeker and more. However, big or small, our clients partner with us because of the ideas we generate, the results we produce and the service we provide.

6 REASONS TO WORK WITH YACHTINGPAGES

Proven Results

Our web team grew our own online users by +18.75% and also increased page views by +86.17% between 2020 to 2021 - we're confident we can do this for your marine business too!

Advanced Tools

YACHTINGPAGES has access to a number of premium tools (e.g. SEMRush, CANDI & Lead Forensics) that give us additional industry insight and data to optimise your campaigns.

Competitive Pricing

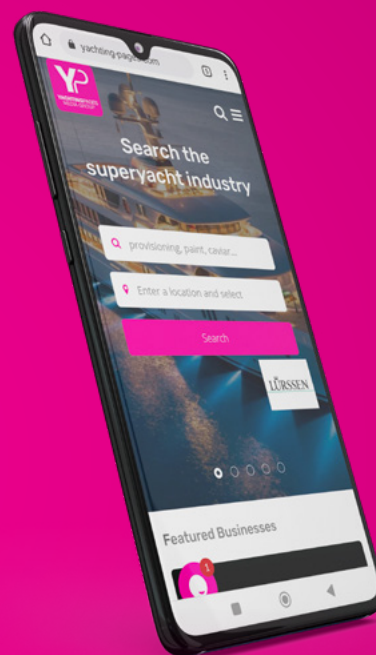
Our prices are competitive and fair. There are no surprise bills. Any unexpected or additional expenses must be pre-approved by you. That's how we would like to be treated, and that is how our clients are treated.

Industry Experience

We bring our diverse background of advertising, design, branding, public relations, research and strategic planning to work for your company. Not only will your materials look great – they will get results.

Award-Winning Agency

We've won several awards, including the Queen's Awards for Enterprise and Best Yacht Search Services Platform (2021). Work with us, and you'll be sure to work with seasoned professionals – vigilant of deadlines, and committed to exceeding client expectations.



MULTI CHANNEL MARKETING

Today's users are no longer static on a desk top in the office or at home; They are engaged across various devices, platforms, and apps – each serving a unique purpose and/or preference for their consumer behaviours. The average digital consumer owns 3.64 connected devices, so delivering ads to one channel only hits a small portion of an individual's countless daily digital interactions. We recommend you strategise your campaigns across 10 different platforms and mediums, because you'll see a higher engagement rate from your consumers - 72% of consumers say they would rather connect with brands and businesses through multi-channel. Multi-channel B2C campaigns see a 24% greater return on investment compared to single channel campaigns.

PPC ADVERTISING

There are different types of PPC ads, but one of the most commontypes is the paid search ad. These ads appear when people search forthings online using a search enginelike Google – especially when they are performing commercial searches, meaning that

they're looking for something to buy. In PPC, businesses running ads are only charged when a user actually clicks on their ad, hence the name “pay-per-click.”

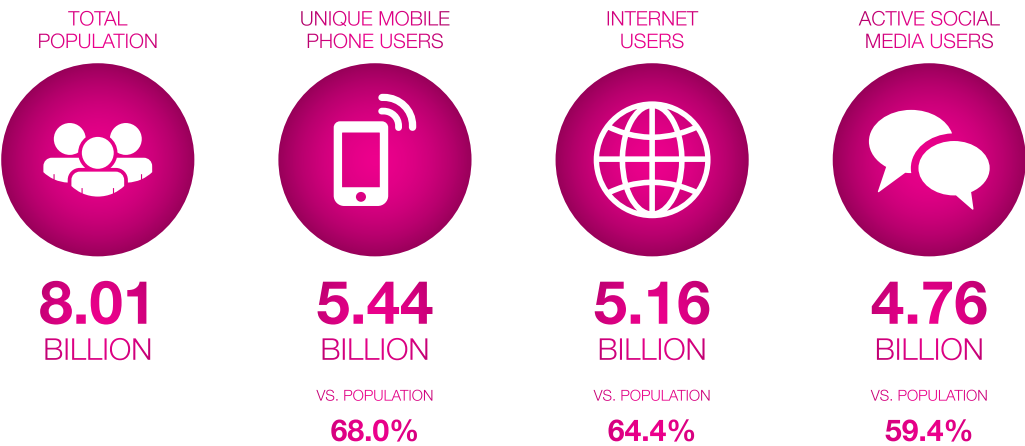
SOCIAL MEDIA

According to statistics compiled by wearesocial.com, social media users around the world total approximately 4.76 billion as of January 2023. Social media marketing leverages the use of social networks such as Facebook, Twitter, LinkedIn, Instagram, YouTube, Snapchat, and Pinterest to build your brand, grow your following, establish relationships, and generate sales.

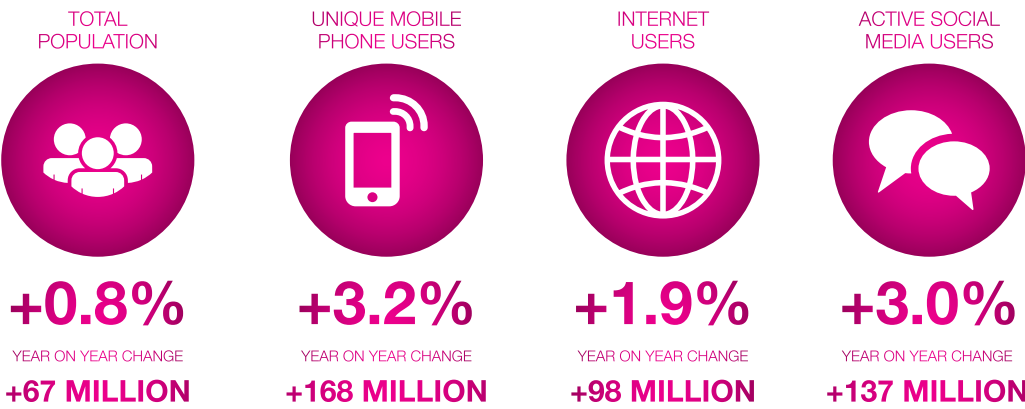
SEO

Search engine optimisation is the process of making your website rank high in the search engine results pages (SERPs) for a certain term or keyword.

ESSENTIAL GLOBAL DIGITAL HEADLINES 2023

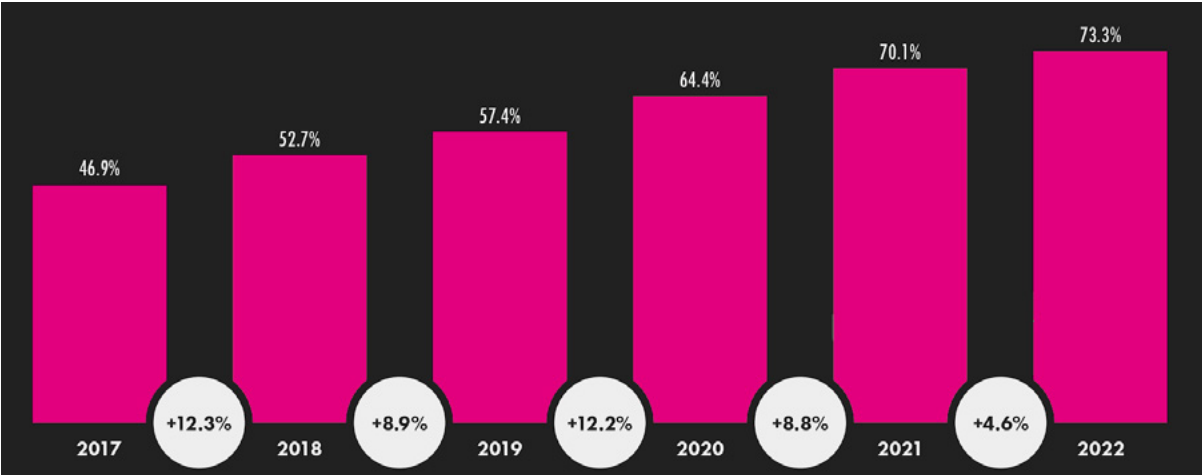


GLOBAL DIGITAL GROWTH 2023

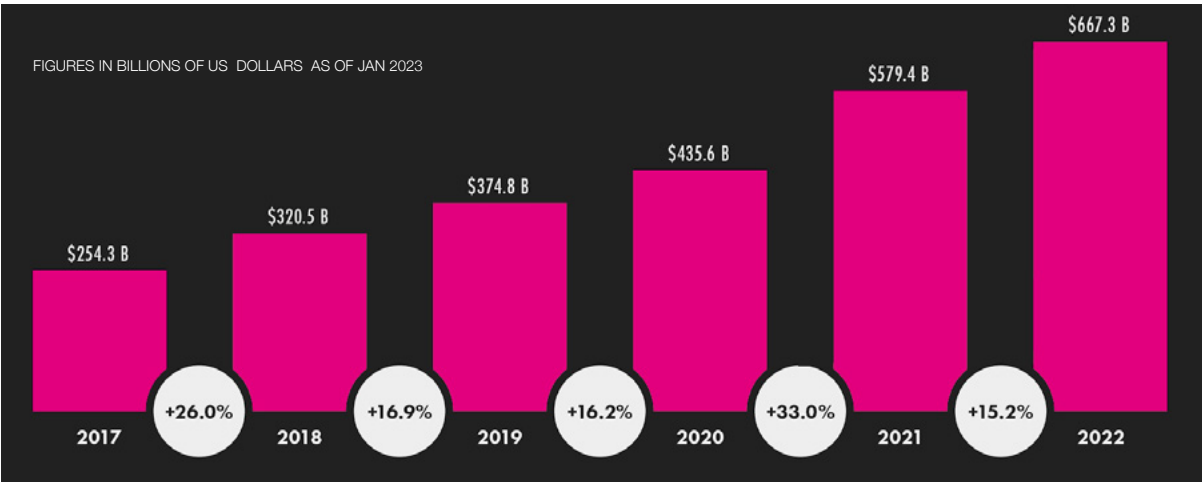


DATA SOURCE: www.wearesocial.com/uk/blog/2023/01/the-changing-world-of-digital-in-2023 and www.statista.com

DIGITAL'S SHARE OF GLOBAL TOTAL ADVERTISING SPEND



GLOBAL DIGITAL ADVERTISING SPEND



DATA SOURCE: www.woresocial.com/uk/blog/2023/01/the-changing-world-of-digital-in-2023 and www.statista.com

HOW CAN PPC HELP YOUR BUSINESS?

What is PPC advertising?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if we bid on the keyword "provisioning company," our ad might show up in the very top spot on the Google results page.

PPC RECOMMENDATIONS



Launch Google search and display campaigns

To drive traffic and sales for your business in key areas.



Profile competition & improve on their paid ad strategy

To gain an increased share of the market.



Use PPC to drive quick visibility for core terms of interest

Apply learnings to search engine optimisation (SEO) work.



Configure advanced conversion tracking

To allow contact forms, email links and other core KPIs to be recorded accurately.

PAY PER CLICK (PPC) COSTS

PPC options for your business

Advertise with Google AdWords (search & display) to boost website traffic and increase sales. If you want to reach new customers online, then advertising with our monthly PPC packages might be just right for you.

	STARTER	INTERMEDIATE	PRO
Tracking & Analytics Setup	✓	✓	✓
Keyword Research	✓ 1 - 10	✓ 11 - 30	✓ 30 +
Ads Creation & Optimisation	✓ Search Ads	✓ Search Ads	✓ Search + Display Ads
Negative Keywords Management	✓	✓	✓
Campaign Experiments & Bid Strategy Management	✗	✗	✓
Conversion Tracking & Reporting	✓	✓	✓
Monthly Reports and Meetings	✓ PDF Report	✓ PDF Report	✓ PDF Report + Meeting

STARTER PACKAGE

(1 DAY SUPPORT - 7HRS)

6 months

£739 | €839 | \$1,029 PCM
+ VAT + Advertising Budget

12 months

£699 | €799 | \$979 PCM
+ VAT + Advertising Budget

INTERMEDIATE PACKAGE

(1.5 DAYS SUPPORT - 10.5 HRS)

6 months

£1,049 | €1,229 | \$1,469 PCM
+ VAT + Advertising Budget

12 months

£999 | €1,169 | \$1,399 PCM
+ VAT + Advertising Budget

PRO PACKAGE

(2 DAYS SUPPORT - 14 HRS)

6 months

£1,369 | €1,599 | \$1,909 PCM
+ VAT + Advertising Budget

12 months

£1,299 | €1,519 | \$1,819 PCM
+ VAT + Advertising Budget







GET SOCIAL WITH YACHTINGPAGES

CREATE • SHARE
EXCHANGE • COLLABORATE
BUILD RELATIONSHIPS



FOLLOW US

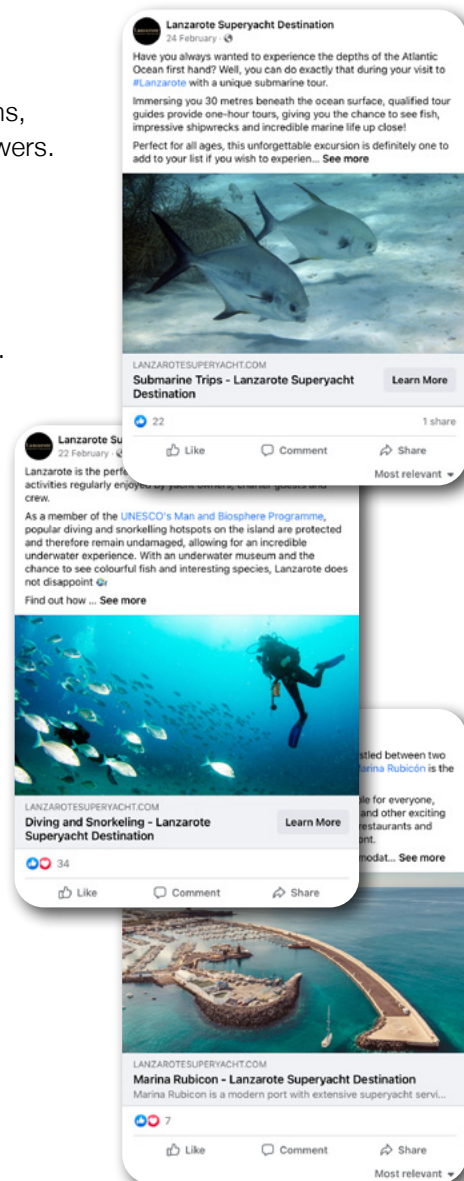
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-  @yachtingpages
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-  yachting-pages

HOW WE CAN HELP

-  **Social Media Strategy and management**
Managing and maintaining social media accounts on various platforms, including posting content, scheduling posts, and engaging with followers.
-  **Social Media Advertising Campaigns**
Driving traffic and sales to the key service areas of your business.
-  **In-depth competitor research and analysis**
Identifying gaps and opportunities, while benchmarking performance.
-  **Audience growth and nurturing**
Organically growing your follower base, using industry expertise to locate relevant and engaged followers.
-  **Performance Insights**
Monitoring performance through analytics tools, providing insightful reports to track progress and make data-driven decisions.

NO TIME TO POST ON SOCIAL MEDIA?

We will create engagement with your audience by providing organic social media posts on your behalf. Make your social media channel come to life and start generating new leads and sales!



SOCIAL MEDIA MANAGEMENT (SMM) COSTS

Don't let a lack of time hold back your business's potential on social media. Our experienced team is passionate about helping businesses like yours shine in the digital world. Our dedicated team of social media experts are not only sector specialists but will learn your brand inside and out. We have proven strategies to captivate your target audience with bespoke tailored social media management services that are designed to do just that.

Monthly social media posting for your business: FB, Instagram, LinkedIn, Twitter

Outsourcing social media management can bring a transformative impact to your business by harnessing our expert strategies to enhance your online presence. Delegating this crucial task to our sector specialists ensures consistent and engaging content delivery, targeted audience engagement, and data-driven optimisation. By entrusting us with your social media management, we can equip you with valuable time, capitalise on evolving trends, and cultivate a vibrant digital community, ultimately driving brand growth, customer loyalty, and increased profitability.

STARTER PACKAGE

(3 POST PER WEEK)

6 months

£739 | €839 | \$1,029 PCM
+ VAT

12 months

£699 | €799 | \$979 PCM
+ VAT

INTERMEDIATE PACKAGE

(5 POSTS PER WEEK)

6 months

£1,049 | €1,229 | \$1,469 PCM
+ VAT

12 months

£999 | €1,169 | \$1,399 PCM
+ VAT

PRO PACKAGE

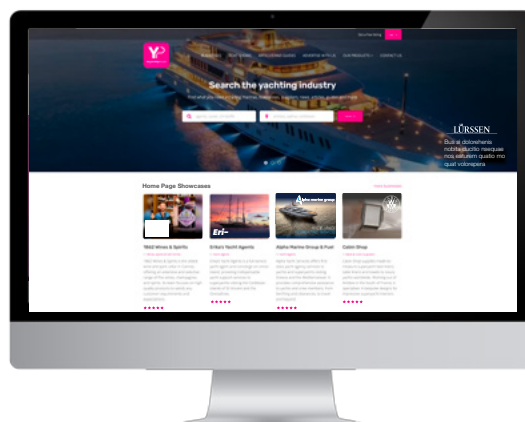
(7 POSTS PER WEEK)

6 months

£1,369 | €1,599 | \$1,909 PCM
+ VAT

12 months

£1,299 | €1,519 | \$1,819 PCM
+ VAT



SOCIAL MEDIA ADVERTISING (SMA) COSTS

Monthly social advertising for your business (per individual channel): FB, Instagram, LinkedIn

Outsourcing social media advertising empowers your business to tap into the prowess of our specialised team of marketers, unlocking the potential of targeted campaigns for accelerated growth. By entrusting our experts to craft and execute advertising strategies, you can access broader audiences, optimise budgets, and achieve measurable results. This approach not only frees up internal resources but also ensures that advertising efforts are aligned with industry trends, maximising brand visibility, lead generation, and return on investment.

	STARTER	INTERMEDIATE	PRO
Tracking & Analytics Setup	✓	✓	✓
Social Ads Creation	✓ Image Ads	✓ Image Ads	✓ Image Ads + Video
Campaign Management	✓ 1 Campaign	✓ 2 Campaign	✓ 3+ Campaign
Account Analyse & Optimisation	✓	✓	✓
Conversion Tracking & Reporting	✓	✓	✓
Monthly Reports and Meetings	✓ PDF Report	✓ PDF Report	✓ PDF Report + Meeting

STARTER PACKAGE (1 DAY SUPPORT - 7HRS)

6 months
£739 | €839 | \$1,029 PCM
+ VAT + Advertising Budget

12 months
£699 | €799 | \$979 PCM
+ VAT + Advertising Budget

INTERMEDIATE PACKAGE (1.5 DAYS SUPPORT - 10.5 HRS)

6 months
£1,049 | €1,229 | \$1,469 PCM
+ VAT + Advertising Budget

12 months
£999 | €1,169 | \$1,399 PCM
+ VAT + Advertising Budget

PRO PACKAGE (2 DAYS SUPPORT - 14 HRS)

6 months
£1,369 | €1,599 | \$1,909 PCM
+ VAT + Advertising Budget









12 months
£1,299 | €1,519 | \$1,819 PCM
+ VAT + Advertising Budget

WEBSITES ARE LIKE HOUSES

Your website needs ongoing maintenance

Search Engine Optimisation (SEO) for your website is not dissimilar from purchasing a property - it will require continual optimisation and ongoing maintenance to maintain a top rank on Google (live in the nicest house on the street). However, the rewards are often invaluable. By contrast, pay-per-click (PPC) advertising is like renting a house - as long as you're willing to pay (rent) you can maintain a top rank on Google (live in the nicest house on the street). But as soon as you stop investing (paying rent) you will lose your visibility.

SEO TIPS FOR YOUR WEBSITE

-  Publish unique content consistently to improve SEO
-  Encourage other trustworthy sites to link to you
-  Link to other websites with relevant content
-  Remove anything that slows down your site
-  Write unique and relevant meta descriptions for every page
-  Use a simple, readable URL structure
-  Have Google Analytics in place at the start
-  Run technical audits and improve website health

SEO COSTS

SEO (Gold Standard)

If a potential customer is trying to find your service and you're not in the search results then there is a tremendous opportunity being missed. We can help you capture more business and grow your brand through confident and long lasting optimisation practices. This year, the need for SEO rose to an all-time high. As consumers shifted en masse to online, even the most traditional business realised that they need to accelerate the shift to digital. SEO is the most viable and cost effective way to both understand and reach customers in key moments that matter. SEO will almost certainly improve your website's overall search ability and visibility, but this can take time - SEO is a long term strategy that should be done continually.

SEO SCOPE	SEO ACTIVITY	STARTER	INTERMEDIATE	PRO
SEO Set-up	Keyword research	✓	✓	✓
	SEO Tags			
	Google Analytics			
	Google Search Console			
Technical SEO	SEO Audit	✓	✓	✓
	Improve Site Speed		✓	✓
	Structured Data & Rich Snippets			
Backlink Analysis	Disavowing Toxic Links	✓	✓	✓
	Broken and Lost links Audit		✓	✓
	Competitor Link Profile Audits			✓
Link Building	Internal link building	✓	✓	✓
	External link building			✓
Content Marketing	Blog / Page Copy	✓	✓	✓
	Event Promotions			✓
	High DA content submission			
	Pillar Pages			
Local SEO	Google Business Listing	✓	✓	✓
	Bing Places Listing			✓
	Foursquare Business Listing			✓
	Yelp Business Listing			

STARTER PACKAGE

(1 DAY SUPPORT PCM - 7HRS)

6 months

£739 | €839 | \$1,029 PCM

+ VAT

12 months

£699 | €799 | \$979 PCM

+ VAT

INTERMEDIATE PACKAGE

(1.5 DAYS SUPPORT PCM - 10.5 HRS)

6 months

£1,049 | €1,229 | \$1,469 PCM

+ VAT

12 months

£999 | €1,169 | \$1,399 PCM

+ VAT

PRO PACKAGE

(2 DAYS SUPPORT PCM - 14 HRS)

6 months

£1,369 | €1,599 | \$1,909 PCM

+ VAT

12 months

£1,299 | €1,519 | \$1,819 PCM

+ VAT

The only difference between our monthly options is the amount of time we can allocate. Therefore the larger your budget the more time we can allocate and therefore the faster we can get through the work on your project. This of course means results can also be achieved more quickly also.

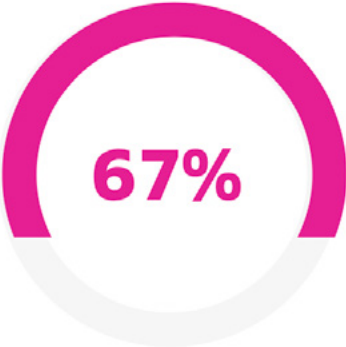
***translation costs are additional**

CASESTUDIES

iAQUA

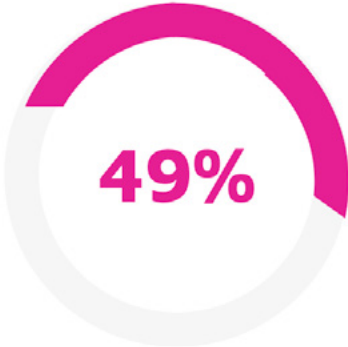


iAqua Watercraft's paid advertising campaigns have proven to be a successful strategy in achieving their objectives of increasing brand awareness, driving website traffic, generating valuable leads, and increasing ROI. By leveraging on Google advertising channel and creating tailored content for each campaign and audience.



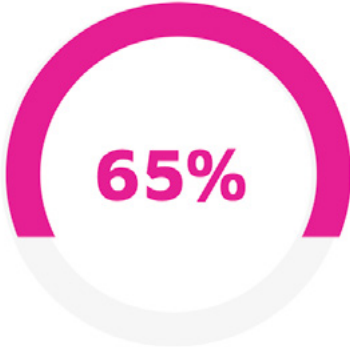
Total number of PPC
user contributions

Improvement by 145%



PPC
Bounce Rate

Improved from -38%



Total Number of PPC Session
Contributions

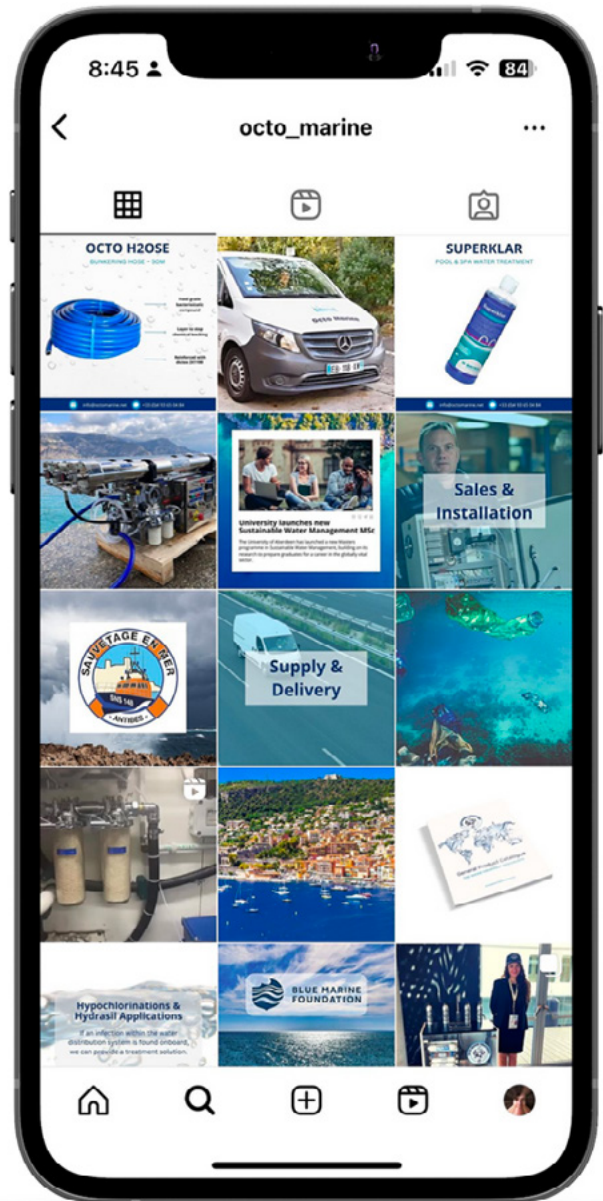
Improved by 146%

CASE STUDIES

OCTO MARINE



- The client brief was to showcase their products and services while including their sustainability efforts, and attendance at boat shows.
- We built eye-catching graphics that caught attention but weren't cluttered with information; sticking to the brand guidelines and brief.
- Through our analytics, we discovered that personal posts, involving team members and business developments, had better engagement.
- Once we understood the client's main goals, we carefully selected CTAs to include in the posts that would naturally guide the audience in the right direction.



WHAT **OUR** CUSTOMERS **ARE SAYING**

We have recently used their expertise on our SEO with Google and are delighted to say that we have moved up significantly in the rankings and our team has benefited from the knowledge that they have shared with their monthly meetings.

Murphy Helen
Sea Design

YP has helped our company tremendously with Google Ad and SEO optimization. They're generating positive results for us and the team's professionalism and expertise are second to none. We would highly recommend YP to any business in the marine space.

Ellen Bloom
Offshore Spars

The service that the **YACHTINGPAGES** Media Group delivers is superb, we do not hesitate to recommend them. Recently we have also employed the YP digital marketing team for a PPC campaign and we quickly noticed an increase in inbound enquiries and quality traffic to our website. The in depth knowledge of the team, and how we can optimize every aspect of our campaign is impressive, and we will definitely use them for future campaigns.

Guillermo García

We are working with the digital marketing team and can highly recommend them. Great team, communication, approach, ethos and delivery of excellent results. Impressive.

Katy Mitchell
Washstation Trade

The best! Professionalism, courtesy, sympathy ... I would have to write for 1 hour and all the positive adjectives would not be enough, Mrs. Brigida is #1 she solved all the problems.

Thanks again for existing
YACHTINGPAGES.

Massimiliano Carpaneto

SUPERYACHT INDUSTRY MARKETING

PPC (GOOGLE ADVERTISING)

SEO EMAIL **PR**
CAMPAIGNS

ON-BOARD BRAND DELIVERY

SOCIAL MEDIA
MANAGEMENT

DIRECTORIES

BRAND IDENTITY AND DESIGN



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