



**SOCIALMEDIAMANAGEMENT**  
*2022/23*

[WWW.YACHTINGPAGES.COM](http://WWW.YACHTINGPAGES.COM)

## RECOMMENDED MARKETING CHANNELS

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### 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

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There are different types of PPC ads, but one of the most common types is the paid search ad. These ads appear when people search for things online using a search engine like 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

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According to statistics compiled by [wearesocial.com](http://wearesocial.com), social media users around the world total approximately 3.5 billion in 2019. 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.

## EMAIL CAMPAIGNS

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Email marketing is a cost-effective solution to reach customers where they visit every day — their inbox.

## SEO

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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.

## YACHTING PAGES

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Captains and crew use [yp.com](http://yp.com) and Yachting Pages print to find exactly what they're looking for, whether it's a product, service or supplier. Our intuitive website allows users to search by category, should they wish to browse the market, or by keyword, if they are looking for something specific. Users can also input a specific location to narrow down their search.

# SOCIAL MEDIA MARKETING TIPS

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## Social advertising for your business.

Consumers are spending more time on social platforms than ever before. That's why a carefully curated social media strategy is an important part of any marketing plan. Our social media team has a wealth of experience in creating and delivering effective content-led campaigns enabling brands to do everything from increasing brand awareness and brand advocates, to reaching new audiences, driving quality website traffic and supporting with lead generation.



1

### **Define your goals**

Be specific, set attainable goals and make sure they're measurable.

2

### **Learn about your target audience**

If you want to create messages that resonate with your audience, you need to know what they care about the most.

3

### **Select your social media platforms wisely**

Research and plan your social media presence that aligns with your goals and appeals to your target audience.

4

### **Build a winning game plan for social media marketing**

Several research reports suggest that marketers who document their strategy are 538% more likely to achieve success.

5

### **Let the tools empower your strategy**

Use social media scheduling tools to auto-post your updates, then evaluate the results with the analytics they provide.



6

**Cut back on the number of hashtags**

Too many hashtags can annoy people and can scale back your engagement rate.

7

**Humanise your brand**

Remember that brand stories are not ads or sales pitches. They help the audience connect to your brand. Your stories tell them what you stand for, and they display your culture as well as your values.

8

**Share quality visual content**

Research from Software Advice and Adobe revealed that videos, photos and images are the most powerful social media strategy.

9

**Use the art of storytelling**

It's the stories that sell, not the product! We, humans, connect to stories. It is the emotional attachment that a brand builds with its audience.

10

**Dive deep into social media analytics**

Review stats like follower growth, page views, number of posts, likes, shares, impressions, clicks, etc.

## DON'T HAVE THE TIME TO POST **ON** **YOUR SOCIAL MEDIA?**

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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!

# WHY CHOOSE US?

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**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

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### Proven Results

Our web team grew our very 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, CANDII & 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.

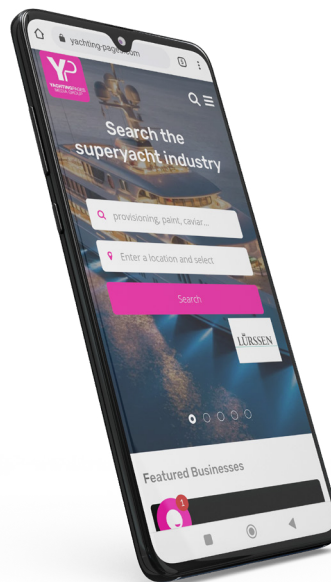
### Award-Winning Agency

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.



# HOW **WE** **CAN** HELP

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1

## **Launch paid social media advertising campaigns**

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

2

## **Profile competition & improve on their paid ad strategy**

To gain an increased share of the market

3

## **Share posts via organic social media channels**

To build your brand and remain visible in a crowded marketplace.

4

## **Configure advanced conversion tracking**

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



# SOCIAL MEDIA POSTING

Our social media marketing experts lead the way when it comes to helping your business stand out in an extremely crowded market. We do it all - social media strategy, content creation, community management, post scheduling, reporting and performance analysis - and our expertise means that we can help identify which channels(LinkedIn, Facebook, Twitter, Instagram and Pinterest) will be most effective for your business.

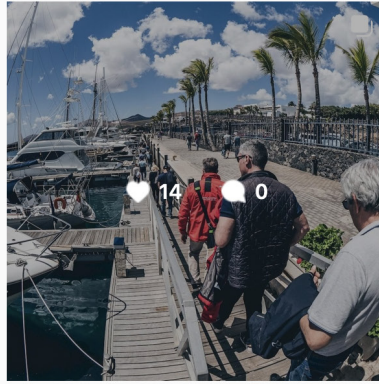
The image displays three overlapping social media posts from the 'Lanzarote Superyacht Destination' Facebook page. The top-left post, dated 26 February, features a photograph of the Marina Rubicon and describes it as a family-friendly harbor with various water sports. The middle-left post, dated 22 February, includes an underwater photo of a school of fish and promotes snorkelling and diving activities. The rightmost post, dated 24 February, features an underwater photo of two large fish and advertises a submarine tour. Each post includes the page's profile picture, name, date, a brief description, a 'See more' link, and engagement metrics like likes and comments.



POSTS

VIDEOS

TAGGED



### Yacht Berthing

Marina Lanzarote has 380 floating finger berths (for boats between 4m and 60m LOA) with over 300 slips available for visiting boats.

Puerto Calero has 438 floating finger berths (for boats between 8m and 60m LOA) and is accessible at all tides (Access channel has a min. 7m draft).

Marina Rubicón has 950 finger berths for monohulls and multihulls up to 50m LOA. In addition to an extensive area alongside the outer breakwater (up to 90m LOA) and a completely newly-positioned located just inside the entrance.



BECOME A MEMBER

## Calero Marinas Club

Local heritage, culture and gastronomy are all part of the pleasure of arriving in a new destination. The Calero Marinas Club brings together recommendations from visiting sailors (together with some of our team's personal favourites), highlighting select visits, restaurants and activities that are distinctive, unique and authentic. Enjoy being made to feel at home!

**JOIN NOW**

[www.caleromarinas.com](http://www.caleromarinas.com)



# OUR COSTS

## Monthly social media posting for your business (Facebook, Instagram, LinkedIn & Twitter)

Both new and well-established brands are using social media to grow their following, generate leads and increase sales. Building a brand using social media might feel like a massive undertaking with all of the platforms available to you. But it's easier than ever to use social media to connect with people and grow your brand organically. Whether you're just getting started or have been active on social media platforms for years, there's always room for improvement.

### 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)

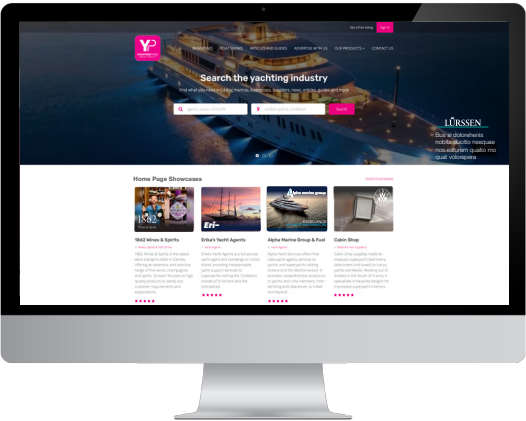
6 months  
£1,049 | €1,229 | \$1,469 PCM  
+ VAT

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



# OUR COSTS

## Monthly social advertising for your business (per individual channel)

With powerful targeting options(Captains, Engineers, Chief Stews & more), social media advertising allows you to be seen by thousands of people with the ability to purchase your product or utilise your service.

	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



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