

# COMPANY CASE STUDY

## PROBLEMS

During my analysis of Sevenstar Yacht Transport, I found that the primary challenge was not service capability but rather the **conversion gap between leads and final bookings**. Sevenstar already has industry-leading advantages – **40+ years of experience, their own fleet of 140+ vessels, and an engineering team providing both Lift-On/Lift-Off and Float-On/Float-Off loading options for maximum safety** – but many interested prospects from the website, PPC ads, marinas, and yacht shows were not converting at the same rate. The biggest weakness was inconsistent follow-up; prospects often didn't receive fast, personalized replies, especially after events. This meant that even high-quality leads did not always turn into bookings because there was no structured system to nurture interest and build trust.

## STRATEGIES

To solve this, I designed a CRM-centered marketing plan focused on **fast response, personalized communication, and proof-driven marketing**. Every lead – including QR sign-ups, business cards collected at yacht shows, and website inquiries – would automatically be stored and tagged inside the CRM so no prospect is ever forgotten. A dedicated sales specialist would follow up within 24 hours with tailored route options, transparent pricing, and **visual proof of safety**, such as photos/videos of past Float-On/Float-Off and Lift-On/Lift-Off operations. The digital marketing portion would reinforce credibility through Instagram and YouTube visuals, targeted PPC campaigns, success stories, and partnerships with yacht brokers and marinas. This system ensures that Sevenstar's strongest selling points – **largest fleet, predictable schedules, engineering superiority, and worry-free transport** – are communicated consistently to every prospect.

## ACTIONS

To execute the strategy, I proposed automated lead capture at events, instant CRM logging, and structured nurture workflows. Yacht-show prospects would receive timely route updates and relevant case studies (e.g., "How a 120ft yacht was transported from the Med to the Caribbean using Float-On/Float-Off"). Warm leads would get fast consultations and tailored proposals that highlight the safest recommended loading method and ship schedule. For closing efficiency, each prospect would stay with the same account manager throughout the entire process to reinforce personal trust. Long-term growth would come from loyalty rewards, seasonal route reminders, marina partnerships, and referral systems driven by brokers, dealers, and satisfied yacht owners. Even without real-world results yet, the plan is built to position Sevenstar not only as the most reliable yacht transport provider but also as the company that clients **return to every season and confidently recommend to their network**.