



## ONE PAGE MARKETING PLAN

# SEVENSTAR YACHT TRANSPORT

DIGITAL LEAD GENERATION FOCUSED ON HIGH-VALUE SEASONAL LONG-DISTANCE YACHT TRANSPORT

### Market

- **Private Yacht Owners:** High-net-worth yacht owners who move their vessels seasonally
- **Yacht Builders & Manufacturers:** Companies building luxury yachts that need to ship new builds globally
- **Yacht Brokers & Dealers:** Brokerages and dealers facilitating sales or charters of large yachts

### Message

- **Global Leader & Fleet Capacity:** World's leading yacht transporter with 40+ years' experience
- **Unmatched Safety & Expertise:** Qualified in-house loadmasters and marine engineers who plan and oversee every lift and stow, guaranteeing safe, damage-free delivery
- **Convenience & All-Inclusive Service:** Hassle-free solution, handling insurance, customs paperwork, and logistics end-to-end with no hidden fees
- **Seasonal and New Destinations:** Understands yachting seasons and emerging hotspots.

### Media

- **Digital Presence – SEO & PPC:** Since ~65% of yacht buyers/owners start their search online, invest in strong SEO and targeted pay-per-click ads.
- **Content Marketing & Social Media:** Share compelling content that showcases successful transports to build brand awareness. Use Instagram and YouTube for visual storytelling.
- **Industry Events & Boat Shows:** Maintain a strong presence at major yacht shows and regattas.
- **Strategic Partnerships:** Partnerships with yacht builders, marinas, and yacht clubs. Being the **preferred transport partner** for notable shipyards and brokerage firms lends credibility and funnels referrals.

### Lead Capture

- **CRM & Tracking:** Use a CRM to log every lead (whether from website, phone, or events) and track lead source.
- **Event Lead Collection:** At boat shows and events, actively gather contact info – for example, through a raffle or VIP sign-up for route updates. Digitize this process with QR codes or iPad forms to feed directly into the CRM.
- **Quick, Personalized Response:** Contact every qualified lead within 24 hours. Sales specialist should reach out to introduce the company's services, address the prospect's specific needs, and schedule a consultation

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### Sales Conversion

- **Tailored Proposals & Transparent Pricing:** For hot leads, prepare a detailed, customized transport proposal quickly. Outline the schedule, ports, and an all-inclusive price.
- **Leverage Credibility & Guarantees:** Reinforce key trust signals as the client nears decision, mention Sevenstar's membership in the Spliethoff Group and its industry benchmark status.
- **Personal Sales Approach:** Assign a dedicated account manager to each opportunity, the same person who nurtured the lead to maintain consistency.
- **Closing Incentives & Urgency:** Use soft incentives to encourage prompt booking. For example, offer a small discount or priority loading slot for clients who commit by a certain date.

### Deliver Value

- **World-Class Execution:** Deliver a smooth, worry-free transport experience that validates the client's decision.
- **Communication & Tracking:** Keep customers informed throughout the voyage. Provide a digital tracking portal or regular email updates so owners and brokers know their yacht's status en route.
- **Post-Delivery Follow-Up:** After the yacht is safely delivered, follow up with the customer personally. Ensure everything met their expectations and address any feedback.
- **Delivering on Promises:** By consistently meeting timing commitments and protecting each yacht, builds trust for future business.

### Customer Lifetime Value

- **Loyalty Programs & Incentives:** Encourage repeat engagements with a formal loyalty program.
- **Continuous Engagement:** Maintain relationships between transports. Send periodic newsletters or personal updates highlighting new routes, schedule releases for upcoming seasons, and industry news.
- **Leverage Full Global Network:** Because Sevenstar services virtually all major routes and ports, there is ample opportunity to upsell or cross-sell additional routes to existing clients.
- **Feedback-Driven Improvement:** Use insights from customer feedback and industry trends to refine services, then inform customers of those improvements.

### Stimulate Referrals

- **Cultivate Referrals:** Word-of-mouth is powerful in this niche – about 60% of yacht owners rely on peer recommendations when making decisions.
- **Testimonials & Case Studies:** Encourage satisfied customers to share their experiences. Develop short video testimonials and written case studies that can be featured on the website and social media.
- **Community Building:** Build a community of Sevenstar advocates. This could include hosting an exclusive yearly event or cocktail reception for clients during major boat shows, where they can network and share their Sevenstar experiences with peers.
- **Partner & Influencer Advocacy:** Continue to work closely with yacht brokers, marinas, and yacht clubs so that Sevenstar is consistently recommended as the go-to transport solution.

BEFORE

DURING

AFTER