



THE  
CAPTAIN'S  
CLUB

COMMUNICATIONS  
STRATEGY

*April 2021, Version 1*

PURPOSE

MAKING YOUR BOATING DREAM A  
HASSLE-FREE REALITY.

PURPOSE

To unlock the dream of boat ownership with the  
largest marine subscription service in the uae  
enabling a safe, accessible and hassle-free boating  
lifestyle for a growing marine community.

PRINCIPLES

Hassle-free from start to finish.

We commit to a 100% hassle-free boating  
experience. From our fully paperless registration  
and booking engine to total maintenance and  
fees coverage, we are continually working to  
improve our members' experience on and off the  
water.

Making boating accessible to everyone.

With guaranteed availability from a growing  
fleet of boats and yachts in marinas across  
the UAE, and specialized training from our  
experienced captains, we are making your  
boating dreams a reality.

Safety always comes first.

Our members and guests' safety is our number  
one priority. We uphold rigorous safety  
and security standards across all business  
touchpoints to ensure our members and guests'  
physical safety and data privacy is always in  
the best hands.

BENEFITS

- 1. **Membership Benefits** Embark on a new boating lifestyle.
- 2. **Marina Benefits** Enjoy hassle-free boating across the UAE.
- 3. **Adventure Benefits** Find tranquility and adventure on the water.
- 4. **Community Benefits** Join a growing marine lifestyle community.

VALUES

COMMUNITY

ADVENTURE

PEACE OF MIND

**DISCOVER  
THE UAE'S  
BIGGEST BOAT  
CLUB**

**CAPTAIN  
YOUR OWN  
ADVENTURE**

**EMBARK ON  
A MARINE  
LIFESTYLE**

**ENJOY  
HASSLE-FREE  
BOATING**

**THE UAE'S  
BIGGEST BOAT  
CLUB**

**ADVENTURE  
AWAITS**

**EMBARK ON  
SOMETHING  
NEW**

**CAST OFF,  
RELAX AND  
ENJOY**

<i>Strategic Objective</i>	<i>Marketing Goal</i>
<b>RAISE BRAND AWARENESS</b>	<ul style="list-style-type: none"><li>• Reach new audiences</li><li>• Promote the popularity of boating as a lifestyle activity</li><li>• Educate on the benefits of joining a “boat club”</li></ul>
<b>INCREASE CUSTOMER VALUE</b>	<ul style="list-style-type: none"><li>• Convert more new members</li><li>• Create brand ambassadors out of current members</li><li>• Have more members extend or upgrade their memberships</li></ul>
<b>GROW PARTNERSHIP VALUE</b>	<ul style="list-style-type: none"><li>• Develop partnerships with hospitality venues for community benefits</li><li>• Develop partnerships with marinas to give more value to members</li></ul>
<b>GIVE BACK</b>	<ul style="list-style-type: none"><li>• Promote CSR activities</li><li>• Encourage more members to participate in CSR activities</li><li>• Encourage partners to participate in CSR activities</li></ul>

Marketing Goal

Key Result

- REACH NEW AUDIENCES
- PROMOTE THE POPULARITY OF BOATING AS A LIFESTYLE ACTIVITY
- EDUCATE ON THE BENEFITS OF JOINING A “BOAT CLUB”

- Audience growth on social channels
- Increase in new member inquiries
- Increase in “boat club” searches

- CONVERT MORE NEW MEMBERS
- CREATE BRAND AMBASSADORS OUT OF CURRENT MEMBERS
- HAVE MORE MEMBERS EXTEND OR UPGRADE THEIR MEMBERSHIPS

- Increase in new members confirmed
- Increase in members referring others
- Increase in members sharing/tagging on social
- Increase in members extending/upgrading memberships
- Increase in members utilizing add-ons

- DEVELOP PARTNERSHIPS WITH HOSPITALITY VENUES FOR COMMUNITY BENEFITS
- DEVELOP PARTNERSHIPS WITH MARINAS TO GIVE MORE VALUE TO MEMBERS

- Increase in hospitality partners offering benefits to members
- Increase in marinas
- Increase in marina benefits
- Increase in member satisfaction with marinas

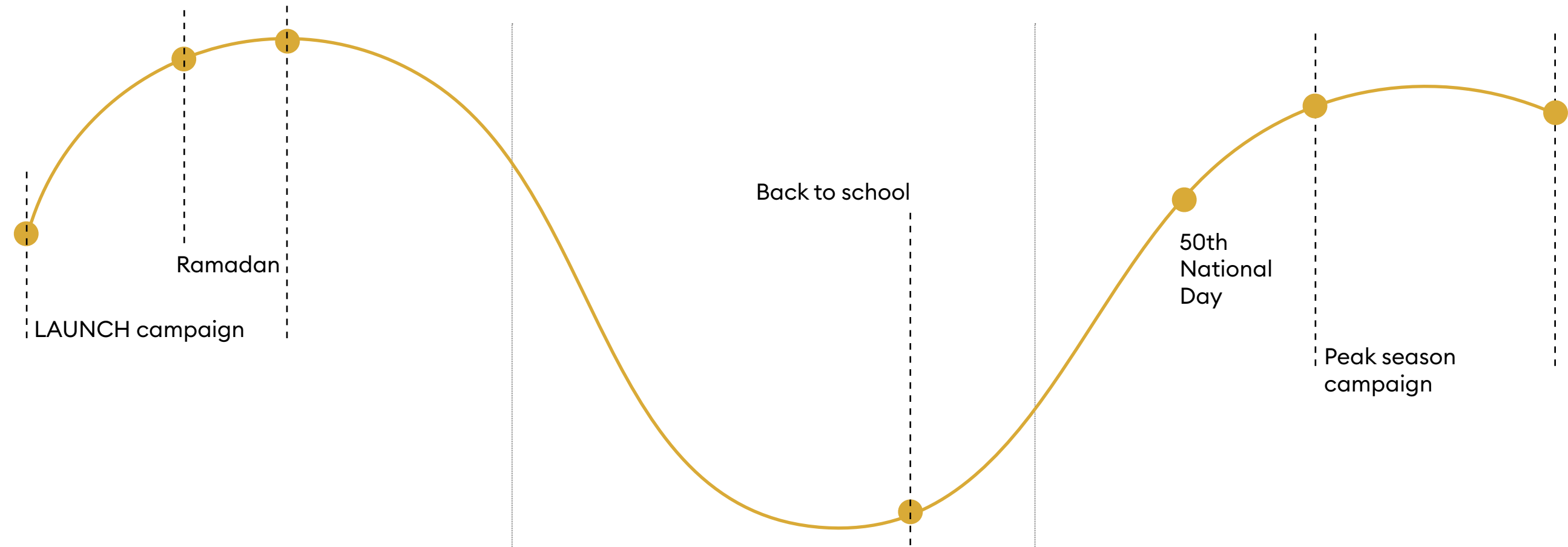
- PROMOTE CSR ACTIVITIES
- ENCOURAGE MORE MEMBERS TO PARTICIPATE IN CSR ACTIVITIES
- ENCOURAGE PARTNERS TO PARTICIPATE IN CSR ACTIVITIES

- Increase in frequency of CSR activities
- Increase in participation of CSR activities
- Follower and inquiry growth related to CSR

2.3 OUTREACH PHASES

	Outreach plan through Q1 2022, from brand re-launch through the next active season		
Description	<div>PHASE 1: MARCH – JUNE 2021</div> <div>FIRST WAVE</div> <div>Roll out the new Captain’s Club brand identity and communications strategy. Blitz presence on social media while laying the groundwork for deepened partnerships and customer experiences.</div>	<div>PHASE 2: JULY – OCT 2021</div> <div>SECOND WAVE</div> <div>During the slow season, steadily build the base with informative and inspirational content. Behind the scenes, amplify outreach to partners to expand member benefits. Lots of “coming soon” content!</div>	<div>PHASE 3: NOV 2021 – FEB 2022</div> <div>THIRD WAVE</div> <div>Kick off the new season with a welcome back campaign that defines the new normal for presence and engagement. Activate new partnerships and promote community ambassadors.</div>
Goal	<div>Introduce the brand</div> <div>Build the base</div> <div>Increase membership sign-ups</div>	<div>Educate the base</div> <div>Build community</div> <div>Engage new partners</div>	<div>Promote the brand</div> <div>Reach &amp; engage new audiences</div> <div>Expand customer value</div> <div>Activate the base (ambassadors)</div>
Channel	<div>Website</div> <div>Social media (with advertising)</div> <div>Digital advertising (with videos)</div> <div>Radio</div> <div>Community CSR</div>	<div>Website</div> <div>Social media</div> <div>Newsletter</div> <div>Community CSR</div>	<div>Website</div> <div>Social media (with advertising)</div> <div>Digital advertising (with videos)</div> <div>Radio</div> <div>Newsletter</div> <div>Merchandise</div> <div>Community CSR</div> <div>Community Events*</div> <div>Boat Shows*</div>

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PHASE 1: MARCH – JUNE 2021

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PHASE 2: JULY – OCT 2021

SECOND WAVE

During the slow season, steadily build the base with informative and inspirational content. Behind the scenes, amplify outreach to partners to expand member benefits. Lots of “coming soon” content!

PHASE 3: NOV 2021 – FEB 2022

THIRD WAVE

Kick off the new season with a welcome back campaign that defines the new normal for presence and engagement. Activate new partnerships and promote community ambassadors.

Description

# CHANNEL STRATEGY



2.1 CHANNEL STRATEGY

WEBSITE

Ongoing content updates through blogs and related media to boost SEO. Most members begin the inquiry process here, so SEO must be strong.



SOCIAL MEDIA

Everyone lives on social media, and boating imagery is very algorithm-friendly. This is our primary communication channel.



LOCAL MEDIA

Local news media, television and radio. Captain’s Club is a great lifestyle/special interest story, we want to be featured in seasonal activity stories.



LOCAL TRADE PUBLICATIONS

Both paid and organic coverage in local trade publications will be crucial in reaching marina enthusiasts, and building credibility for partners.



INTERNATIONAL TRADE PUBLICATIONS

We want to engage with international trade publications for “travel” sections to talk about how Captain’s Club is bringing the boating club lifestyle to the GCC.



LOCAL EVENTS

As soon as it is safe to do so, participating in local events as well as hosting our own events on and around the water will raise awareness and build community.



INTERNATIONAL EVENTS

When it is safe to do so, participating in international events will contribute to raising brand awareness and build partnerships for future expansion.



NEWSLETTER

Regular monthly newsletter to members to build community, share experiences, inform about updates and keep the community engaged during slow periods.



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EXPAT PROFESSIONALS

- 25 - 55 years old
- 75% Men
- 25% Women
- 40% Arabic
- 60% English/other
- High spending power but not ultra rich

FAMILIES

- Millennial parents
- Children aged 6 - 18
- 40% Arabic
- 60% English/other
- High spending power but not ultra rich

CORPORATE EMPLOYERS

- Local SMEs
- Young, active workforce

PARTNERS

- Hospitality partners
- Tourism partners
- Marina partners

EXISTING MEMBERS

- 25 - 55 years old
- 75% Men
- 25% Women
- 40% Arabic
- 60% English/other
- High spending power but not ultra rich

# CONTENT STRATEGY

The background of the image is black. On the right side, there are several overlapping, wavy, dark gray shapes that resemble stylized waves or brushstrokes, creating a sense of movement and depth.

PRIMARY OBJECTIVE	Prospective new members get in touch
SECONDARY OBJECTIVE	Prospective partners get in touch
PRIMARY AUDIENCE	Expat professionals and families
SECONDARY AUDIENCE	Corporate partners
CONTENT TYPES	UPDATE FREQUENCY
• Hero banner messaging	Updated for promotional campaigns, special announcements, and holidays ~1/month
• Blog	Two blog entries per month
• In the Media	Rolling, as received
• Customer testimonials	Rolling, as received
• Partner testimonials	Rolling, as received
• General content	Rarely

PRIMARY OBJECTIVE	New customers get in touch
SECONDARY OBJECTIVE	Inspire new audiences to adopting a boating lifestyle
PRIMARY AUDIENCE	Expat professionals and local and expat families living in the GCC
SECONDARY AUDIENCE	Prospective partners: hospitality, tourism, marinas and corporate partners
CONTENT TYPES	UPDATE FREQUENCY
• Campaign messaging	Based on campaign strategy
• TCC key messages	Weekly
• Membership details	Bi-weekly
• Customer testimonials	Rolling, as received
• Events & announcements	Rolling, as received
• Lifestyle images	Weekly
• Seasonal messaging	Ad-hoc

PRIMARY OBJECTIVE	Build credibility to increase partnerships
SECONDARY OBJECTIVE	Attract new customers
PRIMARY AUDIENCE	Prospective partners: hospitality, tourism, marinas and corporate partners
SECONDARY AUDIENCE	Expat professionals and local and expat families living in the GCC
CONTENT TYPES	UPDATE FREQUENCY
<ul style="list-style-type: none"><li>• Press release</li></ul>	Ad-hoc, based on communication strategy
<ul style="list-style-type: none"><li>• Special Feature</li></ul>	Target twice per season (opening and peak)

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CONTENT TYPES	UPDATE FREQUENCY
• Special Feature	Target twice per season (opening and peak)
• Quotes	Target twice per year. Quotes from CEO on trends in the boating industry.

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CONTENT TYPES	UPDATE FREQUENCY
• Exhibit/Activation	Once per year.

PRIMARY OBJECTIVE	Existing customers renew or upgrade memberships or refer new members
SECONDARY OBJECTIVE	Build credibility to increase partnerships
PRIMARY AUDIENCE	Existing partners
SECONDARY AUDIENCE	Existing partners
CONTENT TYPES	UPDATE FREQUENCY
• Club updates	Such as, new captains joining; new marinas; new boats; new water sport activities
• Industry news & stories	Such as, stories of boating in the news (for example, circumnavigation stories, “extreme boating” stories), updates and guidelines from local authorities
• Boating tips	Advice and tips, can be very beginner-friendly, similar to what was learned in Captain school, or more advanced for competitive boating
• Member profiles	Based on competitions or submissions (must have member’s approval)

# ANNUAL CALENDAR

4.1 ANNUAL CALENDAR (DRAFT)

February 2021						
S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2021						
S	M	T	W	R	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April 2021						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2021						
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23	24	25	26	27	28	29
30	31					

June 2021						
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July 2021						
S	M	T	W	R	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2021						
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2021						
S	M	T	W	R	F	S
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19	20	21	22	23	24	25
26	27	28	29	30		

October 2021						
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2021						
S	M	T	W	R	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2021						
S	M	T	W	R	F	S
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26	27	28	29	30	31	

January 2022						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Legend						
	Public Holiday					
	Newsletter					
	Local event					
	Event participation					
	Campaign launch					
	Ongoing campaign					
	Local Media feature					
	Local Trade feature					
	International Trade feature					
	CSR event					
	Members event					
	Open day					

Xisché (pronounced zee-shay) is a hybrid consulting boutique in Dubai & New York. We combine management consulting, design thinking and technology to solve modern-day government, business and social challenges.

Find out more on [XISCHE.COM](https://www.xische.com)

Conceptualized for The Captain's Club  
by Xische & Co.