**Site Copy**

Landyachtz Promo page

The actual company site: <http://landyachtz.com/us/>

**About this document**

The Goal of this website is to influence visitors to check out the Landyachtz skateboard store. The primary goals here are to define what marketing material we have established for the promo page along with any approved text. The list is as follows:

1. Introduce the brand
2. Showcase a promotional YouTube video
3. List off what Landyachtz provides
4. Provide user testimonials or company promotions
5. Provide clear links to our store page and social media feeds
6. Get users to visit the actual store page to purchase a product

The following are approved (by me or the actual company) excerpts meant for marketing purposes.

**Slogans**

#skateandexplore

Skate & Explore

Sunday Funday

Sunshine and Skateboarding

#dinghydoesit

“Making quality skateboards that will improve your life.”

**Product descriptions**

**Short**

Life is too short to not have a Dinghy in your collection. And if you have a Dinghy then you need a TURBO Dinghy!

**Medium**

Year after year, the Switch proves to be one of our most popular boards. Exceptionally stable, this is a great option to progress your freeriding skills on.

**Testimonials**

“This drop board is so stable and rides so smooth. I think I may prefer it over my first love sector nine.”

-Josh S

“With a wide range of products that both give you good value and quality, as well as being an environmentally conscious company, Landyachtz is a great brand to buy your first board from. Since a lot of the boards use either a mix of fiberglass, bamboo, bamboo, maple, foam and carbon fiber constructions they can shred for a long time.”

-Heelsidechill.com

This board really is the best of both worlds. Any opportunity I get I’m out cruising.

-Jessica

**Features**

Environmentally friendly / “One board, One Tree”

Shred Forever

Wide Selection

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