

13

MARKETING SPECIALISTS
BETWEEN THE US AND
EUROPE + 3 DATA ANALYSTS
& 2 BUSINESS DEVELOPERS

+30

MARKETING CHANNELS
USED TO TARGET BUYERS
OR CHARTERERS



RESULTS-DRIVEN MARKETING

THE REAL SECRETS TO GETTING YOUR
YACHT SEEN — AND WANTED — BY THE
RIGHT PEOPLE

Whether you want your yacht, and its USPs, to reach the right Buyer or motivated Charterers, the brokerage house you choose needs to have the know-how, skills and connections to get it seen by the people you are targeting.

To ensure your yacht is not only seen, but wanted by driven Buyers, or Charterers, with a genuine and active interest in a yacht like yours, takes a specific expertise from a brokerage house that knows the right questions to ask. What are your yacht's most important selling points? Who is most likely to want to buy or charter it? And how do we reach them?

Marketing your yacht with Fraser for charter or sale means you can be reassured that these questions are front of mind in every action we take to connect your yacht with the people who can make the difference.

WHAT UNIQUE BENEFITS WILL A NEW OWNER OR CHARTERER GAIN FROM YOUR YACHT?

That is the first question our global marketing team asks. A deep-dive into the yacht, which goes beyond its features to its story, history and onboard culture, enables laser-focussed targeting to the market that matters. Speaking with the Captain and crew and coming on board when possible, we learn what Owners and guests love about the onboard experience, and we bring it alive again in our marketing actions and storytelling.



This page, Just some of the Fraser Marketing activities your yacht will enjoy, including events, social media and in-house publications



220K

VISITORS TO THE
FRASER WEBSITE
PER MONTH

+3,700

ENQUIRIES GENERATED
EVERY YEAR FOR OUR
YACHTS VIA THE WEBSITE

+11M

MILLION VIEWS ACROSS
OUR SOCIAL MEDIA
CHANNELS PER MONTH

COLLATERAL THAT MAKES THE IMPRESSION

First impressions count — more than ever in today’s digital world where attention spans are, on average, 7 seconds. Our in-house team and dedicated creative specialists create a portfolio of marketing collateral — personalised content that showcases the very best of your yacht. While high-quality imagery is key, to bring the experience alive, we organise video footage of yachts and in-depth onboard walkthroughs led by the Captain or Broker shot by professional videographers. Owners have full access to the world of professional photographers and videographers in the Fraser portfolio for the creation of outstanding videos and photoshoots that bring their yacht to life for potential Buyers and Charterers.

STRATEGY IS EVERYTHING

Using optimised collateral and the yacht’s story and USPs, our team of Yacht Marketing Strategists create a multi-platform



This page, clockwise from above, Target the right Buyers and Charterers with Fraser; Coverage in industry and mainstream luxury press and Fraser’s bi-annual publication FUSE; Bringing potential Buyers and Charterers on board



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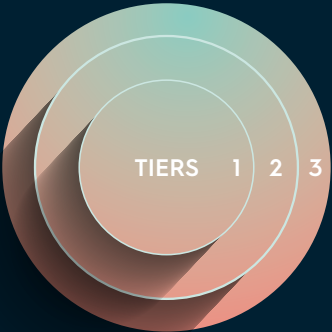
We made the right decision when we chose Fraser. They have represented and marketed the yacht with a finesse and understanding we feel properly corresponds to our vision.”

OWNER’S REPRESENTATIVE, +80M MOTOR YACHT

strategy, with content maximised for the channels that our analytics show will achieve the best results and reach for your yacht. Because no matter how enticing the content, marketing is meaningless unless it is seen by people who have both the motivation and means to buy or charter a yacht like yours. Our Yacht Marketing team works with your Sales Broker or Charter Manager and the wider team to determine the clients your yacht is most likely to attract. This determines which platforms we use, our messaging and your yacht’s personalised Marketing Strategy. For full details on the bespoke 3-tier Marketing Strategy that will be applied to ensure your yacht reaches the right Buyer or Charterer, see the box opposite.

WHAT WORKS AND WHAT NEEDS TO CHANGE?
The difference with Fraser: we constantly analyse what is working and what is not. Ongoing reviews of metrics from all campaigns and Fraser website activity determine what we need to improve and replace. Analysis is shared with you via regular Owner Reports so you can keep track of progress.

To request a tailored marketing plan for your yacht, contact marketing@fraseryachts.com



YOUR YACHT’S MARKETING STRATEGY: A 3-TIER APPROACH

OUR SECRET TO GETTING YOUR YACHT NOT JUST SEEN
BUT **WANTED** BY BUYERS AND CHARTERERS

TIER 1 LEVERAGING FRASER BUYERS & CHARTERERS

First communications go to pre-qualified and active contacts in the Fraser worldwide database of +13,000 highly active and qualified clients today. The yacht and her USPs/ benefits are presented to the contacts using a mix of some or all of the following:

- Personalised Flyers from your Broker or Charter Manager
- Fraser Client Newsletter (appears in multiple editions)
- Personal Broker communications – telephone, email, WhatsApp etc., plus invitations to visit the yacht
- Sharing video and imagery of the yacht and specifically a Fraser recorded video walkthrough by the lead Broker or Captain presenting the yacht and her benefits to prospective Buyers and the onboard experience to Charterers
- And all with full support and follow up.

TIER 2 LEVERAGING BUYERS & CHARTERERS HELD BY PREFERRED 3RD PARTY BROKERS

Our second marketing tier reaches out to potential Buyers and Charterers outside our in-house database – those represented by over 1,800 Fraser approved reputable and professional Brokers worldwide:

- The yacht and her USPs/benefits are presented to such Brokers using a mix of some or all of the following:
- Personalised Flyers from your Broker or Charter Manager
- Personal Broker communications – telephone, email, WhatsApp etc., plus invitations to visit the yacht
- Sharing video and imagery of the yacht and specifically a Fraser recorded video walkthrough by the lead Broker or Captain presenting the yacht and her benefits to prospective Buyers and the onboard experience to Charterers
- And all with full support and follow up.

TIER 3 CAPTURING POTENTIAL BUYERS & CHARTERERS THAT ARE IN NO-ONE’S DATABASE

- Our third marketing tier reaches out to potential clients outside anyone’s database; the new generation of Buyer and Charterer within our sector, a group that accounted for almost 40% of sales and charters by Fraser in the last 18 months
- These people are reached through our social media, print and digital advertising, PR and editorial networks, aggressive SEO investment and targeted online advertising.