



***EMPOWERING
YACHT SALES
THROUGH
INBOUND
MARKETING***

The Sales Process is Changing; Are You Changing with It?

Buyers aren't buying the way they used to. With access to the internet, your potential customers no longer rely on you, the seller, as their sole source of information. What was once seller-centric, is now buyer-centric, as buyers hold most of the power in the transaction. Before making any purchase, potential customers research online. As a result, most of the buyer's contact with your brand is occurring prior to speaking with any salespeople. This gives buyers the upper hand.

If the buying process has changed, then your sales process needs to change as well. Old sales tactics will no longer work. While you are cold calling all of the wrong people, potential customers are switching to brands that have adapted to the new way of selling.

In this 'new way of selling,' brands get in front of the customer. **Inbound marketing** does this by bringing awareness to, and engagement with, your brand online. Don't worry, there are tools available that make inbound marketing easy.

So... What Exactly is Inbound Marketing?

- Inbound marketing is the art of creating a path that guides prospects to you.
- A successful inbound marketing campaign is made up of four phases: **Attract, Convert, Close, and Delight**. We will go over these in detail.
- The phases of inbound marketing align with the stages in the buyer's journey, which you may be familiar with. Every buyer goes from being a **stranger**, to a **visitor**, to a **lead**, to a **customer**, and finally to a **promoter**.

The Four Phases of Inbound Marketing:

- **Attract:** During the attract phase, potential customers transform from strangers into visitors. They find your content online and click onto your site.
- **Convert:** In the convert stage, visitors are becoming leads. This happens when they express interest in what you have to offer by giving their information. It may be as simple as a name and email address, but that's a great start.
- **Close:** A lead is then turned into a customer after a successful campaign nurtures them to the point that they make a purchase. However, now that the customer has made a purchase, your work with them is still not done.
- **Delight:** You may have one new customer, but you can double or triple this if you turn your customer into a promoter. By offering value, such as informative blog posts, your customer will be delighted by your company and recommend you to their friends, turning more strangers into leads.



1. ATTRACT

There are people out there who are thinking about buying a boat. They may or may not know which brand they want. Either way, the goal is to get them to come to you first.

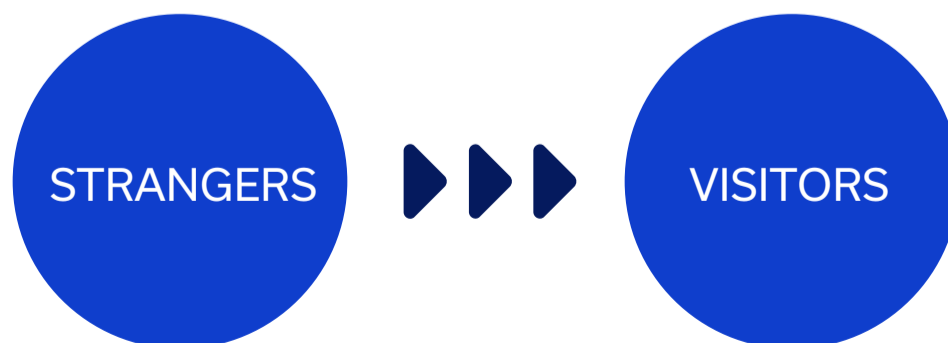


You can attract 'strangers' to your website using inbound marketing. During their research process, you want them to discover or even just be reminded of your brand. This happens when you post valuable information that you have and potential leads are seeking. Share answers to their questions in blog posts and on social media.

What answers do your potential customers need? Some blog posts could be:

- 'Things to Consider Before Purchasing Your First Power Boat'
- 'Upgrading to a Bigger Boat? Ten Things to Factor in'
- 'The Five Best Sailboats for Families with Young Children'

Think of the questions you often get from your customers and put the answers online. This way, people will find your company when they are in need of a resource. (Hint: Most leads are not calling salespeople with their questions. They're turning to Google. Your resources need to show up on Google so leads aren't turning to other yacht brokers or builders.)



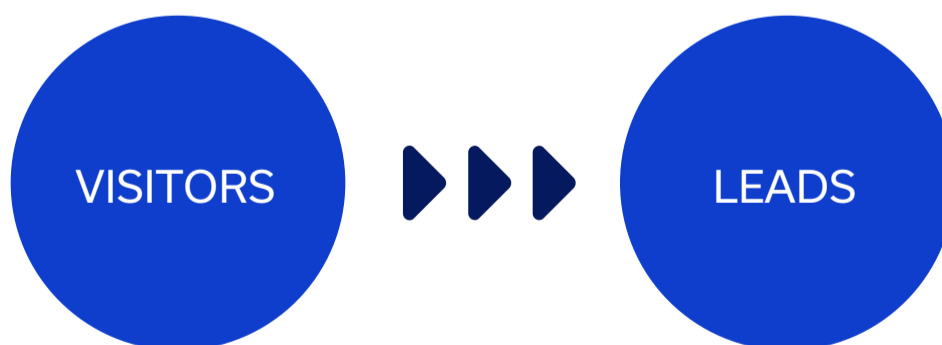
2. CONVERT



Now that these potential customers have visited your site and read your article, you want to collect their information so you can continue to be in touch.

The best way to do this is to offer downloadable resources that potential customers can only access after inputting their contact information. For example, offer downloadable guides on 'New vs. Used Boats' or 'Navigating Your First Boat Show.'

Once a potential customer has filled out their contact information, you should enter them into a lead database. This can be done automatically with a Customer Relationship Management System (CRM), such as [HubSpot](#). Your marketing and sales teams can then access this database of qualified leads and send them valuable content or reach out to see if they have any questions.



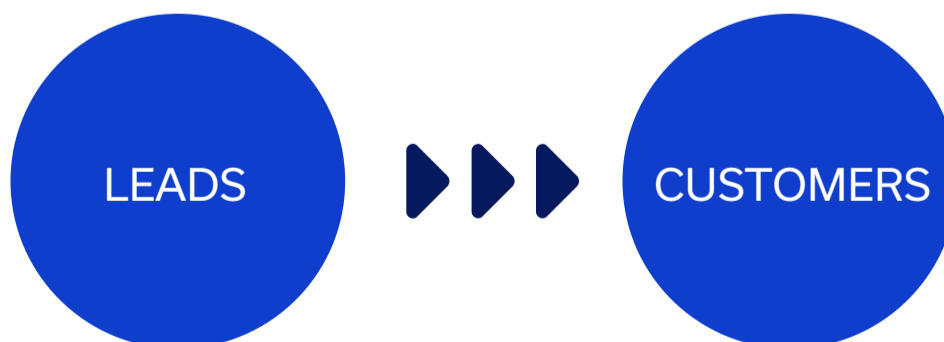
3. CLOSE



Through HubSpot or another CRM, you have all of the information you need to seal the deal.

Before calling a lead, you know their email so you can send them more useful content. You also know which resources they downloaded and which web pages they visited.

For example: Bill read your article, '10 Things to Know Before Buying Your First Sailboat.' He then downloaded the 'Best Sailboats for Families' guide. Signals show that Bill has likely never owned a boat before but is thinking of buying one for himself and his family. You can also see the three different boat listings he has viewed on your website. All three boats are in the same price range so you know what he is looking for and can tailor your follow up to his preferences. You can send him more resources he may find valuable to help him move along in the buyer's journey. Set up a time for him to come down and look at some boats, maybe even go for a sail. When he's ready, he'll feel comfortable making such a large purchase with you after all you have done to be of value and build trust.



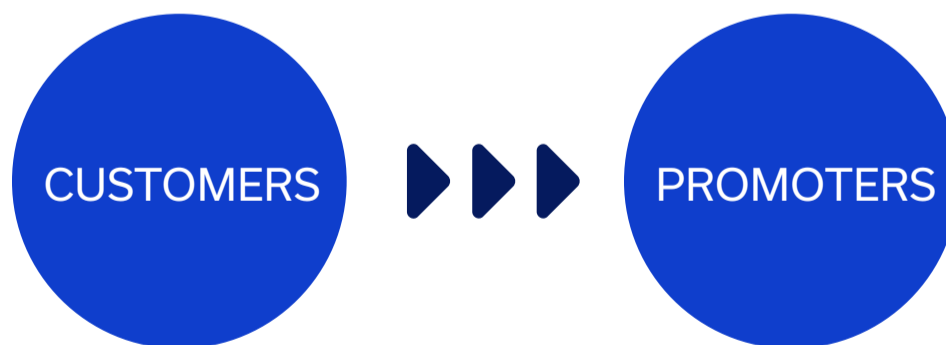
4. DELIGHT

Now that you have sold a boat, you need to continue providing valuable information to the new owner. You want to be a helpful resource that they can turn to again and again. If you successfully do this, you will go above and beyond their expectations and they will tell their friends about your company.



It then becomes a cycle of delighted promoters turning other strangers into visitors and your inbound campaigns turning them into leads, customers, and eventually more promoters.

Once you optimize your site to work like an inbound marketing machine, it will do the heavy lifting for you. All you need to do is answer the phone when a lead comes calling.





At Hydro Studios, we build inbound marketing campaigns for organizations that are ready to improve the way they sell.

We partner with HubSpot to set your business up for success with a customer relationship management system that does most of the work for you. If you're interested in seeing how you can partner with us, call Emma at 310-409-0255 or email Emma.Bertrand@HydroStudios.com.

Hydro
STUDIOS

**THANKS
FOR READING**