

Numarine Digital Marketing Strategy

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NUMARINE
performance motoryachts

Agenda

- **Introduction**
- **Defining the Target Market**
- **Marketing Campaign Modifications**
- **How to Increase Numarine Exposure: Online Strategy**
- **How to Increase Numarine Exposure: Offline Strategy**
- **Summary**
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Marketing Strategy Introduction



Marketing Strategy Objectives

Reducing

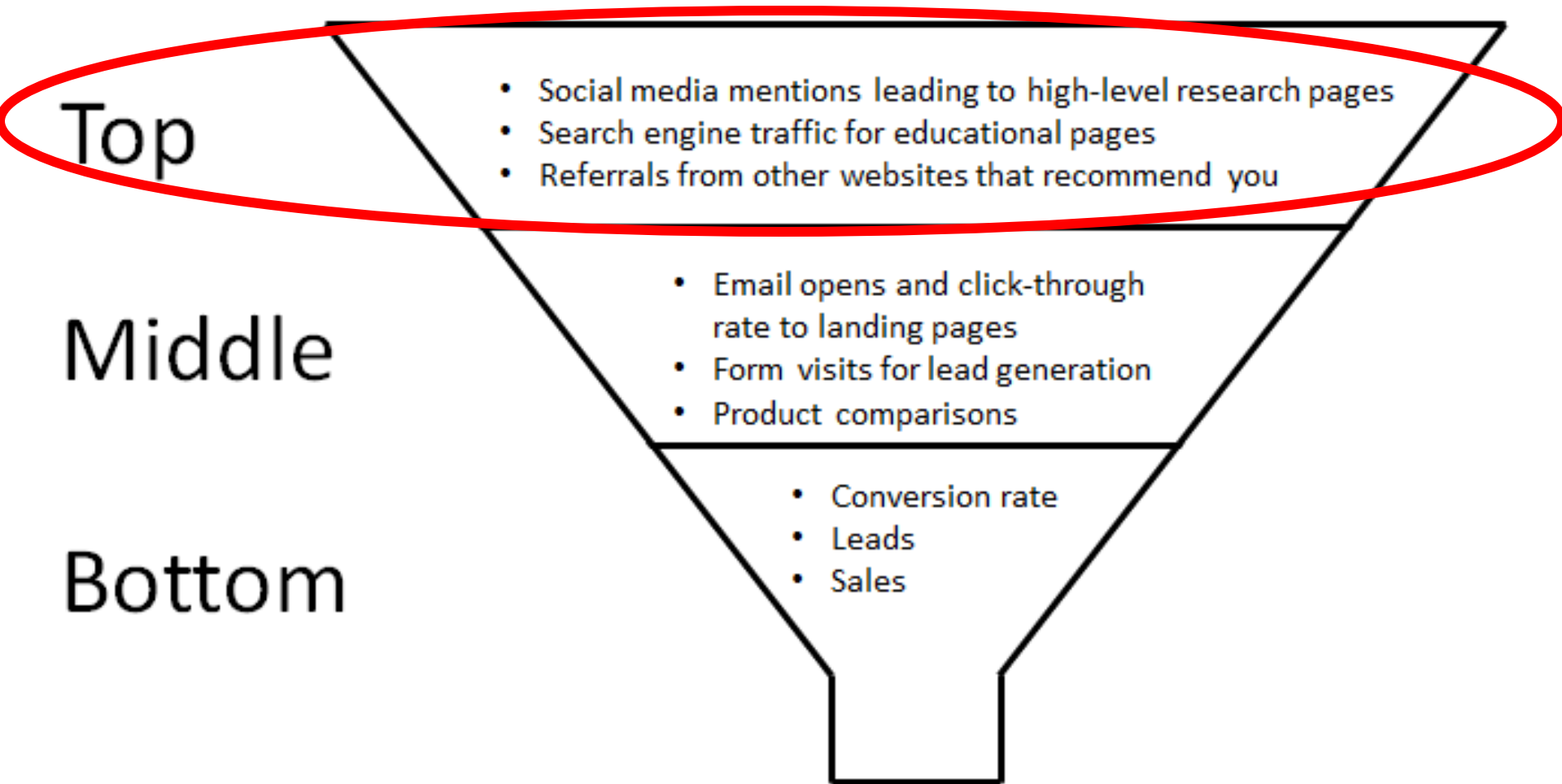
- **Cost per Lead**
- **Customer Acquisition Costs**
- **Print Advertising Budget**
- **Website Bounce Rate**
- **Inactive Social Media Followers**

Increasing

- **Organic Search Ranking**
- **Paid Search Ranking**
- **Website Visits**
- **Time Spent on Website**
- **Social Media Engagement**
- **Return on Investment**

Using Top Funnel Marketing Strategies we hope to achieve the above which will ultimately lead to increased revenue, customer lifetime value, and brand equity

Marketing Funnel Focus



Source: SiteTuners

Marketing Research

A comprehensive Market Research Report was conducted on the U.S. Yachting Sector

Sources used: Internet searches, yacht and boating association information, online database retrieval, and articles from yachting magazines

Information attained : Market data, key trends, and forecasts

Defining the Target Market



Target Market Demographics

- Age range: 30- 45 years old
- Gender: 70% male & 30% female
- Occupations: Finance, Technology, or Real Estate
- US Geographic strategy: South, West, Northeast
- Socio-economics: First time yacht owners
- Luxury Travel frequency: Very High
- Luxury goods purchase frequency: Medium to High

Target Market Psychographics

- Luxury vacations
- Private Jets
- Luxury Cars
- Lifestyle-based activities
- Male-focused activities
- Female-focused activities



Target Market Psychographics: Luxury Vacations

The target market **enjoys taking a break** from the stresses of daily life and **wants a hassle-free, luxury vacation** where they can escape.

- **Focus SEO and SEM on luxury vacations**
- **Focus paid social media ads, retargeting ads related to followers of Luxury Vacations:**



slh.com



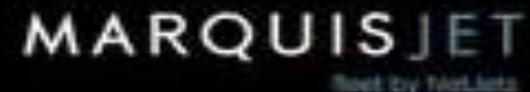
THE LEADING HOTELS
OF THE WORLD®



Target Market Psychographics: Private Jets

Due to the **urgency of some business deals** or the **comforts and luxuries of private travel**, the target market frequents travel on private jets.

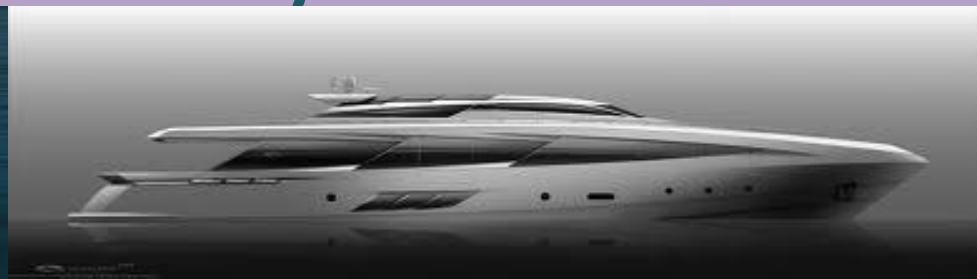
- **Focus on obtaining email marketing list and/or direct marketing list of current private jet clients**
- **Focus on event partnerships with private jets:**

The logo for Sentient Jet features a green background. At the top right, there is a stylized graphic of a grid of dots. Below this, the word "sentient" is written in a white, lowercase, sans-serif font, and the word "jet" is written below it in a similar font.The logo for Bluestar Jets features a dark blue background. At the top center is a shield-shaped emblem containing the letters "B" and "J" in a stylized, white, serif font. Below the emblem, the words "BLUESTAR" and "JETS" are written in a white, uppercase, sans-serif font, with "JETS" on a separate line.The logo for NetJets features a white background. The word "NETJETS" is written in a large, bold, blue, uppercase, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.The logo for MarquisJet features a black background. The word "MARQUISJET" is written in a white, uppercase, sans-serif font. Below it, the phrase "Book by NetJets" is written in a smaller, white, lowercase, sans-serif font.

Target Market Psychographics: Luxury Cars

The **first luxury purchase** for the target market is usually a luxury car since it is a **luxury that can be enjoyed daily that displays their lifestyle**

- **Focus on SEM and co-branded events with Luxury Car companies with a similar style to Numarine:**

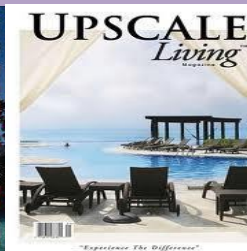


Target Market: Lifestyle-based activities

The target market has a **plethora of hobbies** that they indulge in **during their leisure time**. These hobbies **define their interests and passions**.

Focus on recurring brand partnerships with groups such as below:

- Lifestyle Magazines
- Concierge companies
- Leisure Clubs



Yacht Club



Tennis Club

Target Market Differentiation

Looking at activities that interest the target market
from a gender-basis

Interests of the male target market differs from the
female target market

**The male target market cares about social
activities whereas the female target cares about
fashion and beauty**

Target Market: Male-Focused Activities

Focus on partnering with companies such as below:



Female-Focused Activities

Focus on partnering with companies such as below:



Marketing Campaign Modifications



Redefine Numarine Personality

- Purchasing a Numarine Yacht is **more than purchasing a product**, it is attaining the **Numarine Experience** and being part of the **Numarine Lifestyle**.
- Numarine should **use adjectives from the historical meaning of a yacht**. Displaying itself as the **Modern-day Hunter** (based on the original meaning of yacht “jacht”)

New Yacht Marketing Trends: What does the yacht consumer want?

- Larger, fully-customizable boats



- Numarine should promote its largest fleet 100 feet plus, such as 102', 120', and 130' yachts to meet changing consumer demands.



Numarine Ads should focus on...

- The physical appeal and aesthetics of the yachts
- The pleasure and comforts of being on a yacht
- New yacht owners yet remain appealing to patriarchal luxury owners
- Addressing issues of serviceability
- Highlighting its competitive advantage:
 - Innovative design and style
 - Technology advancement
 - Safety
 - Environmentally friendly engine
 - Entertainment amenities

Digital Numarine Ads should look like...

 Offering Corporate & Private Fractional Ownership

**FINALIST 2012
Motor Boat &
Yachting magazine
awards**



  **NUMARINE**
performance motoryachts

www.numarine.com Istanbul Cannes New York Sao Paolo Mexico South Africa Hong Kong



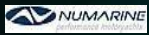
Digital Numarine Ads should look like...



**NOW Offering
Numarine Corporate &
Private Fractional
Ownership**



**FINALIST 2012 Motor Boat
& Yachting magazine
awards**



Customize YOUR Numarine

www.numarine.com Istanbul Cannes New York Sao Paulo Mexico South Africa Hong Kong



Limit Print Advertising and focus on digital ads with non-yachting publications



How to Increase Numarine Exposure: Online Strategy



 **NUMARINE**
performance motoryachts

Social Media Presence

- Twitter
- Facebook
- Pinterest
- LinkedIn
- YouTube

facebook Search for people, places and things

Numarine Performance Motoryachts 121 likes

Company
High performance motoryacht manufacturer building boats from 55' – 130' based in Istanbul. For more information please visit our web site. <http://www.numarine.com/>

Activity
People Who Like This
6

There is no activity

Search

Numarine Yachts 29 followers, 26 pins

NUMARINE performance motoryachts

The Maltese Falcon.
Wally #1 Ticketoo.
Wider Yachts.
Riva 63' Virtus.
Wider 150' - 19.
Admiral XLence Yacht
105 Meter Triddeck Superyacht.
Yacht Numarine 78 HT. Fast and Luxurious.
Antagonist by Art of Kinetic.

Search Have an account? Sign in

Numarine Yachts @Numarine 154 FOLLOWERS

Follow

1 TWEET
7 FOLLOWING
154 FOLLOWERS

Follow Numarine Yachts

Full name
Email
Password
Sign up

Tweets

Numarine Yachts @Numarine
@Jonathanbowker @yachtworldemed @maritimemed thanks for the Twitter set up
Expand
12 Nov 09

Tweets
Following
Followers
Favorites
Lists

There is no activity

Improved Website SEO

Digital optimization to take over key search words:

- Yacht
- Marine
- Marina
- Shipyard
- Superyacht
- Megayacht
- Yacht awards
- Luxury yacht
- Luxury Vacation
- Sailing Vacation



Numarine Digital Showroom

Fleet on display with their individual personalities similar to characters in a story



For example:
The Predator
The Dragon
The Shark
The Scorpion
The Mososaurus

Give a tag line

- Be part of the Nu Generation of Yachting
- Numarine: The Modern Day Hunter

A screenshot of the Numarine website homepage. The header features the Numarine logo and navigation tabs for 'NUMARINE', 'YACHTS', 'SALES & SERVICES', 'PRESS CORNER', 'NEWS/EVENTS', 'OWNER'S LOUNGE', 'NUMARINE SHOP', and 'CONTACT'. Below the header is a main banner image of a yacht at sea with the text 'Numarine: the Modern Day Hunter' overlaid. The main content area is divided into three columns: 'technology' with an image of a welding torch, 'design' with an image of a yacht's interior, and 'performance' with an image of a yacht at speed. To the right is a 'NEWS' section with a headline 'Numarine's presence at Miami and Istanbul Boatshows' and a date '09.03.2012'. The footer includes a 'Read Details' link.

Organic PR: Numarine News

- Numarine Sales Team/Executive team should guest blog in a selected Yachting Magazine
 - Boating Industry, Boating International, PMY, Superyacht News
- Magazine/Newspaper presence: Talk about yacht industry, rather than just show ad in yachting magazines
- Show videos of the idea to the final project to try to get airtime on documentaries or magazines

Media & Marketing • Technology • Property Report

MARKETPLACE

THE WALL STREET JOURNAL

The Nu Generation of Yachting: Numarine

IN THIS RAPIDLY developing swath of former Florida swampland, home builders Joe and Mike Redburn are selling more than modest three-bedroom castles: They are selling fortresses.

The otherwise ordinary-looking homes have windows that can withstand 130-mph winds. Extra-

By Theo Francis, Kemba J. Dunham and Alex Frangos

beefy garage doors roll down like armored shields. Roof decking is held fast with special nails so hard to pull out that they must be cut to be removed. The back of a pickup truck the father-and-son team uses for its

Fort Myers, Fla., home-building company boasts: "Our houses don't blow away."

Across the country, builders and suppliers are developing new products and techniques to assemble homes that are strengthened well beyond what building codes require. Some builders have been inspired by the powerful hurricanes that have struck the Gulf Coast in the past 15 months, causing billions of dollars in damage and leaving hundreds of thousands of people homeless. Others have their eye on earthquakes, blizzards or wildfires—and often several at



A \$400,000 concrete house in Bollingbrook, Ill., is being built to withstand both hail and tornadoes.

ure. Even Sherwin-Williams Co., the big paint maker, is getting into the act by trying to create a paint-like coating that will block water from penetrating a concrete wall during severe storms, which is important for reducing damage from mold.

One of the more promising products, being developed by Composite Building Structures Ltd., Fort Myers, is a high-tech fiberglass composite.

A major force behind the efforts is the insurance industry, which has long devoted time and money to lobbying for tougher building codes. Recently, in an end run around the codes, which are mandated by state or local governments, the insurance-industry-funded Institute for Business and Home Safety, based in Tampa, Fla., began offering a seal of approval for homes built to standards that exceed what the building rules require.

Some of the new building products simply hold buildings together under extreme conditions. But companies are also trying to develop products that are stronger than wood, steel and concrete and can guard against catastrophic fail-

ure. "What we are doing is creating a higher standard," says James P. Antonic, president and chief executive of CBS. Mr. Antonic says that composites will one day replace wood, metal and concrete in the construction of house frames. Centex Corp., one of the nation's largest builders, used CBS products to build a few villas in Naples, Fla., as well as a Habitat for Humanity home in Cape Coral, Fla. Some Louisiana state officials want to use the products in the rebuilding effort in New Orleans.






Made in Turkey Digital Campaign

Luxury transport has always been associated with Italy and Germany, and with yachts the bias of superiority from these countries remains.

Partner with other Yacht/Boat companies based in Turkey:

- Run  “Made in Turkey” commercials or ads
- Create Digital campaign
 - “Turkey, the crossroads of creativity”
 - “Turkey where European quality meets Middle Eastern style”

How to Increase Numarine Exposure: Offline Strategy



Numarine Events

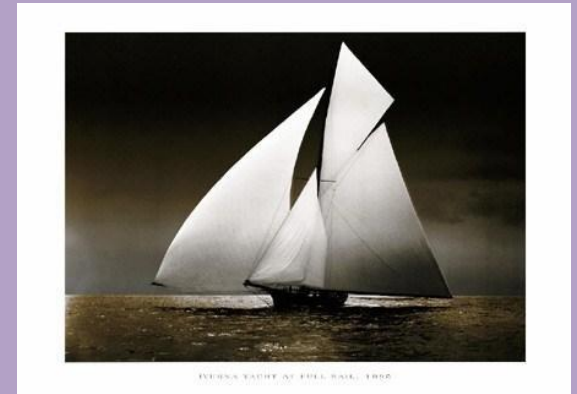
Host events to bring together yachters who share similar passion for luxury yachts and the lifestyle:

For Example: Numarine Northeast Summer Weekends :

- The Hamptons
- Greenwich, CT
- Rhode Island
- Maine
- Nantucket
- Martha's Vineyard

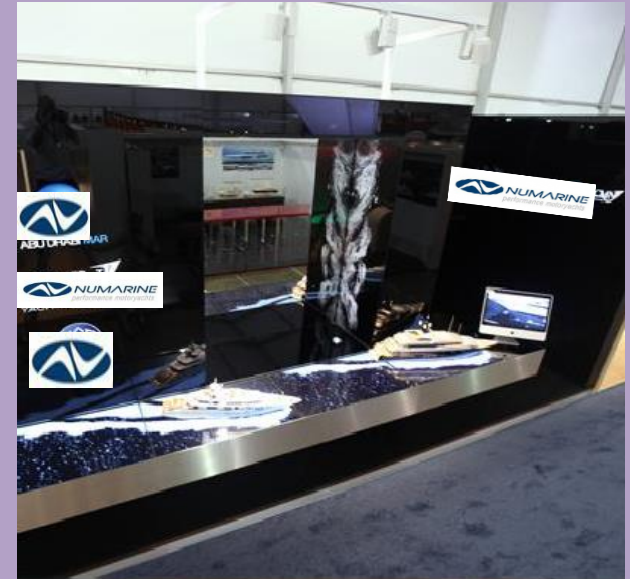


Yachts + Art = Marine-Inspired Art Show on Numarine Yacht



International Boat Shows

- Target regional demographics at each show location
- Ensure technology is at the forefront of the yacht show to demonstrate importance of technology in yachts
- Highlight competitive advantages
- Sales people should be able to relate/ dress similar to target market to get their attention



International Boat Shows



Push for NEW yacht ownership vs. used yacht ownership

Numarine Fractional Yacht Ownership (Corporate & Private options)

- A simpler, easier, more affordable solution to yacht ownership
- Each owner pays a percentage of the yacht costs, and gets a percentage of yacht time throughout the year
- All needs for the yachts are professionally handled behind the scenes to allow the owners more time to enjoy their yachts

Numarine Yacht Card

- Similar to Fractional Yacht Ownership, allows a cardholder a specific amount of time on the yacht each year



Summary

The average cost of a Numarine 80 foot yacht is \$1.5MM

Current Numarine Advertising Budget focuses on print ads in Yacht magazines and boat shows with a high cost per lead and high competition from legacy brands

Numarine's macro objectives are to reduce costs and increase sales

Numarine needs to modify its marketing plan with a more focused approach of embracing digital channels and exploiting the space before it becomes saturated

Summary

Numarine needs to redirect its print advertising budget into a digital budget with the following 3 steps:

1. Define a weekly content strategy for their social media including guest blog posts
2. Redesign their website with a digital showroom and targeted keywords for better SEO and SEM rankings
3. Focus on the psychographics of the target market when selecting online channels for digital ads and partnerships to attain strong ROI

Appendix



Appendix

Risks & Hedges

<p>Imitation by competitors of:</p> <ul style="list-style-type: none">• Products• Marketing campaigns• Website look and feel	<p>Differentiate with brand equity:</p> <ul style="list-style-type: none">• Focus on service• Numarine Experience• Digital Showroom should encourage multiple visits
<p>Extreme superyacht prices alienates target consumers</p>	<p>Encourage fractional ownership and Yacht cards as an alternative to full ownership</p>
<p>Target Market is still not interested in yachts due to seasonal usage</p>	<p>Will need to host events throughout the year that makes the Numarine consumer know they are part of an exclusive club not just another yacht owner</p>