



THE AGENCY CHARTER YACHT MARKETING PACKAGE

## FULL CONTENT CREATION

## YACHT SHOOTING

| ITEM                                      | PRICE        |
|---|--------------|
| Photography & Videography<br>(130' yacht) | 2600€        |
| Matterport                                | 750€         |
| <b>Total</b>                              | <b>3350€</b> |

The Agency will create a full an extensive range of content for the yacht including the following deliverables:

- Photos:
  - Aerials
  - Interior
  - Exterior
  - Lifestyle
- Video:
  - Aerial + Walkthrough 3 minute
  - Branded & Unbranded
- Social Media bites:
  - 10 - 15 Instagram Posts
  - 3 Video Stories
  - 1 Reel
- Matterport Tour
  - Branded & Unbranded

The Agency is capable of delivering the contents within 2 weeks following the shoot of the yacht. The hosting of the Matterport is provided.

PRESENT A YACHT LIKE NEVER BEFORE

## SALES DOCUMENTS

| ITEM           | PRICE       |
|----------------|-------------|
| Brochures      | 120€        |
| Specifications | 120€        |
| <b>Total</b>   | <b>240€</b> |

The Agency will create a the brochure and specs of the yacht including the following deliverables:

- Branded and Unbranded Documents
- Brochures include extensive photography of the yacht
- Specifications include all of the main characteristics of the yacht

The Agency is capable of delivering the sales document within 1 week following the shoot of the yacht.

## DEDICATED WEBSITE

## WEBSITE

| ITEM                             | PRICE                   |
|----------------------------------|-------------------------|
| Elementor Design                 | 1,125€                  |
| Elementor Design - Menu & Footer | 400€                    |
| Content Copywriting              | 400€                    |
| Content Upload                   | 125€                    |
| Testing                          | 75€                     |
| <b>Total</b>                     | <b><del>2125€</del></b> |

The Agency will create a brokerage yacht website for a price of **2000€**, with the following conditions:

- Broker Friendly & One Landing Page Branded
- Copywriting for all rich pages of the website
  - Destinations (Up to 4)
  - First News Article
  - Interior, Exterior & Accommodations
- Supporting all marketing content:
  - Photo
  - Video
  - Virtual Tour
  - Specifications & Brochure
  - Crew Profiles
  - Destinations & Itineraries
- Custom Design
- Custom Yacht Logo Design

The Agency is capable of delivering the website within 1 month following the reception of the marketing content.

REACHING THOSE WHO MATTER

## DIGITAL MARKETING

| ITEM              | PRICE       |
|-------------------|-------------|
| Google Ads Set Up | 150€        |
| <b>Total</b>      | <b>150€</b> |
| Clicks            | 50€ / Month |

The Agency will create a dedicated Google Ads account for the superyacht and market it to users searching for similar vessels:

- Keywords:
  - Destinations
  - Yacht Size
  - Yacht Make & Model
- Targeting:
  - Demographic
  - Location (ZIP Codes where UHNWI reside)
  - In-Market Segments

The Agency is capable of starting the Google Ads campaign within 4 business days following the delivery of the dedicated website.

REACHING CONNECTED YACHTSMAN

## SOCIAL MEDIA

| ITEM               | PRICE       |
|--------------------|-------------|
| Content Sourcing   | 150€        |
| Content Editing    | 150€        |
| Copywriting        | 150€        |
| Content Scheduling | 150€        |
| <b>Total</b>       | <b>600€</b> |

The Agency will create a dedicated Instagram account for the superyacht and engage with potential clients and previous charterers:

- Creation of a full profile with quality highlights
- 4 to 6 posts per week
- Weekly stories
- Monthly reels
- Basic community building
- Interacting with users.

The Agency is capable of starting the Instagram within 4 business days following the delivery of the dedicated website.

THE AGENCY

+33 6 40 37 00 33  
NICOLAS@T-AGENCY.FR  
SOUTH OF FRANCE & MONACO

