

# Let's Get Optimising

Workshop Outcomes & Deliverables



# Our Target Market

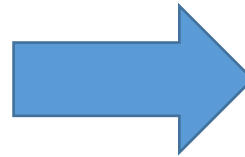
## Workshopping Outcomes List

Recreational Fishermen

Family Cruising

Car Toppers Market

Government Servicing



## Our first tactical Target Markets and definition

### Recreational Fishermen

Potential Men who enjoy fishing.

- Age Group 35 to 65
- Bundy is an offshore region. Is the food bowl of region
- Creeks and Ocean
- Use of boat every 1 to 2 weeks
- Has access to funds loan or savings
- Looking to Escape
- Typical customer is self employed in the trades & manufacturing sector
- Dedicated fishing customer base



# Unique Value Proposition

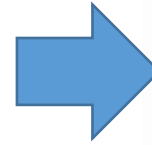
Workshopping USP List

Flared Bow

Blade Hull (dry & Smoother)

BMT Turnkey

Engine burns leaner



Our Tactical USP's and Definition

Engine Lean burn (Fuel economy  
18% better)



# Outrageous Offer & Key Message

## Outrageous Offer:

Quintrex 420 Busta with Trailer ( Blade hull the only tinnie with one)

Suzuki 30HP lean burn

## Outrageous Guarantee Offer:

Lowrance Fish finder

Free Bimini ( \$400)

Painted with Stripes

Safety Kit

Upsell

Bigger horsepower

Upgrade Sounder

## Key Marketing Message:

Rising Sun Marine Your gateway to great boating

## Focused Target:

Recreational Fishermen

## Focused Persona:

Self employed tradies  
And Retirees

## Focused USP:

BMT Package

## Key Problems

1. Think there is an inability to customise my boat
2. Will it fit in my garage?
3. How to maintain a boat

## Key Objections

1. 3 Month supply delay

## Proof

Client Case Studies and Testimonials  
Product Reviews

## Your 12 Month Optimise System to Success.

Month 1	October	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Setup	Target Markets & Raising Prominence		Actioning Lead generation activity to Target Market			Growing Conversion- Learn Manage and Revise		Revisit	New Target Market	Growing Conversion- Learn Manage and Revise	
<div>✓ Account Set Up</div> <div>✓ Documentation</div> <div>✓ Business Review and Identify Target Markets.</div> <div>✓ Initial Strategy Workshop</div> <div>✓ Provide Workshop Outcomes and Deliverables</div> <div>✓ Generate Website Audit</div> <div>✓ Setup Inhouse Campaigns</div>	Quintrex Campaign as required										
	Yamaha Campaign as required										
	Busta BMT Offer										



# Goals

1. Goal- Increase Traffic to Website by 18%
2. Goal- track and increase requests from “Make an inquiry” pages by 15%
3. Goal- track and increase boat sales via new web inquiry by 10 units per annum (in this financial year)

## KPI's

1. KPI- Reduce the bounce rate by 2% (from 75% to 54%) on average
2. KPI- Ensure Site Health tracks at 80%+

### Notes

Refer to Baseline Reports (pages 7,8,9,10)

# Baseline Overview

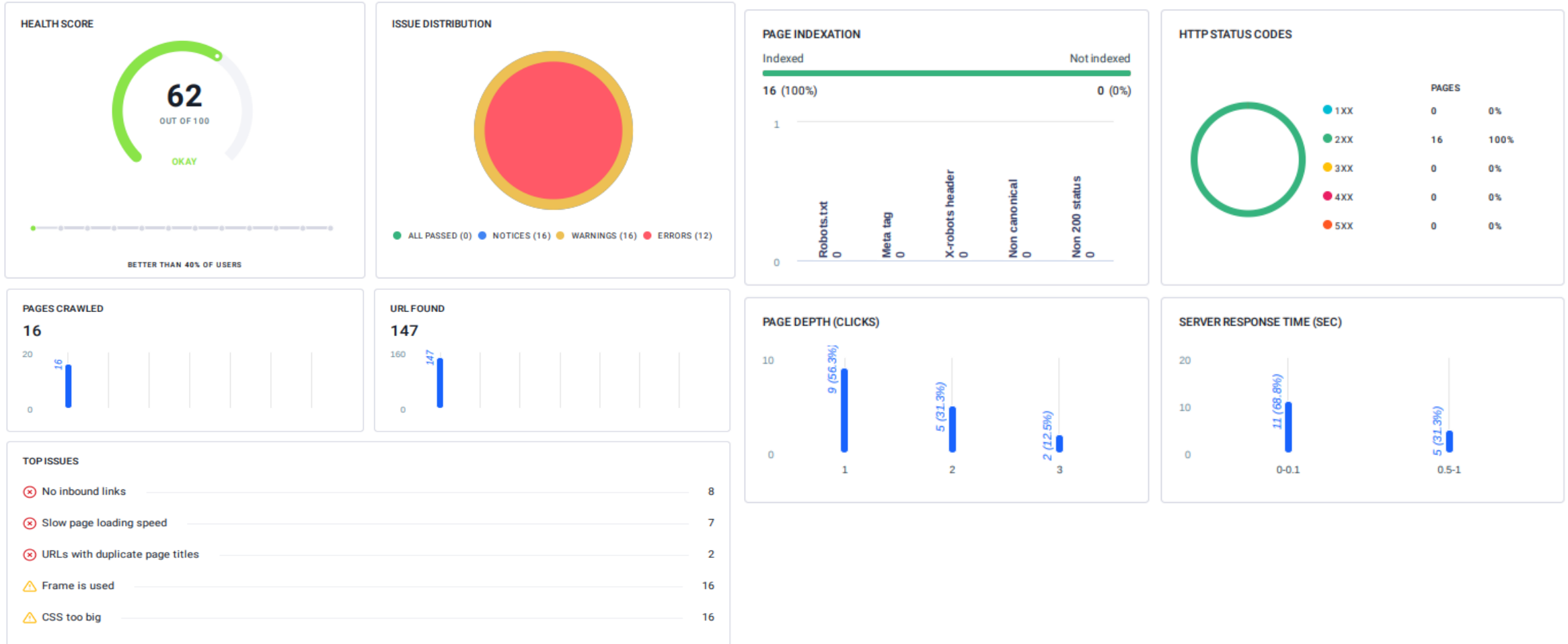
Based on our research, we have identified that [www.boatsgalore.com.au](http://www.boatsgalore.com.au) website contents are not properly optimised for search engines. Google and other search engines might penalize your website that will result to low ranking score or will not be visible to search engines at all. Keywords are need to be refocused and optimised to drive traffic from your target market.

To address this, we will be executing a complete website audit to evaluate your website health performance and review key messaging, tone, industry jargon, layout and structure of content. We will identify new opportunities to address our key target market and create a content strategy to bring the website up to date.

The new content strategy will specifically address the Target Market '\_\_\_\_\_' and identify the following key areas:

- The key problems associated with the target market
- The key solutions associated with the target market
- Building trust and credibility in the form of customer testimonials, citations and case studies
- A call to action that gets online customers to convert on either a) the sign up/contact page or b) ring to book in a free showroom consult.

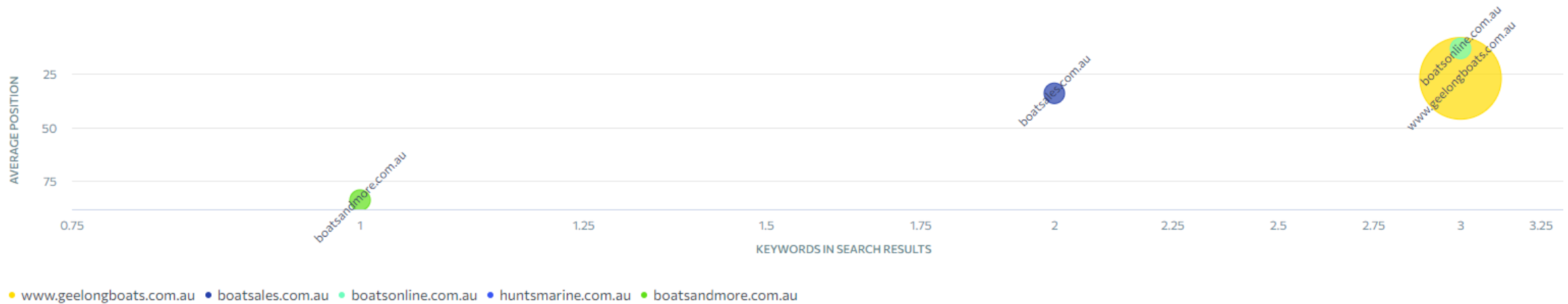
## Website Audit













## Average Ranking Position

Boats Galore average position vs organic competitors.



## Domain Metrics

DOMAIN METRICS			
 Domain expiration	Aug-22 2021	 Alexa Rank	0
 Backlinks	148	 Pages in Yahoo!	46
 Reffering domains	29	 Pages in Google	28
 Domain Trust	14	 Pages in Bing	49