



MARINEREPAIR
MARKETING

Digital Marketing Growth Story

Dickerson Harbor Boatyard



2.

How Do I Grow a Traditional Business



Growth applies to any business. This is about a boatyard, as tough as any to grow.



3.

What We Accomplished Together



Changed the mix to big long-term projects for even workload



Doubled the workforce over 3 years



Growth and Profitability



No marketing team, Owner led



Branding challenges

- Boatyard the major business
- Under an old Sales name too



Sales reach limited geographically,
but...drew from all over the Eastern USA



Commodity pricing limited growth
before we started



Keys to Success

Trust



Eyes on Website



Focus

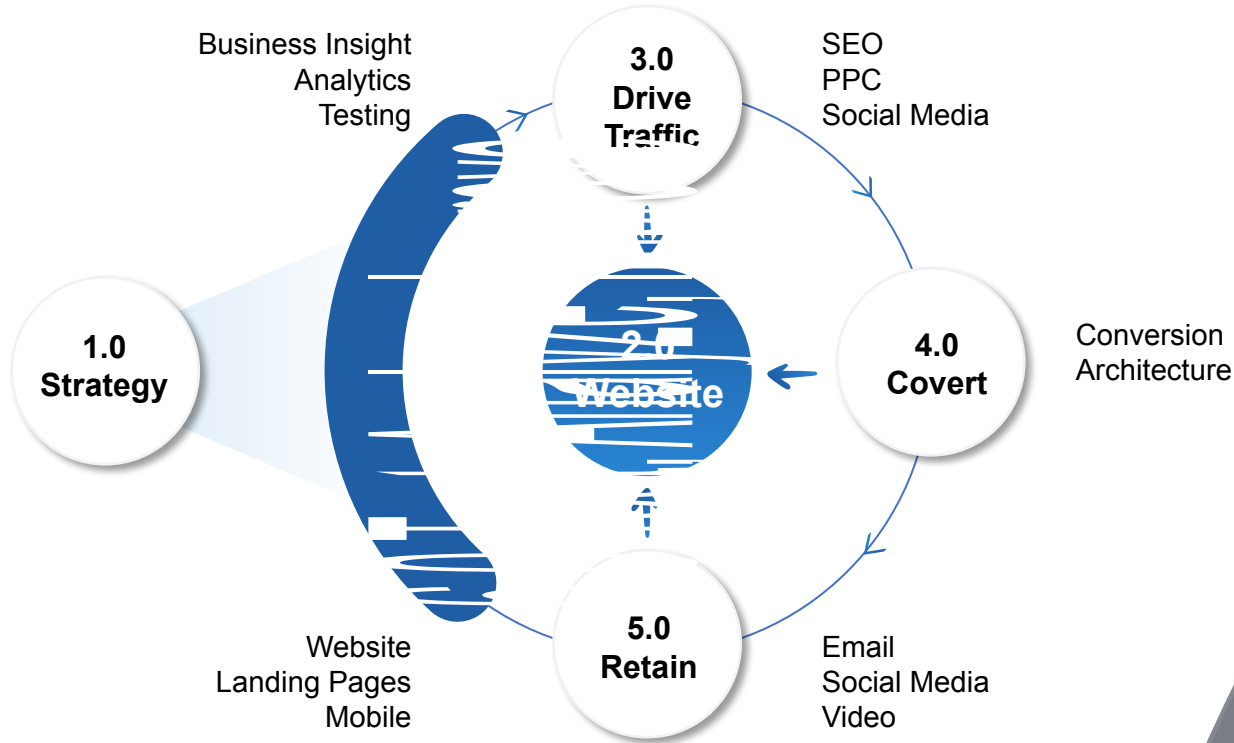


Be the Expert



Proven Experience





MODERNIZATION

Quality Boat and Grand Banks Modernization

Make your older quality boat or Grand Banks "better than new" for more enjoyment and higher resale. Add creature comforts, modern electronics, and control systems that rival the newest yachts at a fraction of the investment.

- ✓ Interior layout
- ✓ Hardtop
- ✓ Modern Electronics
- ✓ Satellite TV
- ✓ Refrigerators and Ice Makers
- ✓ A/C Units
- ✓ Interior decorating
- ✓ Lighting
- ✓ Dingy handling

Keep Your Boat Looking Fresh

8. Creating TRUST on Your Website



Modern Look – You are vibrant and growing



Tell them with case studies & testimonials



100% professional with no errors on the site



Make it easy to contact you



Be authentically helpful



grand banks fuel tank replacement



Shopping

Videos

Images

Cost

News

Maps

Books

Flights

Finance

About 11,600,000 results (0.35 seconds)



oxfordyachtagency.com

https://oxfordyachtagency.com › engine-maintenance



Replacing Grand Banks Fuel Tanks – Oxford Yacht

There is only one way to get these **tanks** out – perseverance, brute strength and lots of reciprocating saw blades. The **tanks** were removed in lots of pieces which ...

Videos



12:45

EP 5 Fuel Tank replacment in 40 year old trawler how much ...

YouTube · No Regrets Lifestyle

Feb 25, 2022

8 key moments in this video





Start with the big picture, research on what you want to be found for



Lots of pages, blog articles to create a big website



Get the mechanics of the site right. Speed is critical.



Links from other websites is still important



Focus the site on what's important



Be interesting with videos, podcasts, and infographics



Free advice on
topics of common
interest

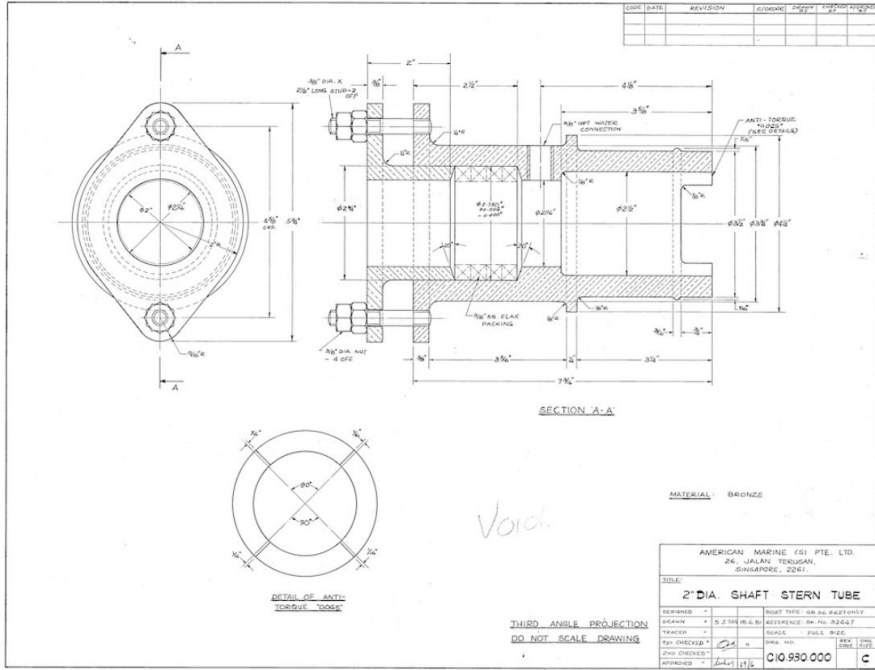


Video is the top
way to
showcase your
experience



Case studies that
show you have solved
the problem before
and achieved good
results

Cruising boat shafting “maintenance reduction” falls into four categories



1) Minimizing Leakage

Shaft seals on cruising boats will vary from the simplest flax packing to the most modern multi-component, oil-filled shafting systems. Minor seal leakage can quickly become a big nuisance, cause extra wear on your bilge pumps, and can force costly haulouts and much more serious repairs if not taken care of up front. Each seal solution has benefits and drawbacks. Flax packing stuffing boxes are simple, but requires periodic adjustment and after a few seasons, replacement of the packing material. While running, there should always be a small amount of leakage into the boat to cool the seal housing. Rebuilding these properly and keeping up with the adjustments will give a long life of good service. The GB boats are all water cooled from the exhaust riser water. Aurora is a perfect example of a 1988 Grand Banks with flax

Marine Coatings

Whether you are trying to sell, protect your investment or just have pride in your boat, the finish is what sets the value of your boat.



Sell the High Value Projects You Want



Even your workload



Less price pressure



Tanks



Hull Painting



Engine Repowering



Electrical
Modernization



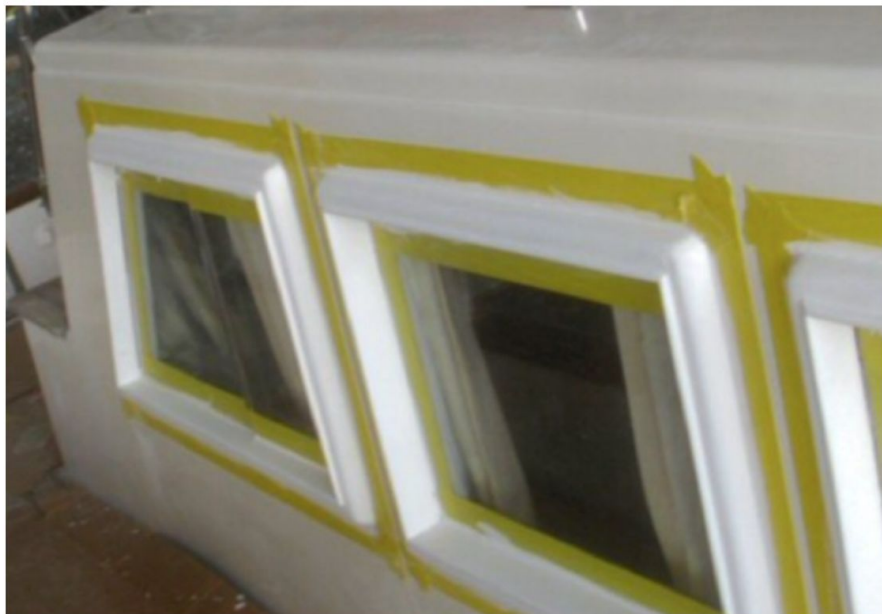
Maintenance
Reduction



New Set of Aluminum Tanks Before Epoxy Coating

Being proactive to replace those rusting fuel tanks with an experienced yard can save you thousands of dollars and mean worry free cruising again. Rusting fuel tanks on older Grand Banks is expensive and frustrating. If you are looking to buy a Grand Banks with newer tanks and they are not painted, deduct the cost of having the tanks epoxy painted or walk away from the purchase. These rusting tanks are usually the direct result of old worn-out teak decks which are leaking around the fuel fill and holding tank hose thru-deck connections. At Oxford Yacht Agency at our Dickerson Harbor Boatyard, we have replaced hundreds of tanks with a proven record of long lasting new tanks and getting our customers back on the water in a matter of days, not months. Our proven processes will be more cost effective and provide real





Stop Window Leaks in Their Tracks

Window leaks are the source of most interior wood damage on classic Grand Banks

Windows are “easy” to maintain and repair if you are smart about it

We can 100% eliminate window problems on all Grand Banks models

[LEARN MORE](#)



17.

Showing You Have "Done it Before" is Critical



Case Studies on the top projects you want



Don't make excuses like the client won't let me talk about it



Images of jobs in progress



Be helpful offline too



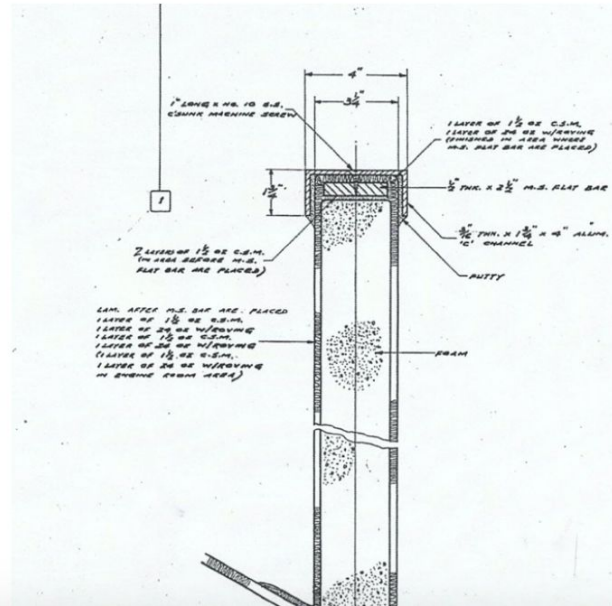
Testimonials from happy customers on your big jobs

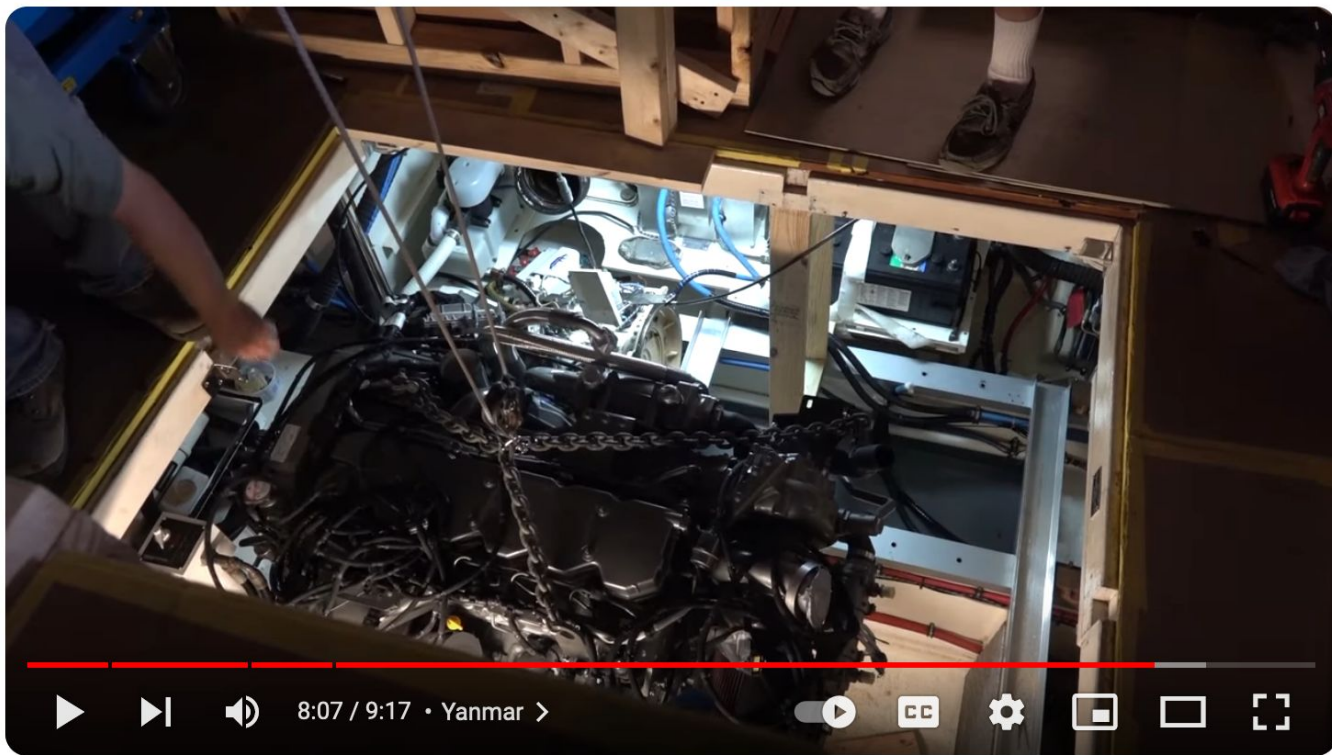


Be specific, general descriptions of what you do will usually not work



This damaged area and the drain should be ground out until good, solid fiberglass is found. Then both holes need to be glassed up in accordance to this lamination schedule from the Grand Banks 36 stringer drawing. This drawing is hard to read but zoom in and you will see a detailed 7-step fiberglass lamination schedule for the strongest part of the boat, the stringers. Repairing your keel to this standard will





2005 Grand Banks 46 Repower with Yanmar 6LF Diesel Engines



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