

# Branding, Web Dev & Digital Marketing for Yacht Charter Co.

## PROJECT DETAILS

 Digital Marketing

 Jan. - Apr. 2020

 \$10,000 to \$49,999

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*"Incite Response has engulfed themselves in our business as if they were our employees."*

## PROJECT SUMMARY

Incite Response took over a yacht charter company's marketing efforts. They led a complete rebrand, rebuilt their website from scratch with robust search functionality, and advised on organic SEO.

## PROJECT FEEDBACK

In the first three months, the client received 32 high-quality inquiries, gained 1,100 followers on Facebook, and grew their Instagram base sixfold. Incite Response balances a heavily data-driven approach with excellent communication skills. Their ability to work alongside the client stands out.



## The Client


Introduce your business and what you do there.


I'm the CEO of Canvas Yacht Charters. We charter yachts and boats to customers.


## The Challenge

What challenge were you trying to address with Incite Response Inc.?

We had a previous marketing and advertising company that, after a year and a half, wasn't delivering the results we needed. We decided to find an alternative and chose Incite Response.

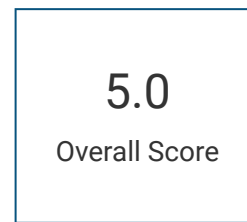
 **Doug Tib**  
CEO, Canvas Yacht Charters

 **Hospitality & Leisure**

 **1-10 Employees**

 **Bedford, New Hampshire**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

We started off with a dozen phone calls talking about our business model, target clientele, area of operation, and more. They then went out and learned our competitors' models. One thing I really appreciate is that they are data wizards. The amount of data and research Incite Response does behind the scenes has been a game-changer. They understand data, metrics, and how to dance with Google.

During the process, we completely rebranded ourselves. We changed our name, our logo, how we function, and how we targeted our customers. We also redid our social media functionalities on Facebook and Instagram. We also put a press release and some articles based on their recommendation to grow our organic SEO.

We did a complete website redesign as well. Incite Response dissolved our previous website and recreated it in WordPress based on what we were hoping for it to look like, looking at our competitors and their successes. Incite Respons added high-end pictures and a video on our home page. They also implemented a yacht search feature where clients can search for available yachts by location, type of yacht, the number of passengers, the price, date, and more. This requires huge infrastructure behind the scenes.

### What is the team composition?

I work with David (President) and Laura (Vice President).





## How did you come to work with Incite Response Inc.?

We first looked at local agencies because we like to have a personal relationship with face-to-face meetings. That didn't work so we searched online. We were looking for data-driven agencies that had experience in the transportation and travel industry as well as great reviews. We looked at Clutch and other rating agencies, and the feedback that Incite Response got was spectacular.

Based on our criteria, we picked three companies. There were two rounds of interviews with each candidate, and we settled on Incite Response. Part of it was personality-based: we wanted to see if they understood they were saying. We also wanted to see how much they wanted to work with us; the second interview would let us see how much each candidate researched us and did their due diligence since our first meeting.

## How much have you invested with them?

We've spent between \$10,000–\$50,000.

## What is the status of this engagement?

We began right around January 2020, and Incite Response finished the website around April the same year. We're still working together.



## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

In fewer than three months, we've had 32 spot-on inquiries that we're working with. Incite Response is able to target people looking to do what we provide. We were in trouble as a business before, but Incite Response saved us.

Our industry is based on leads and bookings. Over three months, we have had a handful of bookings. We also look at metrics elsewhere, like our Facebook presence. With our previous agency, after one and a half years, we only attained 500 followers. In three months with Incite Response, we reached 1,600. On Instagram, we went from 60 to over 400 followers.

### How did Incite Response Inc. perform from a project management standpoint?

The one thing we value the most from Incite Response is their communication ability. We correspond via email or phone call, and their response is excellent. The three-hour time zone difference had us concerned until we got to know them, their work culture, and their passion. It hasn't been an issue at all.

### What did you find most impressive about them?

Incite Response has engulfed themselves in our business as if they were our employees. They listen, they care, they give incredible advice, and they're conscious of our money. The people there are just wonderful.





## Are there any areas they could improve?

Honestly, I can't think of much there. Our partnership is still in its early stages. I can't even look David in the eye and tell him he's charging too much. Their prices are in the middle of the pack, and we're getting the results we want.

