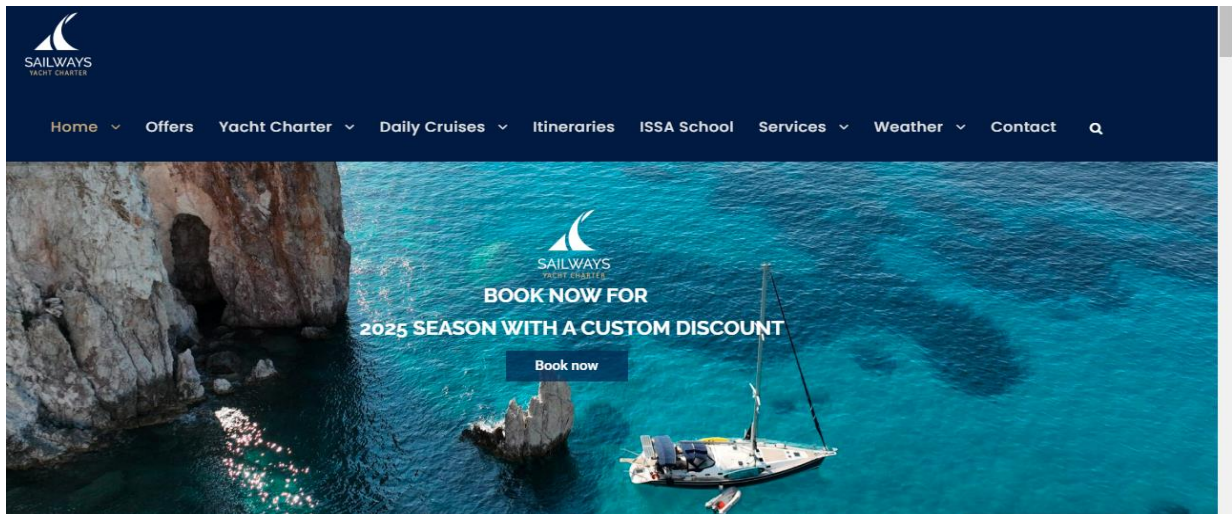


# Case study of SailWays - Yacht and Catamaran Charter Company



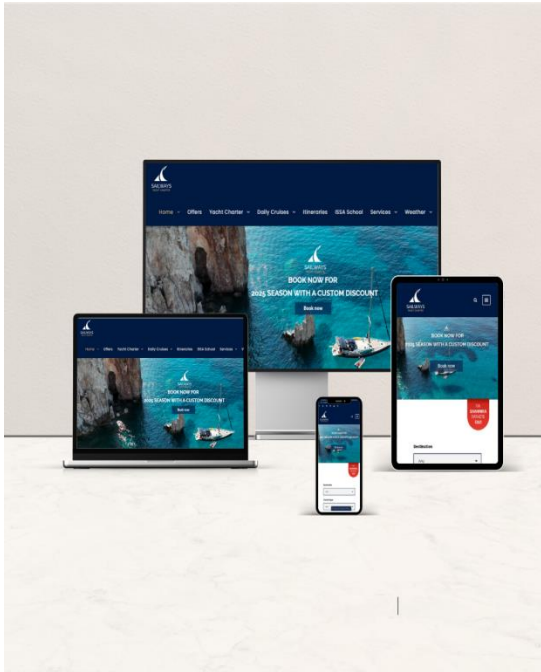
## Project Details

### SailWays

SailWays is a premier yacht and catamaran charter company dedicated to providing unforgettable sailing experiences. With a team of experienced captains, skippers, and travel enthusiasts, they craft tailor-made sailing vacations for their customers. Their mission is to ensure seamless, memorable journeys for travelers seeking luxury and adventure on the water. Despite their strong expertise in the charter industry, SailWays faced significant challenges in reaching a global audience and converting leads into bookings.



## Objective



Before implementing digital marketing strategies, SailWays struggled with limited online visibility and inconsistent customer acquisition. Relying primarily on word-of-mouth and traditional marketing efforts, they found it difficult to scale their business and attract international clients. Their website lacked proper optimization, and their advertising efforts were not effectively targeting the right audience. Without a strong digital presence, SailWays was missing out on potential customers searching for yacht charters online. They needed a strategic approach to digital marketing to drive traffic, generate leads, and ultimately increase bookings.

## The Challenges

247 Digital Marketing partnered with SailWays to develop a performance-driven digital marketing strategy that maximized lead generation and return on investment. By leveraging targeted advertising on [Google](#), [Facebook](#), and Instagram, we ensured that SailWays reached high-intent users through precise audience segmentation. Our [website](#) optimization efforts included A/B testing, audience retargeting, and enhanced landing pages, leading to an improved user experience and higher conversion rates. Data-driven decision-making played a crucial role in our approach, utilizing GA4, BigQuery, and Google Looker Studio to provide real-time insights, optimize ad performance, and allocate budgets efficiently. Additionally, we implemented advanced tracking through Google Tag Manager, incorporating custom user interaction tracking, call tracking integration, and funnel analysis to refine lead generation.

Throughout the process, we tackled key challenges such as establishing brand credibility in a competitive market, optimizing ad performance to generate leads across more than 50 countries, and reducing high customer acquisition costs while maximizing return on ad spend. Our efforts also focused on enhancing website engagement to create a seamless booking experience, ensuring that SailWays not only attracted potential customers but also successfully converted them into loyal clients.

## Key Statistics

122.23%  
Increase in submitted  
chartering requests

88.52%  
Growth in website  
traffic

84.28%  
Increase in new users

80%  
Achieved Appointment  
Booking Rate

## Conclusion

Through our tailored digital marketing approach, SailWays successfully expanded its reach, attracted a global clientele, and significantly increased bookings. By leveraging data-driven strategies and continuous optimization, we transformed their online presence into a powerful lead-generating platform. 247 Digital Marketing's expertise helped SailWays establish itself as a go-to yacht charter company, proving that the right digital marketing strategy can turn challenges into opportunities for growth.

