

Rightboat Launches Propel, A Digital Marketing Program Designed for Boat and Yacht Builders

[Rightboat.com](https://www.rightboat.com), one of the fastest-growing marine marketplaces in the US and UK, has announced the launch of Propel, a new OEM-focused marketing program purpose-built to deliver targeted exposure, lead generation, and brand control for manufacturers of new boats.

Developed in response to evolving digital demands from OEMs and dealers, Propel enables brands to connect with serious, high-intent buyers across the Rightboat network, now used over 7 million times annually by boat shoppers.

Charlie Jefferson, VP Sales at Rightboat, said: “Propel is about putting manufacturers in control of their digital destiny. We’ve created a fair-priced, high-performance alternative that uses live audience data to reach serious buyers with precision, not guesswork. The result is an effective marketing channel which provides a measurable, commercial impact for OEMs and their dealers.”

Ocean Alexander, Aquila, Formula Boats, Sailfish Boats and Le Boat are among the first OEMs to sign up to Propel.

Sally Doleski, Vice President of Marketing at Ocean Alexander, said: “Propel gives us a fresh, elevated way to connect with serious buyers who are looking for yachts like ours. Its strong presence and track record in the European market made it an easy decision to explore as we look to expand our global reach. The platform is beautifully designed, intuitive to use, and aligns well with the high standards our brand is known for.”

Key Features of Propel:

- **Brand Search Exposure:** Centralizes brand, model range, and geographic visibility across Rightboat’s global platform.
- **New Model Promotion:** Delivers high-quality listings with images, videos, and detailed specs; leads are routed to the OEM's dealers.
- **Dynamic Audience Targeting:** Enables geo-fenced, campaign-based digital advertising by brand, buyer behavior, and more.

- Thought Leadership: Monthly editorial features spotlighting OEM innovations and leadership in the marine sector.
- Actionable Reporting: OEMs receive direct insights into buyer engagement, regional demand, and model performance trends.

Rightboat's OEM partners receive full flexibility to direct leads to either headquarters or local dealers based on their sales structure, ensuring full alignment with their go-to-market strategy.

Find out more and sign up [here](#). Visit Rightboat [here](#).