



BOAT SALES  
LAKELAND LEISURE ESTATES

# Marketing Package

HOW DO WE ADVERTISE YOUR BOAT?



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# *Sales & Brokerage Support*

- ✓ Free boat evaluation to establish a competitive market price
- ✓ Full support with paperwork and documentation
- ✓ Professional survey arrangement for your vessel
- ✓ Expert brokerage service from our knowledgeable and experienced team
- ✓ Competitive commission rates
- ✓ Onboarding support with continuous assistance throughout the process
- ✓ Regular progress updates and feedback from listing through to completion



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## *Online Visibility*

- ✓ Premium listing on the Lakeland Leisure Boat Sales website
- ✓ Cross-promotion across all Lakeland Leisure Estates marina websites (Roydon, Barton, Tattenhall, Great Haywood, Saul Junction)
- ✓ Dedicated promotional posts on Facebook and Instagram
- ✓ Ongoing social media coverage on Facebook and Instagram
- ✓ Engaging walkthrough video promoted across Facebook, TikTok, YouTube, and Instagram
- ✓ High-quality 360° virtual tour of your boat



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## *Online Visibility*

- ✓ Professional interior and exterior photography
- ✓ Featured listing on Apolloduck.com
- ✓ Paid targeted advertising campaigns across Meta and Google
- ✓ Continuous marketing campaigns supported by paid digital advertising
- ✓ Regular SEO monitoring and optimisation
- ✓ Featured “Boat of the Week” promotion on our website
- ✓ Informative blogs featuring how-to guides, top tips, and partnership highlights



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## *Print & Traditional Media*

- ✓ Comprehensive inclusion in the quarterly Boat Sales brochure and detailed spec sheet
- ✓ Regular advertising in Towpath Talk
- ✓ Partnership with Waterways World (monthly full-page adverts, Facebook ads, solus emails, Featured Boat Searches)
- ✓ Advertising in Canal Boat Magazine
- ✓ Paid placements on Waterways World websites



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## *On-Site Promotion*

- ✓ On-site boat sales display at our marinas
- ✓ For-sale signage displayed directly on your boat
- ✓ Supporting sales materials – signage, spec sheets, flyers, and posters
- ✓ Event participation – open days, Crick Boat Show, and other exhibitions
- ✓ On-site events such as Waterways World Beginner's Boating Courses hosted at our marinas





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# *Campaigns & Partnerships*

- ✓ Inclusion in seasonal marketing campaigns
  - ✓ Targeted email campaigns
  - ✓ Local business partnership
- ✓ Social media collaborations with influencers and industry specialists
- ✓ Added value partnerships with industry specialists



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# *Customer Benefits & Added Value*

- ✓ Rewards Club exclusive loyalty discounts and offers from Lakeland Leisure Estates and partners.







# BOAT SALES

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Professional Boat Sales  
Backed by Experience, Built on Trust

*Ready to Sell?*

Visit [lakelandleisureboatsales.co.uk](https://lakelandleisureboatsales.co.uk)  
to view all of our available boats.