

ACCORDING TO INDEPENDENT  
“WEBSTATISTICS” SITES  
DE VALK WELCOMES  
**20 TO 40**  
TIMES MORE VISITORS  
TO ITS WEBSITE  
THAN OTHER MARKET PARTIES!

*(How is that possible?)*



# MARKETING MAKES A DIFFERENCE

As an international yacht brokerage De Valk aims to be the best at selling the yachts of its worldwide client base. Our 'Online Marketing Intelligence Program' puts us streets ahead of our competitors when it comes to collecting market information, market research, gaining insight into demand and supply, understanding the target group, making optimal use of the internet, Google AdWords and SEO marketing.

This marketing data is used to develop an intelligent communication platform with a single goal: **to attract as many possible potential buyers to our website and your yacht.**

## THE REMARKABLE RESULTS OF OUR EFFORTS

Our marketing department has succeeded in attracting **approximately 3,550 visitors a day to the De Valk website.** That's a lot... In fact, webstatics show that our site is seen 20 to 40 times more often each day than that of other market parties. That's a like-for-like comparison...

If you want to check this out for yourself, please visit independent websites such as [www.mustat.com](http://www.mustat.com), [www.similarweb.com](http://www.similarweb.com), [www.alexa.com](http://www.alexa.com) or [www.cutestat.com](http://www.cutestat.com).

You are also very welcome to visit one of our offices so that we can explain this keynote conclusion in detail and show you how these websites work. You will be amazed at how often your yacht is visited on our site and how easily it is to monitor progress on your sale.

Kind Regards,

De Valk Yacht Brokers  
Mattijs van Baalen