

# The Yotspot Marketplace

The best way to advertise  
your courses to yachting  
professionals.

🔍 SEARCH

*yotspot*.com  
yachting opportunities & training

**For Training Providers**

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# About The Yotspot Marketplace

Yotspot has been a successful online community since launching in 2010, bringing Captains, Crew and employers together for jobs, sailing opportunities, courses and so much more...

We are a global jobs board for those seeking work on yachts and for Captains & agencies looking for great crew. Since our launch in 2010 we have grown to become one of the industry's most successful platforms to connect with Captains, employers, training providers and recruitment agencies.

We have spent over 10+ years harnessing the power of technology to streamline the process of finding crew, jobs and maritime courses within the luxury yachting sector.

We offer a fantastic opportunity to **advertise your business** to our unique targeted audience.

## Are you a maritime training provider looking to advertise your courses?

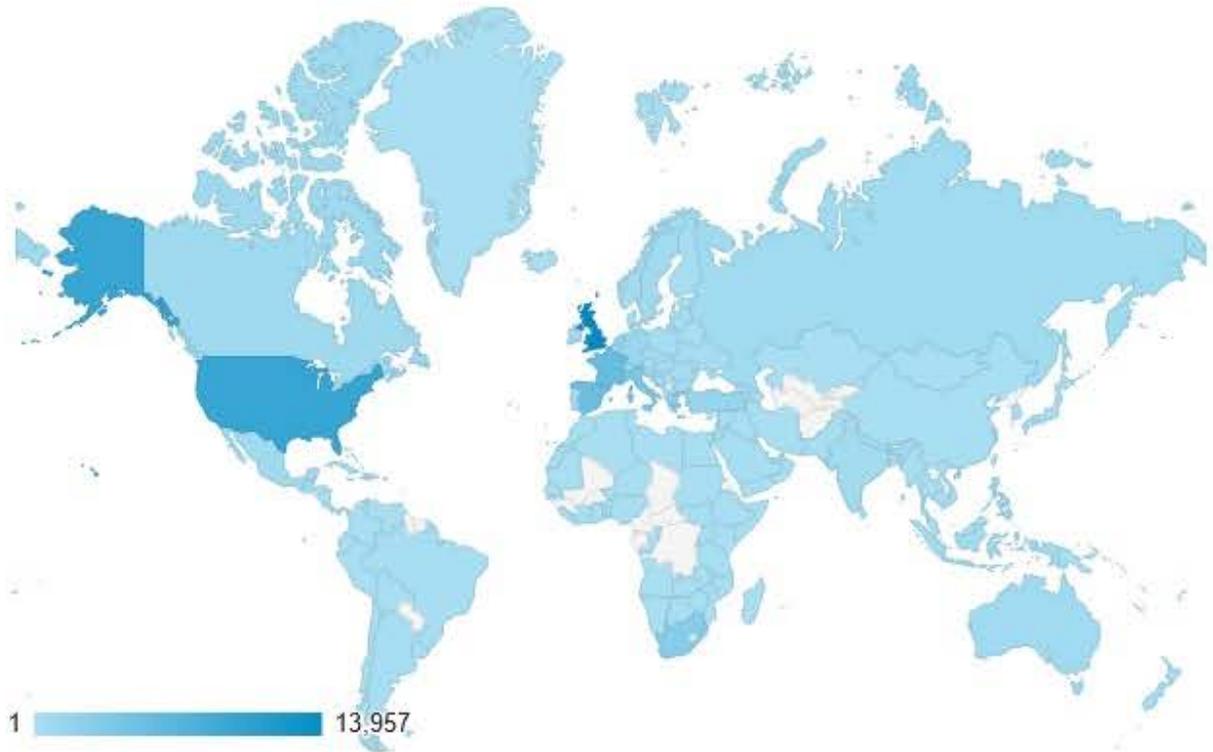
With our powerful course advertising interface, it has never been easier to reach your target audience and promote the courses you run. Our database has gone from strength to strength since launching in 2010 and currently stands at over 95,000+ yachting professionals (\*March 2021). Start advertising today through our online training course directory.

## A Wealth of Features

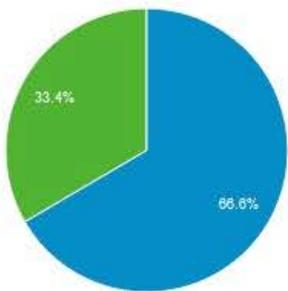
- ✓ List and manage your courses for free
- ✓ Add course dates, prices and availability
- ✓ Targeted advertising to individuals specifically looking at doing the courses you run
- ✓ Strengthen your brand identity within the maritime sector
- ✓ Effective SEO marketing
- ✓ Engage with our users
- ✓ Receive course enquiries directly to your sales team
- ✓ Be seen and connect with your target audience
- ✓ Receive payment(s) directly into your nominated bank account through Stripe
- ✓ Increase course bookings
- ✓ Increase your reach and attract new customers
- ✓ Grow your business with us

# Our Statistics at a Glance.

Our Visitors are located all over The World.



■ New Visitor ■ Returning Visitor



1. mobile	(60.29%)
2. desktop	(38.08%)
3. tablet	(1.63%)

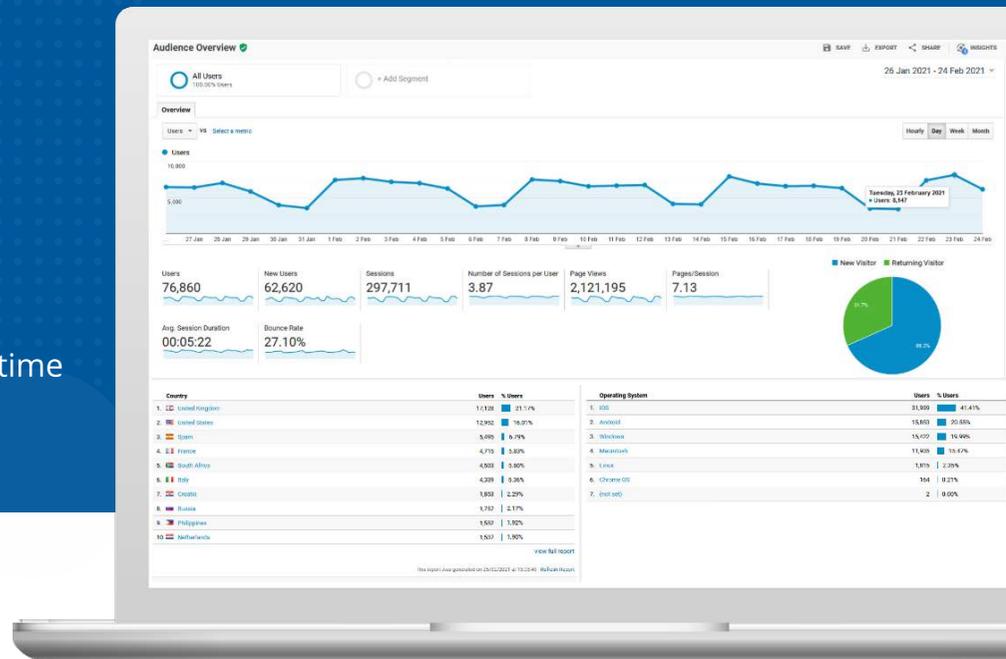
- ✓ Over 95,000 registered yachting professionals
- ✓ Over 250,000 sessions per month | pages / sessions 7.97
- ✓ Over 2.5 millions pages views per month

- ✓ New Registrations (16,000+ per year)
- ✓ Over 60,000 unique visitors per month
- ✓ Excellent bounce rate, only 28%

\*Stats September 2022

# Our Statistics at a Glance.

Our visitors come back time and time again.



## The Marketplace

Sell your courses on our exciting platform as 'Book Now' and receive instant payment(s)

### Our Commission 0%

By joining our marketplace you will gain access to a host of benefits including:

- ✓ Advertise your courses to 95,000+ yachting professionals.
- ✓ Add courses and manage your own bookings & enquiries.
- ✓ 60,000+ unique visitors per month
- ✓ 2,500,000 page views per month
- ✓ Over £3m worth of enquiries generated each year through the platform.
- ✓ Online payments secured by Stripe (SSL secure) & only pay credit card processing fees. No booking, no fee!
- ✓ 24/7 support & assistance.

\*Stats September 2022

## Testimonials

We believe Yotspot will revolutionise the way you advertise your courses, forever.

"Yotspot has been a phenomenal success for advertising my Powerboat Level 2 courses as it taps into my target audience with ease. I would say I've had more success promoting through this platform than spending a small fortune on Google Adwords"

**Andy Murray**  
Ocean Sports Tuition, Southampton

"Since 2015 we've advertised our courses on Yotspot and having the extra exposure has proved invaluable. With the easy to use interface, it's allowed us to keep our timetable directly in front of our customers and generate enquiries"

**Tracy Lyng**  
Maritime Skills Academy, Dover

"Yotspot continues to deliver UKSA with MCA training enquiries by promoting our courses on its training platform. I'm very happy to see £11k worth of sales so far..."

**Zoe Smith**  
UKSA, Isle of Wight)

# How much does it cost?

By taking out a membership to The Yotspot Marketplace you can advertise courses to our entire database, including site visitors. Add dates, prices, availability and receive course enquiries directly through to your sales team. In addition, receive online payments by listing your courses as 'Book Now', we take 0% commission for using this service. You are only charged the credit card processing fees, no booking, no fee.

The Yotspot Marketplace is an auto-renewal subscription based service. After your chosen membership has expired it will automatically renew. All prices are subject to a 2% processing fee and VAT if applicable.

The Marketplace - for training providers	Free	Subscription
Add Company Profile	✓	✓
Add Unlimited Courses and Descriptions	✓	✓
Add Course Prices	✓	✓
Add Company Logo	✗	✓
Add Course Dates	✗	✓
Add Contact Details	✗	✓
Add Website	✗	✓
Receive Course Enquiries via email and telephone	✗	✓
Add 'Book Now' Courses plus receive automatic payment(s) into your nominated bank account	✗	✓
Add your Booking T&Cs	✗	✓

Pricing		
Basic training provider profile	<a href="#">GET STARTED</a>	<b>Free Advertising</b>
1 month subscription (inc course enquiries & 'Book Now' listings)	<a href="#">MOST POPULAR</a>	<b>£95 per month</b>
12 month subscription (inc course enquiries & 'Book Now' listings)	<a href="#">BEST VALUE</a>	<b>£995 per year</b>



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