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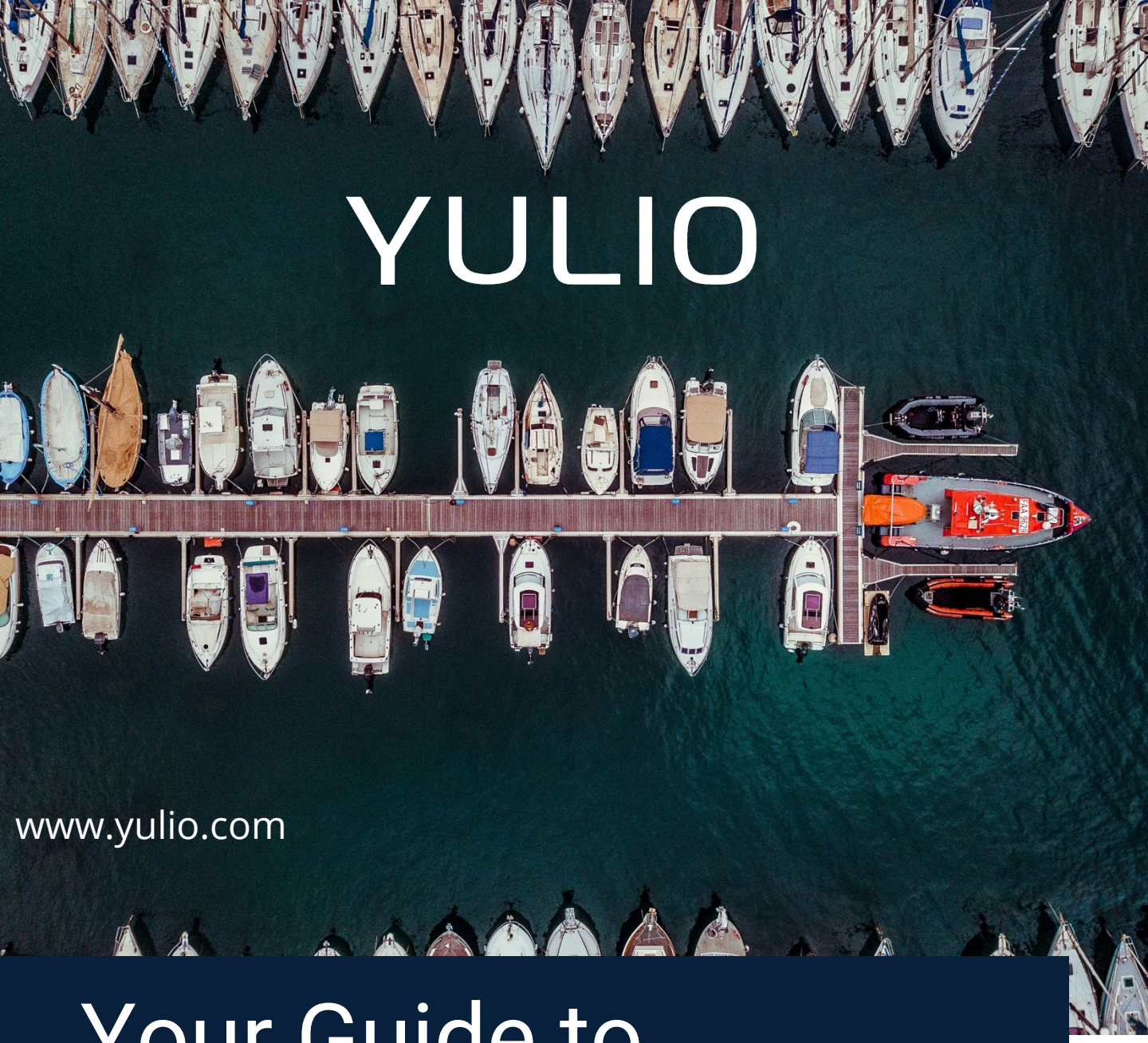


www.yulio.com

Your Guide to VR and AR Marketing

for the Boating Industry

Introduction

The lifestyle and luxury buying cycles continue to evolve, with consumers researching more than ever before contacting sales. Getting into the consideration set early, before buyers visit a showroom or possibly even before they request a brochure, takes engaging them on an emotional level and having them associate your brand with their vision.

The automotive industry has been embracing digital tools for some time, and with boating catering to a smaller potential audience with even more manufacturers, standing out to our specialized customer base is critical.

Helping buyers picture their lifestyle with one of your boats is easier than ever with digital technologies - and is a critical way of helping your products stand out from the competition in this critical early consideration phase. Let’s examine some ways that digital visualization technologies - virtual and augmented reality, virtual showrooms and more - are changing the luxury leisure buyer and how you can use them to attract and close more customers.

Virtual Showrooms

Letting your prospects tour a boat before entering a physical showroom has some clear advantages. With no space restrictions and no seasonal issues, your virtual showroom can show off every model and every colorway with every option in a way that just isn't possible in the real world. Additionally, your virtual showroom can be open 24/7 whenever customers are looking and draw from a larger geographical area to create engagement before you try to send people to a physical dealership.

360-photo tours were an industry staple pre-2020 to give customers an experience with products while they were at home. The virtual showroom is a more immersive and updated version of this concept that takes it much further.

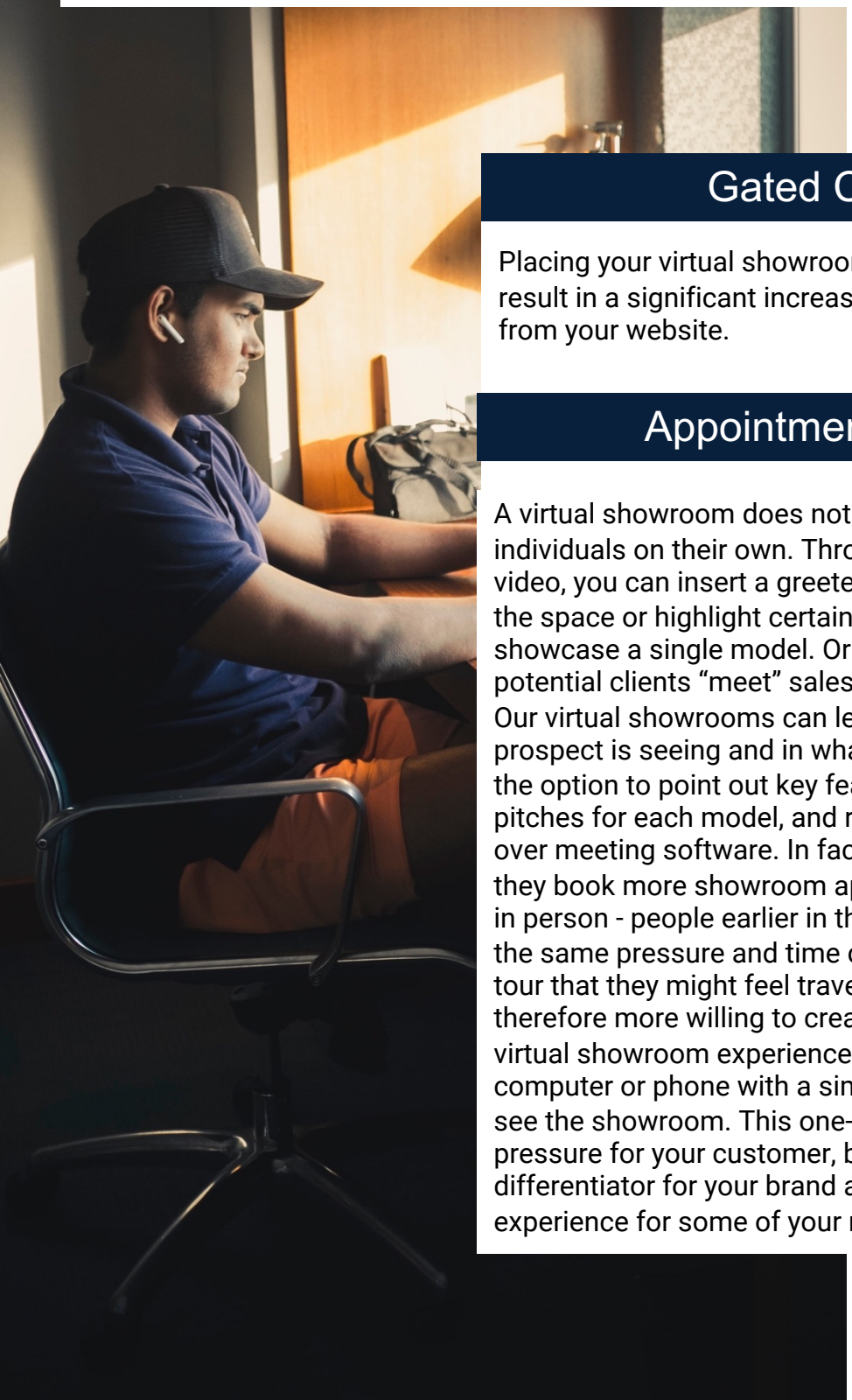
A virtual showroom is an entirely digital environment, so you can create ideal conditions. It includes 3D models of your products and allows users to see those products from any angle, zoom in from bow to stern, and more. Because a virtual showroom is created from rendered images and not just photography, you can put your customer in the captain's chair, and let them anchor your boat somewhere tropical or at a cottage dock. Your prospects will spend more time on your website (5-10x longer in the travel industry),and get to know more about your products in a way that stays with them longer than reading brochures or talking to sales.

Virtual Showroom Enhancements

Building a showroom designed to generate leads and sales requires a business-focused VR tool, rather than one focussed on visuals alone. At Yulio, we help clients create sales engines by ensuring we include sales tools that enhance the showroom and make it easy for clients to use. Ensure any vendor you select has some of these features:

- Showroom is cloud-based which ensure it is always available and reliable via URL
- Analytics which allow you to see the number of views on your showroom and from where, as well as heat mapping so you can see which items generate the most interest
- Your showroom should be easily accessible to any prospective client – think QR codes that link to any boat in AR or something that's easily shared via text or email
- Your showroom should have the potential for enhancements like links to product videos or downloads for product information – an all in one solution keeps your prospects in context rather than sending them between devices or web pages to view
- Your showroom should have the potential for a chat function so sales reps can interact at the moment of interest
- It should also be easily shareable on social media for both your marketing team and for prospects who may look for validation or opinions from their personal network

Using Your Virtual Boat Showroom



Gated Content

Placing your virtual showroom behind a lead form can result in a significant increase in the leads collected from your website.

Appointment Viewing

A virtual showroom does not have to be toured by individuals on their own. Through using a greenscreen video, you can insert a greeter to welcome viewers to the space or highlight certain products – or even showcase a single model. Or go further and have potential clients “meet” sales in the showroom virtually. Our virtual showrooms can let a host control what a prospect is seeing and in what order so that you have the option to point out key features and give your pitches for each model, and resolve any questions live over meeting software. In fact, some of our users report they book more showroom appointments virtually than in person - people earlier in the sales process don’t feel the same pressure and time commitment to a virtual tour that they might feel travelling to a dealer and are therefore more willing to create an appointment. The virtual showroom experience can be accessed from any computer or phone with a simple URL, so everyone can see the showroom. This one-on-one presentation is low-pressure for your customer, but a memorable differentiator for your brand as a personal viewing experience for some of your more expensive models.

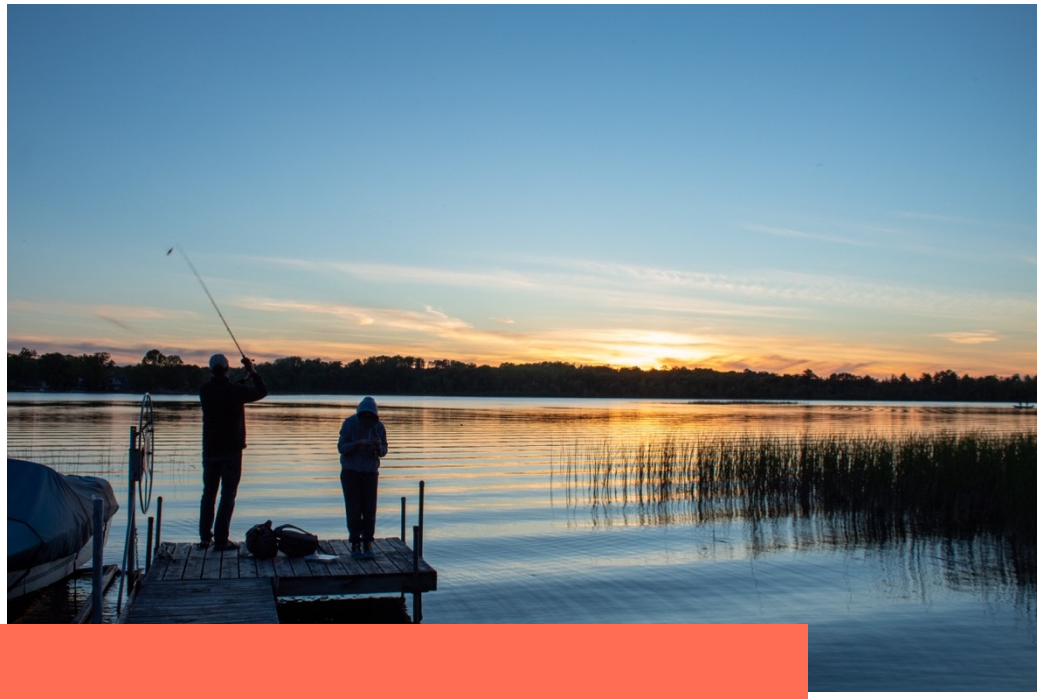
Using Your Virtual Boat Showroom cont.

Social Media

Engaging your customers early in their buying journey comes from great brand awareness. Building that awareness through social media is a key part of most boating manufacturers' marketing strategy - and that of their dealers. If you build your VR showroom in an accessible way that can be shared via URL, you can post on social media to create buzz and increase interest. You can curate a small section of the showroom, or a single model to use on social and generate leads for your full showroom page if you prefer. Social sharing of your showroom is also a way to create pre-show buzz for events - you'll reach a wide geographical area and potentially draw more people to your in-person booth.

Complement Events

Finally, your virtual showroom is also a complement to boat shows and other marketing events. VR showrooms mean you always have a way to tour products from your booth, while saving the expense and logistics costs of bringing some models to shows. A link to your virtual showroom is an engaging follow up to send post-show to your booth visitors and is always open and casts a wide geographical net.



AR: The Try Before You Buy Engine

Customers looking to validate their choice or the difference in your models prefer AR to video and images. AR allows them to take any product you offer (and ideally, you offer the option to see a boat your customer configured themselves in AR as well) and see it in the context of their own space. AR is an overlay of an object on the physical world so your customer only needs a mobile device to view it. Set up your AR objects so they can be easily sent to a client's phone via text or email - the client clicks, and views.

Using Your AR Models

The Decision Driver

AR works to help overcome sales objections in many areas. If size/fit is a question, the buyer can place the boat in their driveway or shed (as long as your models are correct in scale). If they are hung up on which model, which colorway or another decision point, AR can help people feel they've seen the options more clearly and get them to a choice. A boat represents a significant 'luxury' spend for most buyers, and feeling like they have all the information and have done due diligence can help tip the scales toward your model, vs. a competitor's which is not available in AR. AR is as close as it comes to trying before buying in many ways and removes the need to "picture it".

AR can also create attachment - it allows people to picture ownership in a very real way. It can also contribute significantly to upsell options, letting people fully understand the differences in models and trim levels.

Upsells

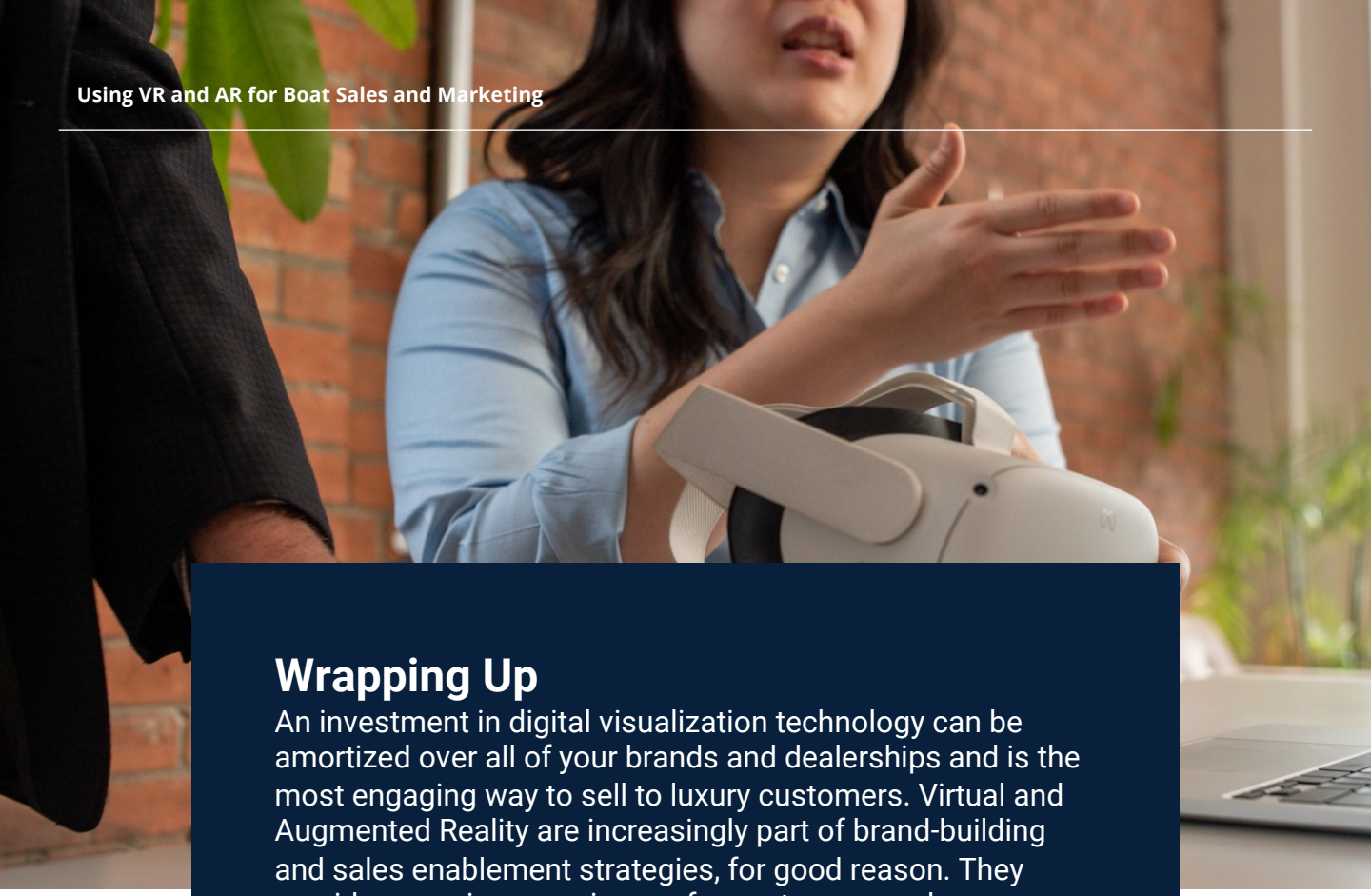
AR can help customers better understand and picture the difference between models and the advantages of certain accessories. Visualizing these product details helps them better understand their value and can drive upsells.

Exclusive Invitations

AR can also create marketing experiences that break out - invite your key prospects to download an AR object and picture a boat at their own dock. Digital technologies aren't fully widely adopted by consumers so they can still create 'wow' moments associated with your brand. Plus, the AR can contain anything you want, from the boat itself to accessories and even a coupon that can be unlocked from within the experience.

Drive Pre-Sale Interest

If you have a model coming next season, AR is the perfect way to drive pre-sale interest in a model that can't yet be viewed in person. Top prospects will get a special sneak-peak experience and be closer to consideration earlier in the buying cycle. It can also save you significant time and expense with the logistics of delivering products to showrooms. Every dealership can have every model ready to show at any time.



Wrapping Up

An investment in digital visualization technology can be amortized over all of your brands and dealerships and is the most engaging way to sell to luxury customers. Virtual and Augmented Reality are increasingly part of brand-building and sales enablement strategies, for good reason. They provide engaging experiences for customers and are interesting and valuable enough to drive leads to give you their contact information online. Plus, your sales teams can take on more meetings with more qualified customers.

Getting started is relatively simple with the right vendor. Choose someone who can help you complete or enhance your product data, and who has experience in building luxury products so that all of your models look stunning. Visualization companies with experience in showrooms will help you build the right environment to show off your products - choose someone who has experience working in 360 degrees for the best in VR and AR presentations.

About Yulio

Yulio's mission is to create simple, practical VR that's ready for business. Since 2016 we've worked with businesses looking to present their products in the best possible way and with VR and AR that's easy for clients to use. Contact us at hello@yulio.com for more information on how we can help you build a stunning experience for your customers.