



AYB YACHTS CLASSIFIEDS

The Method

For Associated Yacht Brokers members

**Yacht Brokers and Leisure Marine professionals
selling boats and related products and services**

YACHTS CLASSIFIEDS is a SYSTEM,

It is implemented by a METHOD

AYB provides the system.

It is up to you to implement the method

The Method is described in this step by step Guide

Facebook is the biggest selling platform in the world that will accept yachts and boats.

But be careful. You can't just post a yacht on facebook and expect many people to see it. There is a **unique** new method that I shall explain.

It is easy to post badly on Facebook

I am going to explain, step by step, how to structure your listings and post on facebook in a way that will ensure you get many many times the exposure.

AND as a bonus, reach interested people who may not even be thinking of buying, until they see your listing!

Are you on Facebook already?

That will be a personal profile and presence.

Do you also have a Facebook page for your Yacht Brokerage?

A Facebook business page can be useful as a second website and should contain just about everything your regular website does, including the listings.

First, your personal profile. If you don't have one you will need to create one as a first step

If you already have one, is it geared to your business, or to your private life?.

If I visit your profile on Facebook, will I see family photos, holiday snapshots and selfies?

Don't worry, I am not going to suggest that you try to delete all those precious memories, you can simply make them private so that only "friends" can see most of your Facebook profile content.

You are going to need this personal profile to do the posting of your listings (or "posts" as Facebook calls them).

Here is how to adjust your Facebook privacy settings....(according to Facebook)

Click your profile picture in the top right of Facebook.

Select Settings and privacy, then click Settings.

Click Privacy in the left column.

For other things that you share on Facebook, you can select the audience before you share.

Review Facebook Privacy Policies and manage your privacy settings in the Privacy Centre.

You can also review and manage your information on Facebook:

Importantly, you (and potential buyers) can update your Feed preferences to see more content that you're interested in.

Learn how to manage what others can see about you. You can see this on Facebook Help, here, if you need to.

https://www.facebook.com/help/193677450678703?helpref=related_articles

If you don't already have one , you will need to create a business page with basic details that Facebook will ask for as you create your "second website"

[by the way, if you don't have a first website for your business, use the

contact page on AYB to request a free website. Available to all AYB Brokers & AYB Partners.]

The Business page is a great asset in itself and your website should have a link to it.

But above and beyond the benefits of being visible to those who find your website through the normal workings of Facebook, there is another reason why the page is essential to the method.

If your listing directs people to your website, Facebook makes it

slow and clumsy, actually stopping at a screen that says you're about to go to a site outside Facebook.

If the link in your listing directs them instead to your Facebook business page, it is an instant journey.

"So what? " You might ask.

The fact is that buying habits around the world have changed drastically and attention spans are, on average, much shorter.

The global online culture is becoming

"Click-click and if it takes too long I'll click something else" so speed of response is very important.

Now you have a Facebook profile and a Business page.

It is essential that you do NOT use the "business page profile" to post listings !!

You must use your personal profile

NOW JOIN YOUR GROUPS

On your computer/laptop go to this website

<https://ayb.yachts/classifieds>

In the first window tab.

Scroll down to YACHTS FOR SALE

Click it, the link will open a new tab, open that tab.

Now just below the cover photo on the right is a blue button "Join Group" click that.

You should now see a message that you have joined the group .

Go back to the first tab and click each group that you have (or hope to have) listings for. Go to each tab and join each group in turn.

Now you are ready to start posting.

Post your listing first in "Marketplace" you will find this logo

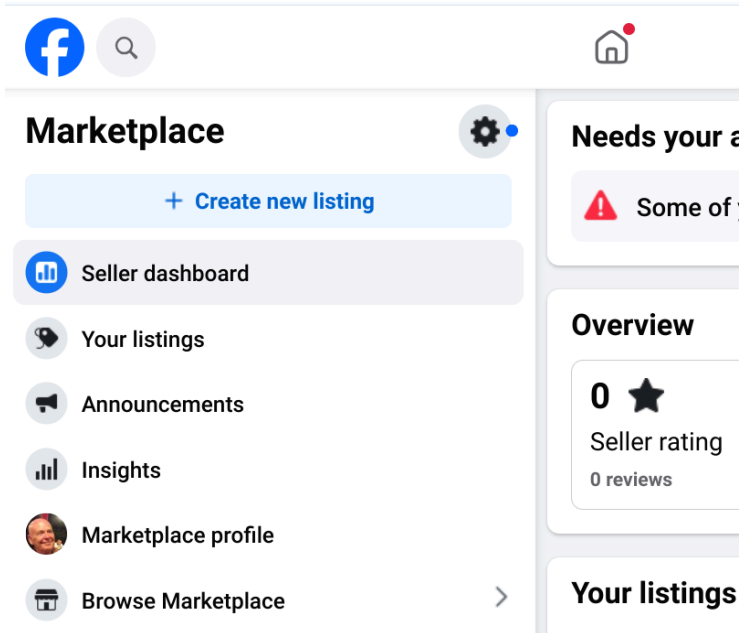


In the top menu of your personal profile Home page



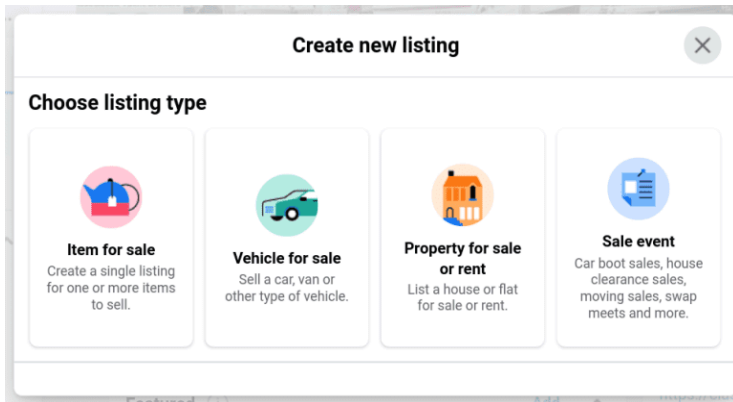
Click logo to go to Market place.

Just under the Title "Marketplace"
Top left, you should see
"+ Create new listing"



Click +Create new listing

A pop-up block will appear, titled
"Create new listing"



Select "Item for Sale"

A new block will appear, called
Item for Sale

The image shows a mobile application interface for creating a listing. At the top, there is a navigation bar with a back arrow on the left, the title "Item for sale" in the center, and a close "X" button on the right. Below the navigation bar, a status line reads "Photos · 0/42 – You can add up to 42 photos." The main content area is a large white box with a central circular icon containing a plus sign and the text "Add Photos" and "or drag and drop". Below this is a light blue bar with a smartphone icon, the text "Upload photos directly from your phone. [Learn more](#)", and a "Try It" button. The "Required" section follows, with the instruction "Be as descriptive as possible." and three input fields: "Title", "Price", and "Condition" (which has a dropdown arrow). The "More details" section is at the bottom, with the instruction "Attract more interest by including more details." and a dropdown arrow.

Upload at least three photos from one of your recent listings.

The next field is "**Title**" copy and paste the title from the same listing.

Now read the title carefully. To sell well it should include Year, Length, Make, Model as a basic minimum.

Make any necessary edits to include those three basics, then enter the Price in the next field. Just enter the figures, facebook will add any commas AND the currency sign. The currency sign can sometimes be inaccurate (there are ways to try to fix this and I will address those later). For now, if the currency sign is wrong, better to put the correct numbers and start the description with

"Price is in USD" or whatever the currency is.

Most people who are looking at boat listings soon get used to the fact that Facebook is a bit random with currency signs.

Next select the correct Condition from the drop-down list, - New

Used - like new

Used - good

Used - fair

Needless to say, you must be totally honest at this point, not only is your reputation at stake, but an adverse report might result in your being banned from the group.

Next click **More details**, three more fields will appear below "Description", "Product tags" and "Location"

Enter your description, include details of your brokerage or dealership and a link to your facebook page.

This field has a large capacity, but after you have copied and pasted, check to ensure that the last part has not been left out for being too long.

Add product tags, these are a special subject in themselves and if you need to, you can search

online for up to date guidance on best practice.

For location, choose the nearest city or large town to the boat's location. Be careful to select the correct country from Facebook's options, as many place names are repeated on more than one country.

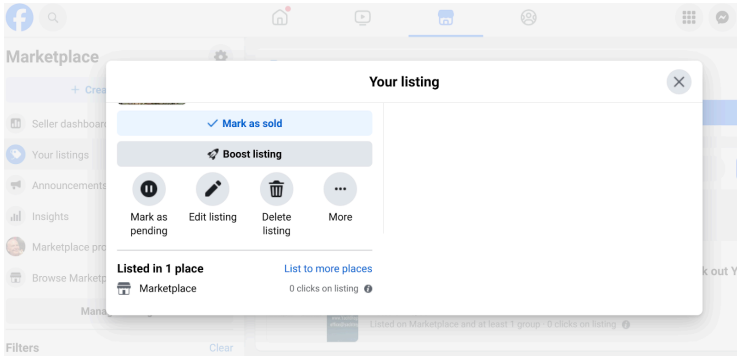
When you have completed and thoroughly checked the fields above, scroll back up to the photos section and add your photos of the listed craft.

Click **Next** (if you can't click it , scroll slowly back up to see any red error warnings)

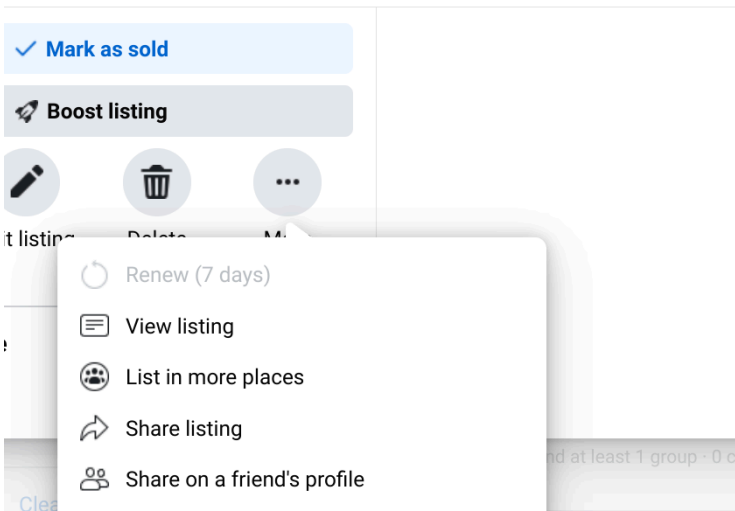
You should next see a block headed

**Share to more places
if not go ahead and publish (BUT
do not opt to "Hide post from
Friends" then come back to the
listing, click.**

You will get this option block,
select "More"



Your listing



Choose "List in more places"








Now choose up to 20 of your groups

List in more places

Reach more buyers by posting your listings in any of the following places.

List in your groups

You can list in up to 20 groups.

-  **Sailing Yachts for Sale 30 to 40 feet**
43.1K members · Public
-  **Motor Yachts For Sale 50 to 60 feet**
31.3K members · Public
-  **RIBS for Sale**
31.9K members · Public
-  **Yachts for Sale**
14.6K members · Public
-  **Motor Yachts for Sale**
101.5K members · Public
-  **Motor Yachts for Sale over 80 feet**
17.0K members · Public
-  **Sailing Yachts for Sale 40 feet to 50 feet**
31.2K members · Public

[Cancel](#) [Post](#)

And Post.

You will see that "Yachts for Sale" is the headline group and you are asked to post to that group first, even though it is the only "UN-" classified group.

This is because each AYB Broker and AYB Partner has a facebook page created from that group that shows all their listings within the group. This page is linked as

"Recent listings" from the AYB Directory entry for that member.

You can see that if you go to <https://aybro.com> and click on the first featured AYB member's logo or face.

It will take you to a directory entry for that broker and near the top you will see RECENT LISTINGS

Click that and it will take you to the dedicated Facebook page for that member's listings on "Yachts for Sale"

THAT'S WHY YOU SHOULD POST IN YACHTS FOR SALE.

Another important unique feature of the "Yachts For Sale" group within Yachts Classifieds is that any boat related item or service is welcome, not just yachts for sale, but also yacht charters, marine services, marine transport, boat insurance chandlery, motors, cleats, anchors etc.

This exception underlines the rule that in every other group, the post must fit the title.

Items in "Marketplace" are automatically fed to local users in their everyday Facebook feed. That is why it is so important to get "Location" right in your posting.

Facebook users often put their own location as the nearest city to reach more people, doing the same in your post you know that all the thousands of people seeing your ad in their personal feed will be near that same city. The other important fact is that the post will be fed to everyone in that locale

who has ever shown an interest in items in your post Title.

Making the Title informative is essential to give surfers instant details that may attract them to open the post and read more.

So here is how to get that extra bonus.

Make sure you are in your personal profile on Facebook.

Click "Marketplace" in the left hand menu and post in Marketplace on Facebook, very carefully as I have outlined above.

Then you will have a chance to share with each of the groups you have already joined. Make sure you post to "Yachts for Sale" and every other group in Yachts Classified where the title fits your listing. The Method requires that you post to each and every group that fits your listing.

For example.. A 60 foot Dutch
Barge could be posted in

Yachts for Sale

Dutch Barges for Sale uk

Motor Yachts for Sale

Motor Yachts for Sale 50 to 60 feet

Motor Yachts for Sale 15 to 18
meters

Motor Yachts for Sale 60 to 80 feet

Motor Yachts for Sale 18 to 24
meters

Houseboats

UK Liveboards

And Cruising Houseboats

Wishing you a profitable and
enjoyable working life...

"Associated Yacht Brokers"

CHECK LIST

As required by "The Method"

1. Join AYB
2. Load [ayb/yachts/classifieds](#) in your browser
3. Click each group title that fits any of your listings (each should open in a separate tab)
4. Visit each tab and join that group in turn.
5. Go to
<https://www.facebook.com/groups/sellyachts>
6. Post your first listing, using "Sell Something", with a descriptive Title, accurate price and description.
7. Add to your description using copy/ paste a standardised promotional description of your companies best points with contact details and a link to your facebook page.
Re-post to every other relevant group.
Now post the rest of your listings in turn.
8. Repeat every two weeks.

OR post some each day on a continuous (say) Two week cycle.

9. Include the AYB logo somewhere on your website and once in each post, either as a small insert on one of the boat photos, or just upload the image.