



Eden Yachting's Web Entrepreneurship

09.Jan.11 [Close](#)

The Internet has always been frontier ground for anyone with the mind to take advantage of it and create a window of opportunity for themselves. Stories like that of Eden Yachting reaffirm this.

Following their passion for sailing, founders Philippe Saad and Jane Daly established their own international yacht charter agency in 2009. They offer clients tailored vacation packages to any one of 25 destinations worldwide, on board a yacht charter suited to the client's taste.

To launch this service out into the market, the partners saw much success in using online advertising.



Philippe Saad and Jane Daly, Co-founders Eden Yachting

Things did not get rolling as easy as ABC, of course; "I think one of the problems for SMEs and new businesses without large marketing budgets is getting enough information about what is possible and available," says Jane about promoting their business. The pair did their own research on how to advertise Eden Yachting online and decided to try Google Adwords and Facebook to reach their target audience.

Casting a broad net with Google Adwords to attract corporate and private individuals proved an effective strategy. With their Christmas/New Year campaign, for example—90% of those who queried found out about Eden Yachting from Google!

Following-up on the Google tactic, Jane and Philippe have also created a blog where they post articles relevant to Eden Yachting's operations. They also submit these articles to popular online publications like Ezine; and having links to their site posted on reputed portals like Ezine helps improve their Google Ranking. Needless to say; this is a great move for gaining web presence as well as increasing traffic for Eden Yachting's website.

41.38% of the website's traffic comes from Referring Sites; 29.44% from Search Engines; and 29.18% is Direct traffic. Evidently, online advertising has paid off well as figures would show. Jane shares with us that about 90% of their business comes from online. In addition to all this, they've also recently started a newsletter, which is becoming a major asset in growing their contacts list.

Launching Eden Yachting has been a long time aspiration for Philippe and Jane. Philippe, having worked in advertising with BBC, and Jane in marketing, PR, and freelance writing—have poured their collective experience from the industry into a venture of their own. When asked about switching careers in exchange for going after the dream, Philippe says, "Each day is a new challenge, and I feel I have gone from one dimension in my previous jobs to three dimensions as the Managing Director of an exciting new venture. I love what I do, and these days advertising is something very personal as it relates to my own business rather than someone else's."

The pioneering spirit displayed by Philippe and Jane is precisely that which thrives in the avenues and back-channels of the web. Eden Yachting's story is evidence to how the Internet is truly the 'great equalizer'. It enables the growth of small businesses, start-ups, and entrepreneurial ventures side by side with that of the big companies and corporations. By exploring and experimenting with the variety of tools available online—anyone has the potential to succeed very much like the founders of Eden Yachting.

By [Staff Reporter](#)