

EMAIL MARKETING

GALEON 385 HTS

The Galeon 385 HTS email was sent out to highlight the unique and unmatched features of this model. The goal of the email was to drive interest and leads. The email received an outstanding 62% open rate and 37.3% of those who opened clicked on a link in the email. From the 282 people who clicked on the email, Galeon received 161 form inquiries on galeonyachts.us, a conversion of 57%.

The email was sent on July 7, 2017, through HubSpot to the Galeon database of opted in emails.

Subject Line: Looking for the Complete Package? Meet the Galeon 385 HTS.

Link to View Email: <http://media.marinemax.com/looking-for-the-complete-package-meet-the-galeon-385-hts>

Stats



Delivered: 1,226 email addresses

Opened: 756 – 62% of delivered email addresses opened

Clicked: 282 – 23.1% of delivered email address clicked through

Contact:
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Not rendering correctly? View this email as a web page.



385 HTS

Experience four decades *of innovation.*

In the Galeon 385 HTS, great design meets stunning performance for the complete package. Stylish, fast and precise, she will meet your discerning demands. Spirited performance that is easy to maneuver makes her one of the most fun boats you'll drive. You'll be delighted to find that inside, the 385 HTS offers unmatched space, storage and privacy for a model of this size. She features two full staterooms each with en-suite heads. Natural light streams through the retractable roof, skylights and hull-length windows.




The handcrafted furniture adds a finishing touch to the already spectacular interiors.



Galeon Yachts are crafted to lead, not follow. The 385 HTS embodies this statement with unique features, superior craftsmanship and spirited performance.

Explore the 385 HTS and find your local MarineMax store. Or, call (888) 705-7835 to schedule your personal tour now.

[EXPLORE THE 385 HTS](#)



galeonyachts.us



Designed, built and imported exclusively for MarineMax for all of the Americas

(888) 705-7835

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