

# Driving \$3.3M in Boat Sales Through High-Tech Facility Videography

**Executive Summary:** SeaVee Boats consolidated three older South Florida locations into a single, high-capacity manufacturing campus in Medley, Florida. To showcase this state-of-the-art infrastructure, our production team created a grand opening facility video highlighting their advanced CNC precision tooling and unique on-floor in-water testing pool. The strategic asset built immediate trust among buyer networks, resulting in 5 custom boat contracts and direct sales revenue of \$3.3 million.

## Key Performance Matrix

| Strategic Metric           | Pre-Campaign Baseline   | Post-Campaign Result     | Impact Vector               |
|----------------------------|-------------------------|--------------------------|-----------------------------|
| New Sales Revenue          | Baseline Pipeline       | +\$3.3 Million Generated | Direct Video Conversion     |
| Custom Boat Sales          | Standard Sales Cycle    | 5 New Contracts Secured  | Accelerated Buyer Trust     |
| Facility Proof             | 3 Dispersed Locations   | Unified Medley Campus    | High-Tech Virtual Tour      |
| Annual Production Capacity | Legacy Footprint Limits | 225 Custom Boats / Year  | Infrastructure Optimization |

### 1. Background & Strategic Context

SeaVee Boats consolidated three older South Florida locations into a single, high-capacity manufacturing campus in Medley, Florida. To showcase this state-of-the-art infrastructure, our team produced a grand opening video highlighting the facility's advanced CNC precision tooling and its unique, on-floor in-water testing pool.

The video was strategically designed to build buyer trust by pulling back the curtain on SeaVee’s rigorous, on-site quality-testing processes for critical components like generators, plumbing, and Seakeeper stabilizers.

### 2. The Client Challenge

Custom sport-fishing boats require significant financial investment from buyers. SeaVee needed a compelling way to demonstrate how their new, modernized footprint optimizes build safety, ventilation, and efficiency, while assuring remote and local prospects of their enhanced production capacity of up to 225 custom boats annually.

### 3. The Strategy & Results

By leveraging the grand opening video across targeted digital channels and high-net-worth buyer networks, we effectively brought the factory tour directly to the consumer. The visual proof of SeaVee's cutting-edge engineering and meticulous craftsmanship directly overcame buyer hesitation.

- Overcoming Buyer Hesitation:** Direct visual verification of testing processes eliminated buyer doubt regarding multi-million dollar custom builds.
- Direct Revenue Conversion:** As an immediate result of the video launch, SeaVee secured 5 new custom boat contracts, translating directly into \$3.3 million in new sales revenue.
- Scalable Sales Asset:** The video provides an ongoing virtual factory tour for both local and remote prospective buyers worldwide.