The Boating Hub Sets Sail With A Relaunch And A Promise To Capture The Sailing Training Course Market

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The Boating Hub has relaunched their website and is promising to help people find boating and sailing courses with incredible ease after significant investment into the company.

The team at The Boating Hub is planning to use the investment on a large range of digital marketing channels for both itself and the training schools that advertise their courses on the website.

Marketing methods to be used will include search marketing, social media, content marketing, video promotion, remarketing, native advertising and much more besides.

Updates to The Boating Hub website include an attractive, responsive web design to cater for users searching for training courses on desktop and mobile devices.

Other improvements include a faster and easier process for adding and discovering courses, an interactive course location map, social sharing, profile photo galleries, profile analytics, and much more.

The Boating Hub has also revealed features that are set to be introduced to the website at a future date including a radius search, a reviews section and more. The team is also open to suggestions from both users and advertisers, and is encouraging people to get in touch via email or online chat.

To encourage training schools to add their courses advertisers can add up to 2 courses for free with unlimited dates, whilst still enjoying the benefits of automatic social sharing and profile statistics.

The Boating Hub is the world's only online portal which collects sailing, motorboat, dinghy, kayak and keelboat course information from operators and presents them to boating enthusiasts of all levels through an easy to use search function.

Whether an amateur looking to pilot their first boat to seasoned professionals looking to sharpen their skills, visitors to The Boating Hub can browse a list of local, national, and international sailing courses for powerboats, dinghies, and other nautical courses.

Companies and individual instructors around the world that offer boating courses can sign up to advertise their offers to a targeted audience of people passionate about learning to sail and other boating disciplines.

"We're delighted with the changes to The Boating Hub and feel it's a significant step forward for us, especially with the new investment available to us," comments director Lee Jackson.

"Thanks to The Boating Hub people don't have to trawl the web to find course providers, wait for their responses, and then collate all the information. Our website makes all that easier than ever before, instead compiling a list of options for people to explore at their leisure."

To find out more about The Boating Hub and to try out their unique system visit http://www.theboatinghub.com/ or email info@theboatinghub.com.

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