



HighTide.cc

A Blog about Life aboard.

# My Intention.

Sailing is my passion since I was a child. After years in LASER sailing I loved to go on bigger boats all over the oceans on Planet Blue. I did it as a crew member and also as a skipper since years. Driven by that passion I startet my blog for sailing in the context of Lifestyle & Design.

In 2014 I missed the Lifestyle and the cool vibes in the media scene. I was thinking about Boats&People, travelling the The world and a look into sustainability. No sport will connect such issues in one topic.

Lifestyle&&Design is an important add on which is most important to me. There we will have a closer look into architecture and mobility and the effects for yachting. It´s an internal drive to think about such topics.



# About me.

## Yachting Experience:

- Lots of cruises in the Mediterranean Sea
- Antigua Sailing Week
- Crossing the Atlantic Ocean
- Training / Sailing in heavy conditions, Baltic Sea
- Cuba Cruise
- SeaPoint Race Helsinki
- Palmavela
- Copa del Ray. End of July 2018

Total app. 8.000 Nautical Miles as skipper and crew member.

## Marketing Experience:

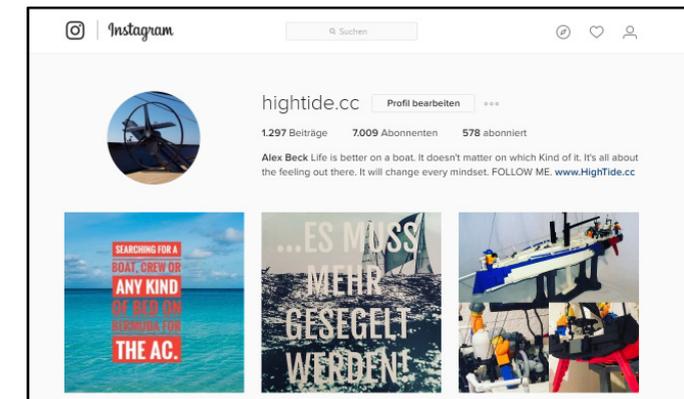
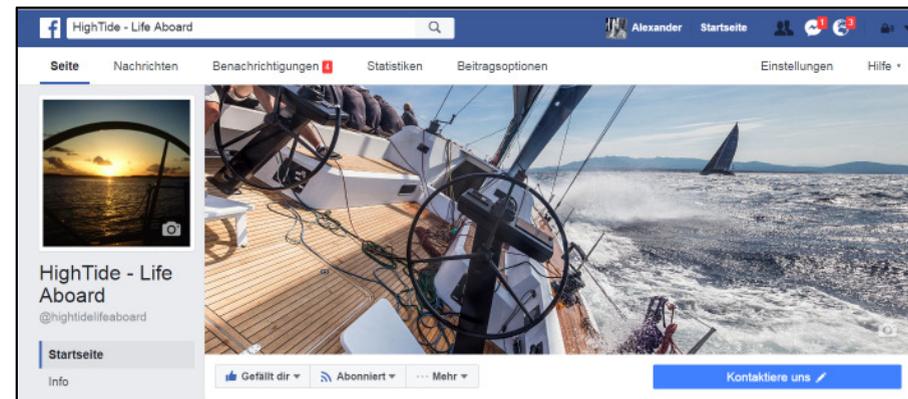
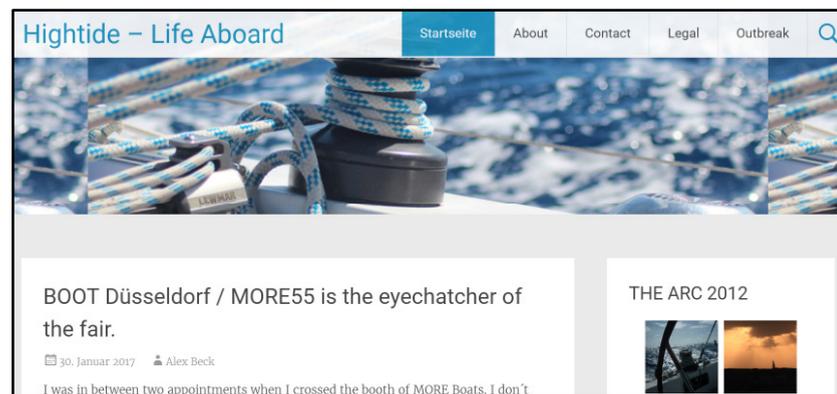
Working for over 15 years in Marketing. Great interest in communication. Since 2010 experienced in experimental social media projects. Startet with The 1st Live-Stream from the Oktoberfest in Munich till now with my blog For sailing.



# Facts about HighTide.

HighTide was founded in 2014 from Alex Beck. Basically the intention was to create a portal in which we see all the facets of being at sea. It doesn't matter on which one. It could be the great ocean or your lake around the corner. It's all about the feeling being on a

The blog itself lives from reports of events, races and news in sailing. Above that you will always have outbreaks into a world with the same mindset. Here you will find urban topics, travel reports, classic cars and things you will see and need.



The Blog itself is mostly written in EN, cause EN ist the maritim language all over the world. Sometimes I write in German. That's the reason, when it is a typical GER topic.

# Mission & Vision of HighTide.

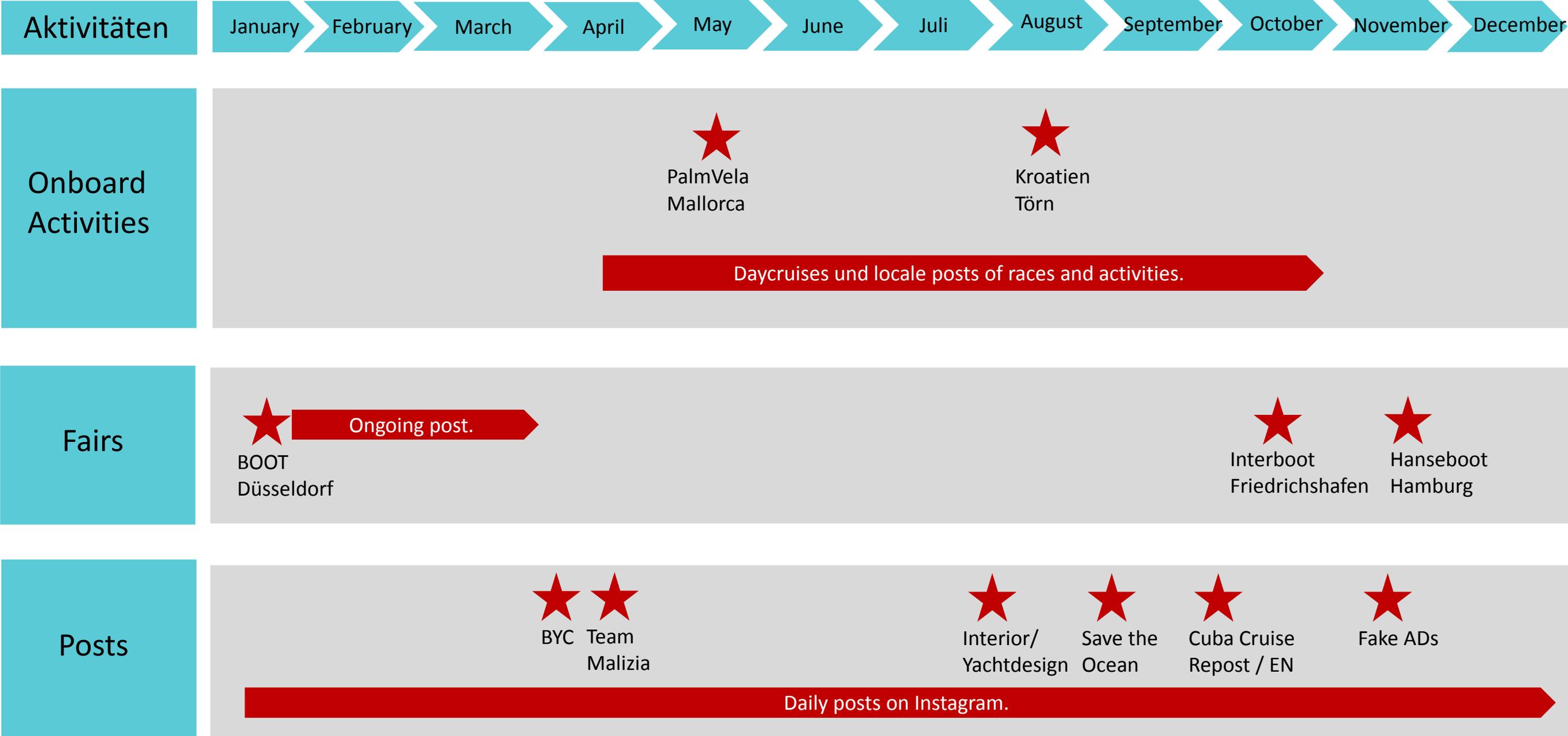
## MISSION

Getting sailing and the corresponding style to a broad public. A blog regarding Current topics in sailing, who does not get bogged down. The blog is not just made for enthusiastic sailors, it's made for people with style and attitude. We speak in a Language in which we get the sailors and the real gentleman.

## VISION

Being the pulse in sailing and the portal for current events and news in sailing, maritime lifestyle and design.

# Activities for 2017.



# Reichweite und Aktivitäten bei 3rd Parties.

**Alexander Beck**  
Im Forum Introductions companies and projects - Vorst... - 31.01.2017, 9:38

### Ein neuer Player aus Kroatien.

Die Geschichte der Werft ist begeisternd. Ein Schiff in deren Vorstellung gab es nicht, Kooperationen waren nicht zufriedenstellend. Also gingen sie her und bauten ihr eigenes Schiff. Der Look ist atemberaubend im Exterieur, innen sehe ich aber noch Potenzial. Maßgebend wird aber die Qualität sein. Im Moment sind gerade mal 10 im Wasser. Die Zeit wird es zeigen.

<http://www.hightide.cc/boot-duesseldorf-more55-is-the-eyechatcher-of-the-fair/>



**BOOT Düsseldorf / MORE55 is the eyechatcher of the fair.**  
[www.hightide.cc/boot-duesseldorf-more55-is-the-eye...](http://www.hightide.cc/boot-duesseldorf-more55-is-the-eye...)

I was in between two appointments when I crossed the booth of MORE Boats. I don't know anymore if I first saw the yacht or the corresponding hostess of the display. Both were exciting. First of all...

832 im

<http://www.hightide.cc/foiling-is-sailing-in-the-3rd-dimension/>

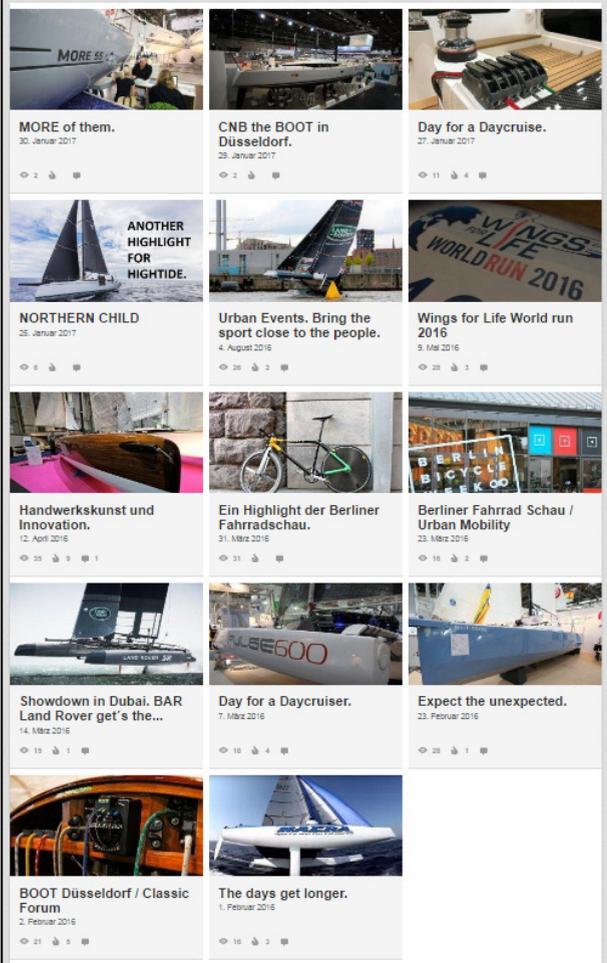


**Foiling is sailing in the 3rd Dimension.**  
[www.hightide.cc/foiling-is-sailing-in-the-3rd-dime...](http://www.hightide.cc/foiling-is-sailing-in-the-3rd-dime...)

What a stunning experience last weekend. HighTide was invited from Land Rover for their ExtremeSailingSeries in Hamburg. That's a request I don't need a second to say, yes for sure. The regatta is ...

1396

XING



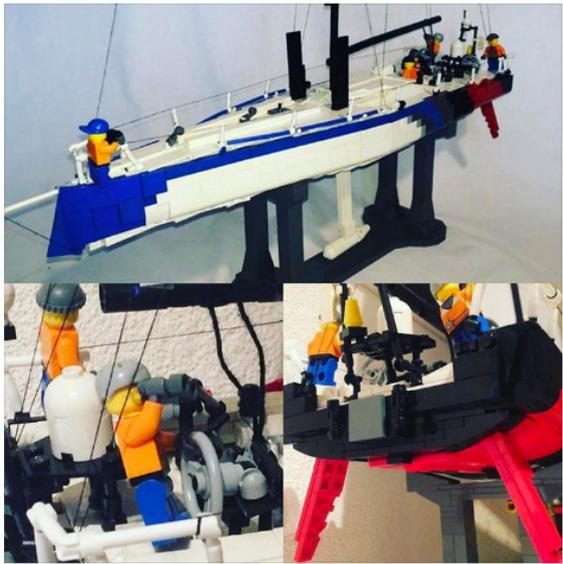
A grid of 12 small social media posts from LinkedIn, mostly related to sailing and boats. The posts include titles like 'MORE of them.', 'CNB the BOOT in Düsseldorf.', 'Day for a Daycruiser.', 'ANOTHER HIGHLIGHT FOR HIGHTIDE.', 'NORTHERN CHILD', 'Urban Events. Bring the sport close to the people.', 'Wings for Life World run 2016', 'Handwerkskunst und Innovation.', 'Ein Highlight der Berliner Fahrradschau.', 'Berliner Fahrrad Schau / Urban Mobility', 'Showdown in Dubai. BAR Land Rover get's the...', 'Day for a Daycruiser.', 'Expect the unexpected.', 'BOOT Düsseldorf / Classic Forum', and 'The days get longer.' Each post has a small image and some text.

LinkedIn

**HighTide - Life Aboard**  
14. Februar um 19:04 · 🌐

Cause we #love it so much. Therefore here again with a few #details. #lego #brickship #brickyacht #worthit #outthere #pictureoftheday #instaboat #sailingstagram #sea #pur #segeln #WorldOfSailing #SailingWorld #aboard #pold #sailorsworld #alive # 🇩🇪 # 🇩🇪 # 🇩🇪 #bricksick #boystoys #toy #vor #volvoceanrace #moc #thx @ginger\_brick

Übersetzung anzeigen



Mehr "Gefällt mir"-Angaben, Kommentare und geteilte Inhalte  
Bewirb diesen Beitrag für 48 €, um bis zu 44.000 Personen zu erreichen.

2.648 erreichte Personen

Beitrag bewerben

15

4 Mal geteilt

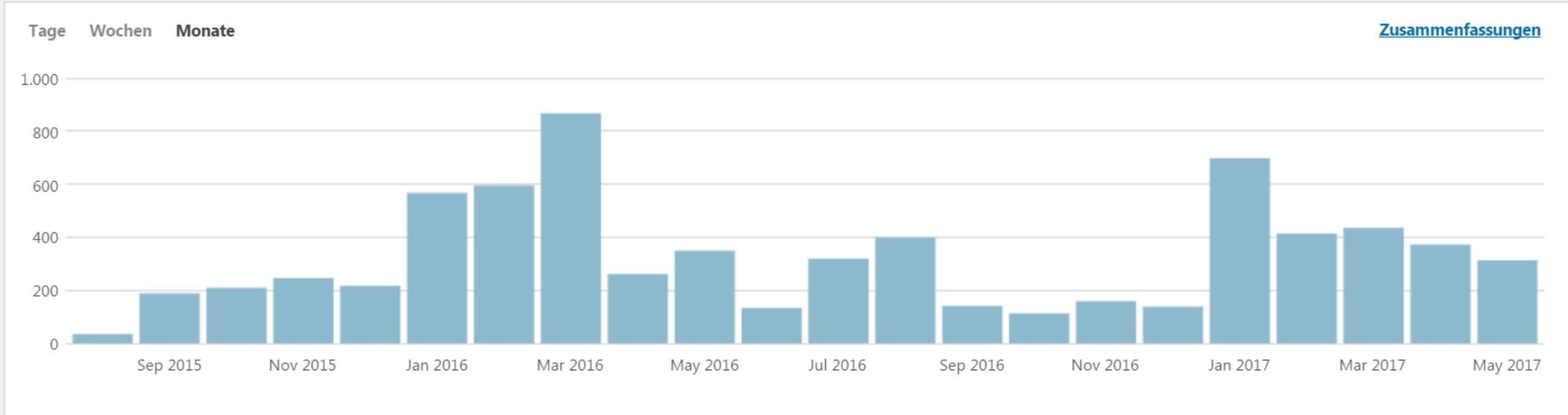
Facebook

# Statistik Viewer pro Monat.

## Website Statistiken [Konfigurieren](#)

Mai 23, 2017, 8:28 am

Hast du gewusst, dass auf WordPress.com eine erweiterte Statistik verfügbar ist?



# Instastatistik exemplarisch.

hightide.cc  
Hamilton, Bermuda >

Gepostet am 26.02.2017, 18:17

72	2	0
Gefällt mir"-Angabe	Kommentare	Gespeichert
702	538	74
Impressionen	Reichweite	Interaktionen

Was bedeutet das? v

hightide.cc

Gepostet am 26.02.2017, 12:05

61	1	1
Gefällt mir"-Angabe	Kommentare	Gespeichert
745	585	63
Impressionen	Reichweite	Interaktionen

Was bedeutet das? v

hightide.cc

Gepostet am 03.03.2017, 21:31

166	8	12
Gefällt mir"-Angabe	Kommentare	Gespeichert
10,2 Tsd.	9.360	186
Impressionen	Reichweite	Interaktionen

Was bedeutet das? v

# My Advantage for your Business.

## NEED / EFFECT:

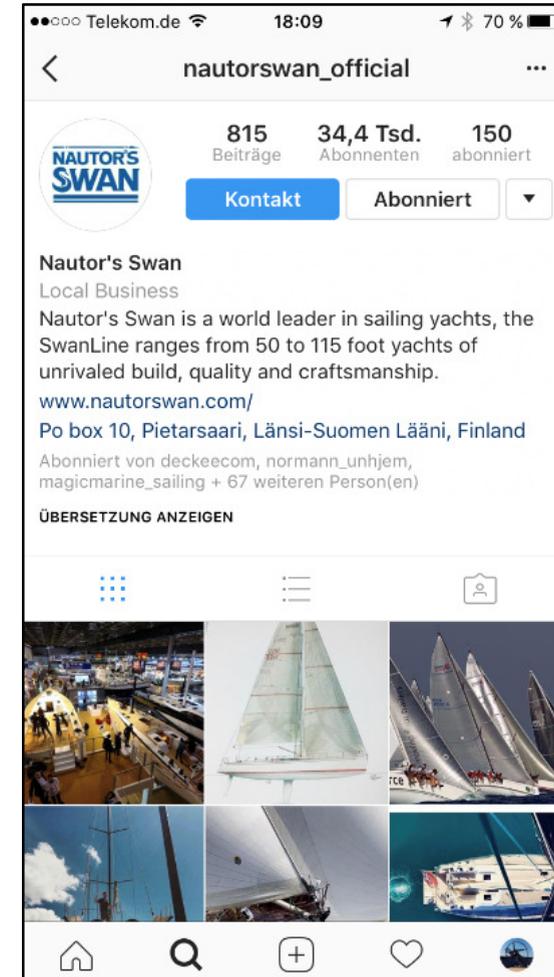
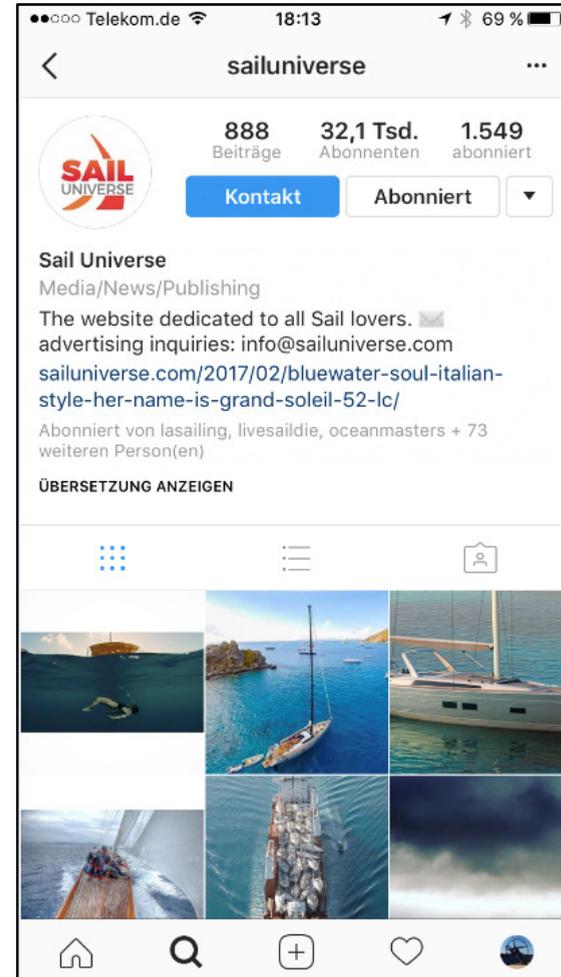
- Credible Content Spread.
- Sustainable relationship to the scene, sailors and partners.
- Authentic placements in the online and offline galaxy.

## MEASURES:

- Online Banner on [www.HighTide.cc](http://www.HighTide.cc)
- Product placement on [Instagram.com/HighTide.cc](https://www.instagram.com/HighTide.cc)
- Product Presence on events, races and sailings spots.
- Mediation between partners and implementation in the scene.

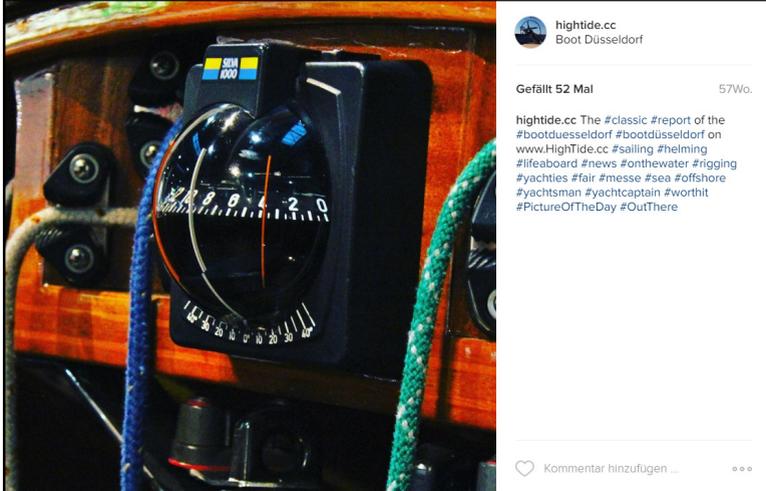


# Cool and relevant Followers on Instagram.



Derzeit rund 6.500 relevante Follower mit hoher Interaktionsrate.

# Instagram Impressions.



# Contact.

[www.HighTide.cc](http://www.HighTide.cc)

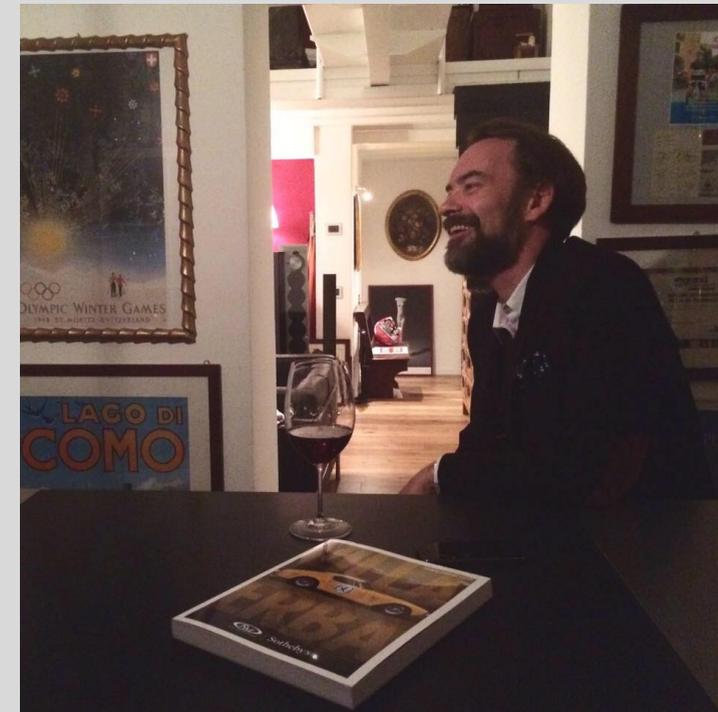
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THX for your Attention.

