



BOAT DEALER

Our client, **Dry Dock Boat Sales**, was seeking a long-term marketing strategy to dominate boat sales in Southern Nevada. They were working with an outdated website and marketing systems that didn't provide them with actionable data to measure what worked and what didn't in their ad campaigns and digital presence.

APPROACH

The client's site was clunky and full of errors. Through a deep code analysis, we were able to upgrade the site to make it more user-friendly as well as install a custom inventory program that is faster, easier to maintain, and customer centric. In addition to the technical upgrades, we engaged in the several tactics to boost both the volume and quality of their leads:

- Performed an ongoing competitive analysis
- Adjusted content to optimize organic website traffic
- Utilized digital advertising and paid search campaigns
- Implemented creative branding to boost brand recognition
- Created email marketing and sales enablement tactics
- Synchronized traditional and digital advertising campaigns
- Employed co-op management to maximize resources

2,598%

Increase in
Organic Website Traffic
(Overall)

464%

Increase in Pageviews

238%

Increase in
Google Search Visibility

RESULTS

Through our powerful inventory management system, **Dry Dock Boat Sales increased total users by 71% in one year.** Paid search results increased 60%, social media traffic increased by 877%, and the website bounce rate improved by 12%.

With improved and integrated technology, online targeting, quality content, and other best-practice digital and traditional marketing strategies, we achieved the role of the dominant boat seller in Southern Nevada.

