

Marine OEM Sees Incredible Growth with Aimbase Marketing Platform

In a highly competitive boating category, a ski and wake boat manufacturer partnered with Rollick to implement a database and marketing strategy utilizing the Aimbase platform. The program would allow the boat brand to attract in-market buyers for their dealers and close prospects at a higher rate compared to their competition.

INDUSTRY: B2C MARINE

**TARGET AUDIENCE: SKI AND WAKE
BOAT CONSUMERS**

01

Acquire a database of prospective customers that fit the persona of the brand (i.e. competitive brand boat owners, CEOs, jet owners)

02

Generate leads by educating consumers about product benefits and the brand lifestyle through digital media campaigns

03

Activate leads with email nurture communications and appointment-setting calls, while alerting the nearest dealer of lead activity, web behavior and content scoring thresholds

04

Measurement of post-sale customer experience, closed sales, and dealer performance

TACTICS

DATABASE ACQUISITION

Over the last 5 years, Rollick has successfully quadrupled the brand's database. The database strategy consisted of acquiring prospective customers through the purchase of:

- Modeled-data (customers who look like the brand's target audience)
- Competitive owner data for select brands
- CEOs
- Pilots and airplane owners
- Fishing license holders

DIGITAL MEDIA

With a foundation of potential customers built, Rollick implemented a two-pronged lead generation approach that would:

1. Turn passive prospects (purchased data) into hand-raisers (leads)
 - Leveraging the Aimbase Marketing Automation solution, Rollick activated the purchased database through a series of email campaigns designed to introduce the brand's products so engagement metrics could be evaluated. As prospects engaged with content, they were entered into product segments so Rollick could target boat specific content relevant to each prospect
 - In addition to targeted email campaigns, Rollick implemented a CRM retargeting strategy where targeted display advertising was presented to these customers on websites, Facebook and Instagram
2. Generate new inbound leads nationally and in key dealer territories
 - Rollick uses a combination of targeting strategies; from consumer demographics and interests to geo-targeting and retargeting to capture inbound leads in key dealer territories. Throughout the year, Rollicks tests combinations for call-to-actions and landing pages to increase conversions and acquire leads at the lowest cost per prospect



AIMBASE LEAD MANAGEMENT, NURTURING, AND DEALER APPOINTMENT SETTING

As new prospects converted, all lead activity and demographic information was captured in the Aimbase platform and routed to the nearest dealer. Additionally, the OEM set up a comprehensive lead nurture email program, which would put each lead in a particular stream based on their readiness to buy. The prospects would then receive emails more specific to their interests

- In addition, a concierge call center was implemented for this OEM's leads. The call center, which consists of live factory representatives, calls each prospect a minimum of 3 times to answer their questions and set up appointments with dealers near the prospect's location. All call notes and information are funneled into Aimbase for the dealer and OEM for later reference

POST SALE CUSTOMER EXPERIENCE MEASUREMENT

Through the Aimbase CX engine, the OEM measures the client's post-purchase experience for every new boat sold. This technology automatically sends surveys out to customers that ask about their experience with dealers, products, and service. While this data is collected and analyzed, the OEM also implemented a ratings and reviews program through Aimbase that publishes positive product reviews to their brand website, while negative feedback is sent to the relevant dealers or OEM representatives to alleviate the issue

REPORTING AND CAMPAIGN PERFORMANCE

To track performance, Rollick provides ongoing media metrics and closed sale/ROI reports to continuously optimize their national lead generation strategy – all of which is captured in the Aimbase Marketing platform

KEY RESULTS

LEAD GENERATION

4.37% average close rate over 5 years

4.37%

8.3% average close rate for leads submitted on main brand site

8.3%

450% increase in lead generation over 5 years

450%

CONCIERGE

34% of prospects were connected with directly

34%

Of those that scheduled an appointment, 29% ended up purchasing

29%

This number represents a 10% overall lead-to-sale conversion rate

10%