



Global Ski/Wake Boat Manufacturer Enhances Lead Generation, Improves Lead Management, and Boosts Sales Conversion Rates

Rollick addressed the challenges faced by the ski/wake boat manufacturer by implementing a multifaceted strategy that enhanced lead generation, streamlined lead management, and improved customer engagement. Rollick significantly increased lead generation by acquiring high-quality prospective customer data and activating a targeted national digital media campaign. Integrating the Aimbase Lead Management and Marketing Automation platform ensured efficient lead capture and distribution, while a comprehensive lead nurture email program kept prospects engaged. Additionally, live factory representatives provided personalized contact with leads, and the Aimbase CX engine facilitated post-purchase feedback, leading to improved customer satisfaction and a substantial boost in sales conversion rates.

INDUSTRY: MARINE

TARGET AUDIENCE: OEMS & DEALERS

01

Limited Lead Generation:

Difficulty in acquiring prospective customers who align with the brand's target audience.

02

Inefficient Lead Management:

An organized system is needed to effectively capture and distribute leads to dealers.

03

Customer Engagement:

Lack of direct interaction with potential customers to answer queries and schedule appointments.

04

Post Purchase Experience:

Inadequate feedback mechanism to measure and improve the customer's post-purchase experience.

Database Enhancement

Rollick initiated a database enhancement strategy by acquiring prospective customers through various data sources, including modeled data of individuals resembling the brand's target audience, competitive owner data, CEOs, pilots, airplane owners, and fishing license holders. This comprehensive approach ensured that the database included high-quality leads that were more likely to convert into sales.

Lead Generation:

The enhanced database was activated with a national digital media strategy, which included paid search retargeting and social media campaigns in key dealer markets. This multi-channel approach increased the brand's visibility and attracted more potential customers, boosting lead-generation efforts.

Aimbase Lead Management and Marketing Automation:

As new prospects converted, all lead activity and demographic information were captured on the Aimbase platform and routed to the appropriate dealer. Additionally, the OEM set up a comprehensive lead nurture email program, which placed each lead into a particular stream based on their readiness to buy. This automated system ensured leads were consistently engaged and efficiently moved through the sales funnel.

OEM Concierge Contact:

To foster direct interaction with prospects, live factory representatives contacted each lead a minimum of three times to answer their questions and set up appointments with nearby dealers. This personal touch improved customer engagement and increased the likelihood of conversion by addressing concerns and facilitating the buying process.

Aimbase CX:

Through the Aimbase CX engine, the OEM measured the client's post-purchase experience for every new boat sold. The technology automatically sends surveys to customers, asking about their experience with dealers, products, and services. The data collected was analyzed to identify areas for improvement, and a ratings and reviews program was implemented. Positive reviews were published on the brand's website, while negative feedback was directed to relevant dealers or OEM representatives to resolve issues promptly.

RESULTS:

Lead Increase: A 450% increase in leads over five years.

450%

Improved Close Rate: The close rate of leads submitted via the brand website was enhanced by 8.3%.

8.3%

Prospect Connection: Prospects connected with directly through concierge program was 34%.

34%

Concierge Program Success: 29% of prospects connected via the concierge program purchased.

29%

Enhanced Customer Satisfaction: Post-purchase experience measurement and feedback programs led to continuous improvement in customer satisfaction.

CONCLUSION:

Implementing Rollick's solutions significantly enhanced the lead management process for the powersports manufacturer, leading to faster response times, higher lead quoting rates, and a substantial increase in sales. This case study demonstrates the effectiveness of a structured lead management and dealer training program in driving sales growth in the powersports industry.



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