

Portside Marine

Boosting Online Leads with ARI's Automated Email Marketing

About Portside Marine

Portside Marine sells boats and trailers and provides repair and maintenance services in Orlando, FL. Headquartered in a coastal area well known for its abundance of outdoor recreation, the company understands the importance of having a strong online presence. They partner with ARI to run paid ads on Google and Facebook to drive more leads to their website and convert those leads into sales. Even with just a single store, Portside Marine's online presence is akin to that of a mega-dealership in terms of visibility and reach.

Opportunity

Portside Marine's less visible physical location puts the company at a distinct disadvantage compared to their more main street competitors. As people pass by other marine dealerships, Portside emphasizes online presence and direct customer communication to boost business. By enrolling in ARI's Automated Email Marketing service, the company can reach customers on their phones as they scroll social media and shop online. The tool pulls from Portside's existing email list, engaging customers who have already been in contact with the dealership. With the automated tool, Portside converted their previously time-consuming manual email efforts into a highly efficient, valuable strategy.

"The data shows that our best return on investment for any type of marketing has been the email marketing."

—JOSH NUNNALLY, SALES MANAGER & CO-OWNER

Results

Since launching Automated Email Marketing, Portside has seen a 22.5% increase in website leads and 61.3% increase in sessions. In the first month of implementing the service, the company's marketing email strategy helped them purchase two boats from customers and quickly resell the units to turn a profit. With eye-catching graphics and layouts, marketing emails create a great first impression and drive shoppers from the email inbox to specific inventory or service listings, encouraging customers to take the next step. And, with ARI's full customer support service, Portside ensures that every automated email aligns with their brand and business goals.

"I think [Automated Email Marketing] is the best marketing that ARI has to offer, hands down. I think it's effortless, it's straightforward, and there really is not a whole lot to it, as far as the person managing it within a dealership."

—JOSH NUNNALLY, SALES MANAGER & CO-OWNER



ESTABLISHED:

2014

OWNERS:

Josh Nunnally
Victor Perez

TEAM SIZE:

12

LOCATION:

Orlando, FL

AREAS SERVED:

Sanford
Oviedo
Winter Park
Lake Mary

INDUSTRY:

Marine

HOW MANY BRANDS SOLD:

4

ANNUAL SALES:

\$4.2 Million