
MAKE THIS
YOUR

Sea Ray

SUMMER

Sea Ray
#SeaRaySummer

LAUNCH INTO LIVING

INNOVATIVE THINKING. INSPIRED EXECUTION.

Sea Ray

About Sea Ray & Award Submission Category

Sea Ray is the world's largest manufacturer of superior quality pleasure boats, with a model lineup ranging from 19 to 65 feet. No other pleasure boat manufacturer in the world offers such variety. The four families of Sea Ray products include Sport Boats, Sport Cruisers, Sport Yachts and Yachts.

Founded in 1959, Sea Ray was one of the first boat builders to use fiberglass and other high-tech composite materials in the construction of pleasure boats. The company's continuing innovations in unique styling, performance, interior design, technical systems and many other areas; plus many revolutionary breakthroughs in technology and quality manufacturing processes, have placed Sea Ray at the top of the world's pleasure boat builders for more than half a century.

Award Submission: #SeaRaySummer for the Sales Promotion Category, developed in partnership with Dino Publishing (agency).



Sales Promotion: Sea Ray Summer

May 26, 2017 - September 1, 2017



What better way to kick off the Summer Selling Season than with a multi-faceted national promotion – with benefits for customers, dealers and Sea Ray?

This promotion takes “national promotions” to the next level!

- Training: Comprehensive weekly training schedule for dealers on topics like: geofencing, selling against key competitors, product training and more!
- Dealer Incentives: Dealers must host Sea Ray exclusive (and properly branded) events to gain access to incentives.
- Salesman Incentive: Conduct Facebook Live product walkthroughs for a chance to WIN!
- Customer Engagement: Customers were encouraged to share their #SeaRaySummer story for a chance to win one of several summer prizes from Sea Ray.

#SeaRaySummer Stats

- Visits to **Locate A Dealer** are up 19% over the same time last year
- Display Advertising: We served **244,300 display impressions** on sites including: cnn.com, yahoo.com, weather.com, boattrader.com, yachtworld.com and more
- Paid Digital: We served 781,077 search impressions with 18,182 clicks
- Facebook: Reached 158,637 people, 81,955 video views, 378,573 impressions and 87,266 post engagements
- 3,000+ Consumer uses of the #searaysummer hashtag on Instagram alone

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#SeaRaySummer

SEA RAY wants to help make this YOUR Summer. Enjoy huge #SeaRaySummer savings and special offers taking place all season long! Ask your dealer for more details. searay.com/searaysummer.

Instagram
#searaysummer
3,013 posts

Top Posts

[Grid of 6 photos showing people enjoying boats and water activities]

[MORE]

