

ARI

A CLOSER LOOK

CASE STUDY SEA RAY OF CINCINNATI

REAL-WORLD RESULTS:

ARI'S EPRO™ SUPPORTS SEA RAY OF CINCINNATI'S ONLINE MARKETING STRATEGY TO BOOST TRAFFIC AND SALES

By Edward F. Alf III, Pres. – Sea Ray of Cincinnati

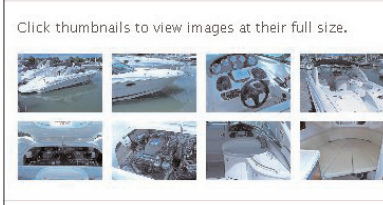
Located at the Four Seasons Marina, 7 miles east of downtown Cincinnati, our marine dealership specializes in selling and servicing boats of all types and sizes. Our 20,000-square foot facility features an indoor showroom which accommodates boats up to 30 feet, an in-water display for 30- to 47-foot yachts, a private launch ramp, and six state-of-the-art service bays.



As the Internet has become the number one research tool for today's boat buyers, we've worked closely with ARI since 2007 to leverage online sales opportunities by using ePro™ and FootSteps™. All leads generated from our website are seamlessly integrated into FootSteps for our sales staff to follow up on. Our online marketing strategy consists of fostering customer engagement, boosting our search engine rankings, promoting our website and distributing our inventory – all with the support of ePro.

FOSTERING CUSTOMER ENGAGEMENT

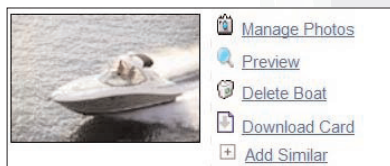
Marketing our website starts with keeping the content fresh. To that end, Andrea Chase, Internet Marketing Specialist, is solely responsible for maintaining and updating it. Our pre-owned boat inventory generates more traffic than any other sections of our website. Our new and pre-owned inventories each have their own section and all boats are searchable from on our homepage. In the last 12 months, our inventory has generated **99.63% of our total unique page views**.



Listings are always current, featuring consumer-engaging descriptions and multiple high-quality pictures, as well as options and pricing. ARI's ePro makes this process faster and more efficient by facilitating ongoing updates and maximum impact on potential buyers. The current visitor's **average time on our website is 3 minutes and 25 seconds, with 5.17 pages viewed per visit**.

For new boats, ePro gives us quick and easy access to photos, specifications and information, so we don't have to manually enter the information.

Once we're logged in, we just click on all the features and options applicable to a given model and add descriptions, as well as pictures. The whole process takes less than five minutes!



Our goal is to offer a visual experience – the next best thing to a sea trial – to turn dreamers into owners. Attention-grabbing pictures of the actual boat rather than stock photos give our prospects more of the information

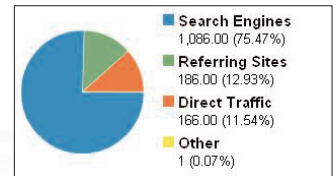
they're looking for up front, so by the time they call or email us, they are closer to actually buying that boat. They also facilitate the buyer's often overwhelming research process and create a positive first impression that often marks the beginning of the sale.

In addition, we regularly update key sections, including Service, Parts, Promotions, Events and Boating Education. Prospects and customers who visit our website can also review the current level of the Ohio River. We aim to position our dealership as the authority on boats and boating in our area – the local dealer you can trust.

BOOSTING SEARCH ENGINE RANKINGS

We rely on SEO to improve our rankings organically on search engines. Our goal is to ensure that people who are looking for the very boats we carry find us – not our competitors. Search engines currently **represent 75.47% of all traffic sources** which include direct traffic. In the last 7 days, Google alone has generated **76.24% of all search engine-based visits**.

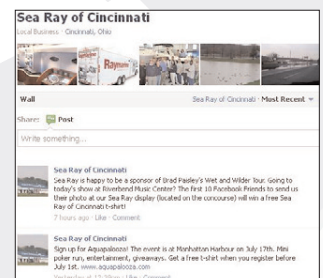
ARI's ePro optimizes our inventory pages for search engine performance to attract new customers to our site. In the last 7 days, **79.70% of all visits** were from absolute unique visitors. Our 24/7 showroom is automatically populated with new product details directly from our OEMs with each model year. All photos, product specifications and information are described properly to increase our search engine rankings.



We also embed new keywords and meta tags throughout our website regularly and submit them to Google, Yahoo and MSN to boost our position organically. Our current top performing keywords include "Sea Ray of Cincinnati," "Searay of Cincinnati," and "Sea Ray Cincinnati."

In addition, inbound links from other, highly ranked websites improve our standing in the search results and increase our online traffic as our site is being presented to a larger audience. For example, our link from the Ohio Department of Natural Resources (Ohio.gov) gives us solid credibility with major search engines and generates high rankings for our dealership.

We also leverage Facebook and Twitter, not only to support our SEO efforts with a one-way link to our website, but also to build credibility and trust with our prospects and customers via daily updates and communications. One of the many benefits of social networking sites is that we can point to specific product pages when interacting with potential online customers. To date, **38% of our Facebook Friends have visited our website**.



ARI

A CLOSER LOOK

CASE STUDY SEA RAY OF CINCINNATI

PROMOTING OUR SALES-DRIVING TOOL

We promote our Web address consistently and frequently on-and offline. It is present on all marketing and advertising materials, company stationery, customer communications and staff email signatures. It also appears on all our promotional gifts, including cups, key chains, can-koozies and shirts. Even our on-hold phone message mentions our website and invites customers to visit us online where they can find answers to most of their questions.





Promoting our Web presence raises our dealership's profile and drives more traffic to our site, which in turn increases sales. We believe that this effort has played a significant role in our ability to generate 22.78% of direct traffic to our website in the last 12 months.

CASTING A WIDER NET

We cast a wide net and get our dealership in front of the largest possible number of potential, targeted buyers by posting our listings on marine classifieds websites, including BoatTraderOnline.com, YachtWorld.com, Boats.com, and iBoats.com. We also use Craigslist.org and eBay.com. These sites drive 16.66% of all traffic from referring sites. ARI's ePro automatically posts and updates our new and used inventory on numerous portals, freeing us from having to type in the listings to every site we subscribe to.

Online lead generation and management are critical factors in the short- and long-term growth of our dealership. Today, online leads represent 70% of our total sales. Combining a well-marketed, sales driving website with an efficient lead management strategy has allowed us to consistently drive more qualified traffic from the Web to our showroom and increase sales.

	48 ft 2004 Sea Ray 48 Motor Yacht	US\$369,000	Details
More Info/Photos	Boat Type: Motor Yacht Location: Cincinnati, OH, United States	Length: 48 ft Hull Material: Fiberglass	SEA RAY OF CINCINNATI
	44 ft 2008 Sea Ray 44 Sundancer	US\$499,000	Details
More Info/Photos	Boat Type: Cruiser Location: Cincinnati, OH, United States	Length: 44 ft Hull Material: Fiberglass	SEA RAY OF CINCINNATI