



# The RV Dealer's Guide to Choosing the Right Marketing Partner





## Choosing the right marketing partner is crucial for RV dealers to effectively promote their business and attract customers.

With countless marketing vendors vying for your attention, finding the right partner to promote your dealership can be overwhelming. This comprehensive buyer's guide is designed to help you navigate the process of selecting the ideal marketing partner to meet your dealership's unique needs and goals.

# Getting Started

Before you start researching marketing partners, create a framework for your dealership's goals and limitations. This will help you narrow your focus to marketing organizations who offer the services and pricing scale you need.

## Define Your Marketing Goals

Before searching for a marketing partner, identify your specific marketing goals. Determine what you want to achieve, whether it's increasing sales, expanding brand awareness, generating leads or improving customer retention. Having clear objectives will help you find a partner that aligns with your needs.

## Assess Your Budget

Understand your marketing budget and allocate funds accordingly. Ensure that you have a reasonable budget that allows you to invest in a quality marketing partner. While cost is a consideration, prioritize value and ROI over choosing the cheapest option.



# Essential Qualities of a Good Marketing Partner

When selecting a marketing partner, consider whether their business model is a good fit for your dealership. Lots of vendors offer good-quality services, but the right partner needs to also provide industry expertise, quality customer service and a collaborative spirit.

## Industry Experience

Look for a marketing partner with rich experience in the RV industry. Understanding the unique challenges and opportunities of the RV market will help them develop effective marketing strategies that resonate with your target audience.

- **Seasonality:** Your marketing partner must anticipate and leverage the seasonal demand for RV units. Marketing campaigns – especially ad spend – should always reflect the current demand for unit types (eg, Fifth Wheels in summer, Travel Trailers in spring).
- **RV trade shows:** An RV-savvy marketing partner will know which trade show keywords to target in order to promote your dealership to prospective buyers who are searching for those trade shows online.
- **Industry lingo:** Choose a marketing partner who seamlessly uses the right industry lingo (such as unit classifications, towing and hitching capability and lifestyle terminology) when crafting marketing messages.



## Reputation & References

Research the vendor's reputation and ask for references from other RV dealers they have worked with. Reach out to these references to get insights into the partner's performance, reliability and customer service.

## Innovative & Up-to-Date Strategies

Marketing is an ever-changing field, especially in the digital realm, marketing partners must stay up to date with the latest trends and can offer innovative marketing approaches to stay ahead of the competition.

A good partner will listen to your needs and propose tailored strategies based on data and industry trends. Be wary of partners who offer one-size-fits-all solutions without understanding your dealership's unique requirements. Strategies should be outcome-based and focused on your specific objectives.

## Understanding of Your Business & Target Audience

The marketing partner should take the time to understand your specific business needs, goals and target audience. They should be able to tailor their marketing strategies to deliver a unique combination of services that suit your unique requirements.

## Budget Considerations

Request detailed pricing information to ensure the partner's prices align with your budget. Avoid partners with extremely low prices, as quality may be compromised, but also be cautious of overpriced services.

***Important:** Your marketing partner should be highly cognizant of your monthly marketing budget and only recommend or employ strategies that fit your budget limits.*

## Ability to Accommodate Dealership Size

No matter the size of your dealership – whether you're a single- or multi-location dealer – your marketing partner must be able to cater to your dealership size.

If you're a multi-store dealer, you need a partner who can accommodate your different locations and manage the desired number of website domains (whether you want one domain for all locations, or a unique domain for each). Alternatively, if you're a single-location dealer, your marketing partner should be able to address the unique hurdles you face when competing with national dealership chains.

## Collaborative Approach

Look for a marketing partner that sees the partnership as a collaboration, rather than a one-sided service. They should be open to feedback and willing to work together to achieve your goals.

# Must-Have Service Offerings for RV Dealerships

Choosing a marketing partner that offers services specifically tailored to the RV industry is essential when you're looking to maximize your marketing efforts and achieve optimal results.

## Integrated Website & Marketing Services

It's crucial that your marketing partner also manages your website strategy – or at the very least, these vendors are in close communication with one another. When your website and digital marketing are managed by the same partner, data sharing and analysis become more efficient. The partner can provide insights into user behavior on your website and use that information to refine your digital marketing strategies for better targeting and engagement.

**Important:** *Digital marketing campaigns (PPC, in particular) may require specific website landing pages to drive your audience to the right areas of your site. If your marketing partner manages your website platform, they can build or update these landing pages accordingly, versus simply dropping off your audience on an inventory search page.*



## Full-Service Capability

Consider a marketing partner that offers a comprehensive range of services, including digital marketing (SEO, PPC, social media), content creation, website development, email marketing and traditional advertising (if needed). A one-stop-shop can simplify your marketing efforts and ensure consistency across different channels.

## Pre-Loaded Services

A good-quality RV marketing partner should offer pre-loaded services such as online inventory management, online tours, tow guides and manufacturer content libraries, instead of leaving these tasks on your shoulders. The partner should eliminate manual data retrieval and management tasks by implementing processes to feed data between your CRM, DMS and third-party platforms. These services should be easy for you to use (if you wish) or be entirely managed for you by the partner.

*The ability to offer these pre-loaded services is what sets a good RV marketing partner apart from a standard ad agency.*

## Communication & Reporting

Effective communication is essential for a successful partnership. Choose a marketing partner that provides clear and regular updates on campaign progress, performance metrics and other relevant data.



Remember, choosing the right marketing partner is an investment in your dealership's success.

Take your time to evaluate options, ask questions and make an informed decision based on the partner's expertise, alignment with your goals and overall fit with your business.





## About InteractRV

InteractRV has a heart for our client – the dealership. We venture into the best way to drive better results and get things done, from identifying challenges to providing customized solutions. Operating in the digital age can be complex, but we make it simple by focusing on the specific needs of our dealers and investing in their success.

For more information on InteractRV, visit [interactrv.com](https://interactrv.com).



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