

Collier RV Super Center

After Trying a New Digital Marketing and Website Vendor, Collier RV Super Center Chooses InteractRV

About Collier RV Super Center

Collier RV Super Center is family owned and operated for over sixty years, selling and servicing new and used RVs across two locations in Illinois—Rockford and Wadsworth. Their indoor showroom boasts 52,000 square feet, making it one of the largest in Illinois.

Challenges Faced by Collier RV Super Center

We spoke with Collier RV President and Co-Owner, Ed Collier; General Sales Manager, Chris Collier; and Marketing Manager, Liz Collier, to discuss their recent experience using a different marketing and website provider and why they chose InteractRV to replace them.

At the end of 2023, Collier RV Super Center decided to switch to a new digital provider claiming more advanced technology, like A.I. and stealth website tracking. After just six months, Collier RV experienced a significant drop in website traffic, phone calls, and ultimately sales. The team noticed that not only were their paid ads performing poorly, but their local search rankings plummeted contributing to an estimated 70% loss in website traffic. While their website looked “pretty,” it didn’t translate into functionality. Rather than using a dedicated library to populate inventory listings with the correct specifications, their previous provider used an AI-powered tool to complete the spec list for each model. This resulted in empty fields, which prevented large numbers of units from showing up in inventory searches. Customers were then led to believe Collier had no inventory that matched their criteria, though there were plenty of available units that did. Customers complained that the site was not only difficult to use, but it also often crashed while they were browsing.

Additionally, the team encountered challenges with generic A.I. inventory descriptions that added little value for customers. Updating them required prolonged support ticket wait times, leaving them unable to upload their own information promptly. The reduced number of listings to showcase and delayed support process dampened morale significantly.



LOCATION:
Rockford, IL

AREAS SERVED:
Rockford, IL
Lake County, IL

TEAM SIZE:
95

YEAR ESTABLISHED:
1961, family owned
& operated

This combination of limited website functionality and poor ad performance proved to have tangible impacts on the business, and Collier RV knew a change was necessary.

“The biggest change was with our website traffic in general. Now that we have a strategy that’s working, ... we’re up 57% and we’ve doubled the leads.”

—LIZ COLLIER, MARKETING MANAGER FOR COLLIER RV SUPER CENTER

Rebuilding Collier RV Super Center’s Digital Presence with a Reliable Website Platform and Proven Marketing Strategies

After only six months, Collier RV decided to switch to InteractRV based on their industry-tailored digital solutions. InteractRV partnered with the Collier RV team to launch their website and to develop an advertising strategy that fit their needs, with paid search options that not only performed better but also cost less to run.

In only a matter of days, website traffic increased from an average of 300 to 1200 daily visitors and leads increased from an average of 148 to 311 in just one month. Beyond a proven digital marketing strategy, inventory management was another area where InteractRV was able to make a tangible difference. Utilizing the RV Data Library, which relies directly on manufacturer data, Collier RV was able to automatically list their inventory with brand logos, descriptions, floor plans, and complete specs, while maintaining the ability to upload their own data with ease. This enabled Collier RV to get accurate feature lists for their entire inventory instantly.

“The turnaround was almost immediate, and we’re seeing it today. Our business is improved, and our leads are up.”

—ED COLLIER, PRESIDENT AND CO-OWNER OF COLLIER RV SUPER CENTER

The InteractRV Difference: Real People with Real Expertise

Collier RV Super Center saw the human difference that InteractRV’s digital strategies had on their path to success. Armed with a working website that brought in more leads, calls, and website traffic, they saw a boost to their sales team’s confidence and improved morale across the entire team.

Now up and running, the customer service difference is “night and day,” compared to their previous provider. The team is grateful they receive daily calls and updates from a dedicated customer representative—someone who understands their business and their unique priorities.

“I felt like we were just bothering them by every issue that we brought up and hoped it would get fixed eventually—I had to keep our own issue tracker, whereas [InteractRV] usually responds in less than a day and gets the issue resolved right away. So, we definitely feel a lot more valued as a client and taken care of with InteractRV.”

—LIZ COLLIER, MARKETING MANAGER FOR COLLIER RV SUPER CENTER



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