

## MASTERCRAFT DEALER CAMPAIGN



For over forty years, MasterCraft have made the finest waterski boats in the world. Sold through a powerful network of 120 dealers across 30 countries, MasterCraft knew that to improve consumer boat sales, they would have to optimize dealer performance. As part of a corporate-wide initiative, MasterCraft installed the emarketing app to help with the Dealer performance campaign. After just six months, they reduced consumer “no contact” to 5% and improved dealer close rate by 30%

The emarketing platform combines email marketing with surveys to provide a unique way to react to feedback dynamically and send consumers emails that are relevant to their concerns.

“Dealers average scoring ratings increased to 88%” said David Kirkland, CIO “with valuable insights and feedback shared directly with the dealer network, regarding what works”.

The “Close this sale” selling tactic was repositioned to techniques of providing information and being helpful. Canned responses were replaced with sales contact information using genuine and honest messaging tuned to the unique consumer.

When NMMA (National Marine Manufacturers Association) heard about the success of the MasterCraft Dealer campaign they are now seeking to implement a similar program across the entire marine industry.

Phil Walker, eBusiness Director concluded that “this app's integration into our systems generates real sales of boats to the consumer”