



Going with the FLOE to Generate Digital Marketing Success

Who is FLOE?

Based in McGregor, Minn., FLOE International has manufactured high-quality recreational equipment since 1983. FLOE offers a diverse but related product collection including an extensive selection of boat lifts sized for personal watercraft up to pontoons or cruisers, and three trailer lines with both open and enclosed options. Their FLOECRAFT boat division produces two innovative boat lines - Afina Yachts and Varatti Boats. With more than 70 patents, FLOE products have a reputation for providing innovative features and strong value.

The Challenge

Consumers could use a dealer locator on the FLOE website, but the user experience wasn't conducive to effectively driving trackable sales leads through multiple product channels. In working with a dealer network across the United States and Canada, FLOE International had a dealer locator on its website but had no control of the experience once the consumer left the brand site. They needed a consistent digital presence at the local level that wasn't overly complicated; one that would drive results for their dealers while ensuring uniform branding.

The Ask

PowerChord started by working with FLOE International on its company website to create a better user experience with the dealer locator to ensure the consumer actually found the desired FLOE product in the right region.

PowerChord then worked with FLOE International to create a dealer recruitment program that included a full multichannel campaign composed of paid search, social, display and retargeting advertisements. FLOE and PowerChord worked together to encourage local dealers to participate in the program, including offering strong incentives and proven strategies and results. In return, local dealers earn new revenue opportunities which ultimately drive sales.

The Result

By working with PowerChord, local dealers who carry FLOE International products and participate in the multichannel digital marketing program have seen a 25% increase in sales revenue. Participating local dealers have a complete digital package that presents a succinct, cohesive, updated brand message. They get organic, actionable search results which ultimately drive sales.

THE FACTS



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