

When an ALUMA DEALER adds their in-stock Inventory to the ALUMA WEBSITE

# EVERYONE WINS!

## ALUMA WINS, THE DEALER WINS AND THE CUSTOMER WINS.



### 01 | ALUMA WINS!

- Display in-stock inventory on [alumaklm.com](http://alumaklm.com) to interested shoppers
- This relevant content increases the Search Engine Optimization of [alumaklm.com](http://alumaklm.com)
- It also increases visitor time spent on your website (which also benefits SEO!)
- Keeping shoppers on your site cuts down on exposure to other brands sold on your dealers' sites
- Aluma's Marketing Team will be able to identify buying trends by state, region or nationwide
- Directly market to Aluma brand shoppers via marketing automation tools
- Your Sales Team will be able to help dealers achieve the right inventory mix for their area
- Aluma can also easily monitor pricing and prevent steep discounts or markups

### 02 | THE DEALER WINS!

- Increased online exposure on Aluma's high traffic website
- More leads and sales from Aluma's Dealer Locator and Trailer Finder
- Dealers increase their brand authority as an Aluma Authorized Dealer
- Aluma dealers are found easily by local shoppers
- They also gain access to additional marketing channels (like [TrailersUSA.com](http://TrailersUSA.com) and more)
- Dealers can quickly import and manage their inventory - no additional data entry needed!
- Access to Aluma's product info makes for streamlined data entry (for those new to the web)
- Marketing automation supercharges follow-up on leads and increases sales

### 03 | YOUR CUSTOMER WINS!

- Convenient one-stop shopping for the trailers they love
- Customers can quickly find authorized dealers near them
- View accurate up-to-date unit specifications
- Find the exact unit they want after researching on the Aluma site
- Easily find in-stock units without waiting for custom orders
- Uniform presentation helps customers compare specs and find the perfect model
- Customers can even build the trailer of their dreams and connect with dealers for quotes!

We're Here to Help! (800) 709-3240 | [sales@netsourcemedia.com](mailto:sales@netsourcemedia.com)