

Momentum

by NetSource Media



Generate
More Traffic



Generate
More Leads



Generate
More Sales

**When RV & TRAILER Manufacturers
Add MOMENTUM to their Websites, They Gain -
Online In-Stock Inventory Listings, Lead Generation Tools,
Cutting-Edge Marketing Automation & Powerful Analytics**



Drive more traffic to your website, send more leads to your dealers, and **SELL MORE UNITS!**

When you add your dealers' in-stock **Inventory Listings** to your website, with a powerful **Dealer Locator** search, **RV & Trailer Builder** system, and built-in **Lead Management & Marketing Automation** tools, everyone wins - your customers, your dealers, and YOU!

Here are just some of the benefits to your organization:

Boost Your Brand

- Increased content on your website raises your **search engine visibility**
- More relevant and useful content also **increases visitors' time-on-site**
- When potential customers shop exclusively on your dealers' sites, there is always the possibility that they'll find a different, competitive brand. Adding listings to your own site **keeps customers from comparing brands!**
- The RV & Trailer Builder allows you to **serve customers who may not immediately find the exact unit they want in stock**
- **Present all dealers' inventory in a fair and equal way**

Market Intelligently

- Ability to automatically **market and create specialized offers for customers** who interact with dealers and your products via your website
- Better understanding of **what end users are searching for, have the most interest in, and where they're located**
- Increased ability to **help dealers have the right inventory mix for their area**, based on buyer interest and trends
- **Easily monitor pricing and prevent deep discounting or steep markup of units**
- Gain a **better understanding of customer needs and the problems** they are trying to solve by their purchase





Help Your DEALERS Succeed

Here are just some of the benefits your dealers will receive:

Increased Online Exposure!

- Leverage your official website's search traffic and authority to **drive more leads and sales** to Authorized Dealers
- **Local shoppers** can easily find and browse dealers close to them, who they may not find online otherwise
- Dealers can access **additional marketing channels** like RVUSA.com, TrailersUSA.com, Craigslist, Ebay and more, via a single management console

Management & Marketing Tools


- **Inventory is managed from one place** with imports and exports available for most major online providers and directories
- **Inventory entry and maintenance is easy** with quick imports to your site
- Dealers can also **access your common product data** for streamlined data entry

- **Tools to continue communicating** with leads make dealer follow-up straightforward
- Dealers can also **generate sale fliers and "window stickers"**

Reports & Insights

- Dealers can easily discover their **most popular units**
- At a glance, dealers can see their **monthly Lead counts, Impressions, Website Clicks and more!**
- Powerful **"Print Ledger"** feature allows dealers to sort and view their available units for easy management and audits

Marketing Automation

- Dealers gain ongoing exposure via **automated emails & dynamic marketing messages** delivered to their customers and leads
- 



Create a User Friendly Buying Experience

Make shopping for your trailers an easy and enjoyable experience for your customers (and potential customers!).

Customers enjoy these benefits when you add Momentum to your website:

Dealer Locator

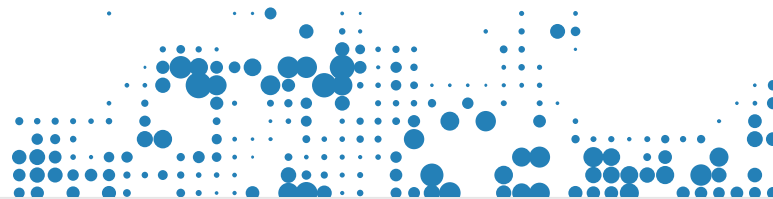
- Provide useful tools to help interested customers **find Authorized Dealers nearby**
- Make it easier for your customers to find the dealer and units they're interested in **without seeing competitive units and dealers**
- **Convenient, one-stop shopping** - no need for purchasers to search for and visit multiple dealers' websites
- **Comparison shopping** helps the customer find the best value from your dealers

In-Stock Inventory

- Potential customers can easily find the unit they want after researching on your site - **no need to go anywhere else!**
- **Easily finding in-stock units** cuts down on customers having to wait on special orders, or worse - buy a different brand
- **Uniform presentation** makes it easier for customers to find the features and models they want

RV & Trailer Builder

- If a customer can't find exactly what they're looking for, the Trailer Builder helps keep them shopping, allowing them to **build the RV or Trailer of their dreams** for follow-up from local dealers



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