

# Duskin Point Marina

Expanding Business Online & In-Store Through Search Engine Marketing

## About Duskin Point Marina

Duskin Point Marina is one of the longest-standing marinas on Smith Lake in Jasper, AL. The marina is one of six dealerships owned by Lynn Layton, an Alabama-based auto and marine group, and offers one of the largest marine inventories in the area.

Prior to partnering with Dealer Spike, Duskin Point had a single-page website that could only be found if someone specifically searched for the dealership name online. After partnering with Dealer Spike for website and organic search services in 2016, their sales have reportedly grown an estimated 600%.

## Expanding Their Audience Reach Through Search Engine Marketing

In 2020, Duskin Point furthered their online reach by investing in Search Engine Marketing (SEM) to position their inventory listings directly in front of potential buyers across multiple nearby counties. Recently, their paid ads have reached buyers as far out as Nashville, TN.

Duskin Point frequently optimizes their ads to boost their relevancy, including targeting current industry trends, updating their ads to reflect current inventory and promoting seasonally appropriate services. Thanks to their Google Analytics reports, Duskin Point Marina can track the performance of their paid ads and determine if an ad influenced a buyer's purchase at the dealership.

**“Our paid ads performance impacts our in-store traffic and boat sales. If one's up, the other's up. What we spend on SEM directly correlates to what we sell.”**

— JEREMY FIELDS, IT DIRECTOR AT LYNN LAYTON // DUSKIN POINT MARINA

## Turning Their ROI Into Business Growth

Since launching their first paid ads campaign, Duskin Point has seen an overall 85.5% increase in conversions. The resulting sales revenue has contributed to Duskin Point's ability to expand their store—including adding a new in-house showroom—and the number brands they sell, helping the dealership better serve shoppers who are in the market for a boat or part.

**“By far, the best money we've spent is on advertising through SEM.”**

— JEREMY FIELDS, IT DIRECTOR AT LYNN LAYTON // DUSKIN POINT MARINA



**ESTABLISHED:**  
1986

**OWNERS:**  
Lynn Layton

**TEAM SIZE:**  
20

**LOCATION:**  
Jasper, AL

**AREAS SERVED:**  
Birmingham, AL  
Jefferson County  
Cullman County  
Walker County  
Winston County  
Nashville, TN

**INDUSTRY:**  
Marine

**BRANDS SOLD:**  
7

**2023 SEM RESULTS:**  
\$85.5% Increase in  
Conversions (Over the  
initial SEM launch in 2020)