

# Team Mancuso Powersports

## Streamlining Marketing Efforts with a Single Marketing Partner

### About Team Mancuso Powersports

As Houston's largest powersports network, Team Mancuso Powersports is always looking for new ways to improve operational efficiency. For the past 40 years, the company has grown to include seven stores, representing more than a dozen different brands and manufacturers. With multiple websites sharing the same inventory, Team Mancuso Powersports teamed up with Dealer Spike to streamline marketing and sales efforts with an integrated, omnichannel marketing strategy.

### Staying a Step Ahead of the Competition

Team Mancuso Powersports was satisfied with the high volume of website traffic driven by SEO and SEM strategies. Ultimately, the leadership team decided to research alternative advertising solutions after continuously seeing competitor display and retargeting ads. To maintain their competitive edge, a balanced, integrated marketing strategy was necessary. They were in search of automated solutions to retarget website visitors and drive them deeper into the website to specific VDPs, converting them into high-quality sales leads.

**"We definitely weren't utilizing all the channels that were available and were looking for more retargeting solutions.**

—JEFF GRANT, WEBSITE AND DIGITAL MARKETING MANAGER

### Why Dealer Spike?

Team Mancuso Powersports chose Dealer Spike's Full Solution Bundles because the comprehensive digital storefront and digital marketing package met all of the company's needs with a single marketing partner. Instead of working with two or three different agencies to manage various marketing strategies, Team Mancuso Powersports now coordinates their overall strategy under the same marketing umbrella—improving speed and optimizing the efficiency of their campaigns.

**"Everybody is there in-house talking to each other. ... To me, it means that things are going to happen faster.**

—JEFF GRANT, WEBSITE AND DIGITAL MARKETING MANAGER



**ESTABLISHED:**  
1983

**FOUNDERS:**  
Johnny Mancuso  
John (JT) Thompson

**TEAM SIZE:**  
168

**LOCATION:**  
Houston, TX

**INDUSTRY:**  
Powersports

**BRANDS SOLD:**  
15

**AVERAGE UNITS SOLD PER STORE:**  
Nearly 7,000 units annually