



The Briggs & Stratton Website Program

BROUGHT TO YOU BY DEALER SPIKE WEBSITES

Through the **Dealer Spike** and **Briggs & Stratton** sponsored website program, dealers can experience the following:

- Dealers may see up to **\$1,000** off their setup fees when enrolling in the program
- Ability to access & promote updated Briggs & Stratton product brochures & parts lookup diagrams
- Access to Dealer Spike's services as Briggs & Stratton's exclusive website partner
- Increased lead conversion by driving shoppers to dealers' websites
- Dealer Spike is approved for co-op dollar usage, meaning dealers may direct their Briggs & Stratton co-op funds towards Dealer Spike Websites fees
- Consultations with a dedicated account rep who will ensure that your website reflects the changing seasons and current offerings of your business
- Promotional website banners featuring Briggs & Stratton's latest promotions

What is the Responsive Difference?

Dealer Spike's responsive platform is packed with the website features dealers need, allowing them to drive more qualified in-store and online leads in today's ever-changing digital environment.

- ✔ MOBILE DEVICE OPTIMIZATION
- ✔ EXPANDED INVENTORY VISIBILITY
- ✔ OPTIMIZED LEAD FORMS
- ✔ UNLIMITED CUSTOM PAGES
- ✔ A SECURE HTTPS URL
- ✔ REGULAR WEBSITE MAINTENANCE & UPDATES
- ✔ ROBUST WEBSITE MANAGEMENT TOOLS
- ✔ SEARCH ENGINE OPTIMIZATION
- ✔ ADA-ACCESSIBLE WEBSITE PLATFORM



800-288-5917 | sales@dealerspike.com | dealerspike.com