

A century of reputation, finally matched by its marketing

How Naults Powersports & Marine moved from a generic local agency to Dealer Spike's Full Solution Bundle, turning a trusted name into measurable digital growth.

A reputation built over more than a century

Some dealerships spend a few seasons building a reputation. Naults Powersports & Marine has been in business for more than a century. The family-owned business opened its doors in 1908 and has grown into one of the most respected powersports and marine dealers in the Northeast, with four New Hampshire locations, including the standalone Seacoast Indian Motorcycle store.

That reputation shows up in the brands Naults represents. The dealership has been a top Kawasaki dealer in the Northeast for five years running, a top-5 Suzuki dealer nationally, the number-one Beta dealer in the country, and one of the largest Honda dealers in the region. Its lineup spans motorcycles, ATVs, side-by-sides, snowmobiles, and a growing marine business.

By the measures that matter most, Naults was already winning: in reputation, in staff, and in pricing. The one area that did not reflect the showroom's strength was its digital presence.

The challenge: a partner who did not know the business

For five years, Naults worked with a local marketing agency. The agency was capable in general terms, but it did not understand the powersports and marine industry, and it showed. The brand photos on the website were incorrect. The strategy was generic enough to belong to almost any business. SEO never gained real traction, and an important push into marine failed to get off the ground.

For a dealership of Naults' caliber, the marketing simply did not match the quality of the in-store experience customers found.

AT A GLANCE ▼

Customer: Naults Powersports & Marine

Locations: Four, across New Hampshire, including the standalone Seacoast Indian Motorcycle dealership

In business: Family-owned and operated since 1908

Solution: Dealer Spike Full Solution Bundle (website, Google Ads, email marketing, inventory campaigns)

RESULTS ▼

~450 units

Honda snowblower promotion, sold across two stores in a single month

58% / 34%

Monthly newsletter open rate and click-to-open rate, both above industry benchmarks

36,000+ /mo.

Inventory emails sent each month, holding a 49% open rate

~9,000

Recipients of the monthly newsletter

The switch to Dealer Spike

Naults moved to Dealer Spike's Full Solution Bundle: a purpose-built powersports and marine website, Google Ads, email marketing, and inventory campaigns, all handled by a team that knows the industry. The full transition took about a year, a reflection of how much was being rebuilt and how carefully it was done.

The verdict from Naults was direct.



How the partnership works

The relationship runs on a simple rhythm. Each month, the Dealer Spike account team meets with Naults to plan promotions, set inventory focus, and map out content. Naults reviews and approves rather than building campaigns from the ground up, which keeps the team focused on running the dealership.

Responsibilities are clearly divided. Dealer Spike manages Google Ads, while Naults maintains hands-on control of its Facebook and other social channels, where the team is especially proud of carousel ads that let shoppers scroll through live inventory. Naults describes the process as incredibly seamless.

The results

With the Full Solution Bundle in place for more than a year, the impact has been clear across channels.

Seasonal promotions have become a signature strength. A single Honda snowblower promotion moved roughly 450 units across two stores in one month, driven by countdown-timer emails and tightly targeted campaigns that created urgency at exactly the right moment.

The email program performs well above industry benchmarks. The monthly newsletter reaches about 9,000 recipients at a 58% open rate and a 34% click-to-open rate. Inventory emails go out at more than 36,000 per month and still hold a 49% open rate.

Web leads and phone calls have grown noticeably as well, with the strongest lifts arriving during seasonal promotions.

The dealer's take

Naults is quick to point out that its success rests on its own foundation: a reputation earned over generations, a knowledgeable staff, and competitive pricing. What changed with Dealer Spike was the digital presence built around that foundation.

In a competitive market, Naults now has a growth partner that understands the business, executes without friction, and turns a trusted name into measurable results.

See what the Full Solution Bundle can do for your dealership.

Talk with the Dealer Spike team today.

[Book a Demo](#)