



DEALER SPIKE

HIGH PERFORMANCE SERIES • PLAYBOOK 2

Bring In More Buyers Across the Loop

Getting found once doesn't get you the sale. Here's how to win back buyers and close the sale.



Just Getting Found Won't Sell the Unit

If you read the [first eBook in this series](#), you know the foundation is set: your listings, profile, and reviews are complete and consistent, so AI and buyers can find you. That's a real win. But being easy to find doesn't close the sale on its own.

Here's why. People don't shop in a straight line anymore. A buyer finds you, leaves to think it over, watches a video, asks their spouse, checks a competitor, and comes back a few days later, sometimes more than once. That back-and-forth is what we mean by "the loop," and most buyers go around it several times before they're ready to commit. Being easy to find puts you in the running each time they come back. It doesn't keep you in front of them in between. That's what paid advertising does, and the dealers who do it on purpose pull ahead of the ones who don't.

4x

more
leads and

54%

faster inventory turnover for the top
10% of dealers compared to the average¹

That gap isn't luck, and it isn't about spending the most. It's about showing up in front of the right buyers while they shop, both the new ones who've never heard of you and the ones who visited once and left.

“

If you've ever gone to your favorite website and then get followed around by their ads—that's retargeting. While it's annoying, it's effective.”

HAYLEY HOLLEN

Senior Manager, Brand and Customer Marketing, Dealer Spike



This eBook covers both halves: reaching net-new buyers and recapturing the ones who slipped away.

1. *The State of the Dealer: 2026.*

Don't Waste Money Chasing Every Buyer

It's easy to put your ads in front of a lot of people.
What matters is putting them in front of the right people.

There's a big difference between "everyone in my area" and "someone who's actually shopping for a pontoon, lives within 60 miles, and owns a truck that can tow it." The first is just spending money. The second brings in buyers.

Today's ad tools make that kind of targeting possible. Here's what that looks like in plain terms:



Aim at people who are shopping.

You can show your ads to people researching what you sell right now, instead of everyone in town.



Combine "who" and "where."

Reach people who are nearby and actively looking, so you're not paying to put ads in front of people who'll never buy.



Go beyond Google.

Facebook, Instagram, YouTube, and industry marketplaces are where a lot of big-ticket buyers spend their time. If Google's your only ad channel, you're missing them.



Lead with what buyers care about.

Ads that show price, availability, or "near you" work better than ads that just show your logo.

The mindset shift that matters here: **don't judge your ads by how many clicks they get. Judge them by how many real leads they bring in (phone calls, form submissions) and whether those leads actually buy.** If your ad costs went up recently, that usually doesn't mean your ads are broken; it means more dealers are competing for the same space, so what happens after the click matters more than ever.

Most Shoppers Leave. Go Get Them Back.

Most shoppers leave before they buy.
That's not a failure; it's just how the loop works.

The good news is that most of them are still shopping. They just haven't decided yet. Following up with them while they think it over is how you stay in the running.



The best follow-up is based on what a shopper did on your site, not random timing.
A few examples:

- ◆ **They looked at a specific unit.** A day or two later, they get a friendly follow-up (the online version of “still thinking about that 2026 model?”).
- ◆ **They browsed a category.** If they looked at touring motorcycles, they later see ads for touring motorcycles instead of something unrelated.
- ◆ **A price dropped or a unit came back in stock.** They get an automatic heads-up on the exact listing they viewed.

These follow-ups work across the places shoppers already spend time (Google, Facebook, Instagram, YouTube, and other websites). And because the same complete, accurate listings that helped shoppers find you also feed these ads, the system knows exactly which unit to put back in front of exactly which shopper.

“

The more places you can get in front of [buyers], the more it ensures a consistent presence during that entire research period, so **when they're ready to convert, the first dealership that comes to mind is yours.**”

BILL KOEHN

Director, Digital Marketing, Dealer Spike



Top Dealers Run a System, Not One-Off Campaigns

When you bring in new shoppers and follow up with the ones who left, the results show up where it counts: in leads and in how fast inventory moves. And following up isn't only paid ads.

The dealers who pull ahead use every tool that keeps them in front of a shopper who's still deciding—paid ads, but also automatic emails that send a price drop or a seasonal offer straight to the inbox, and ads that show the exact unit someone already looked at. The top dealers aren't running fancier ads. They're running ads that work together, and they measure them by leads, not clicks.



Proof: One Dealer, 450 Units in a Month

Naults Powersports & Marine was already winning in the showroom, with strong reputation, staff, and price, but their marketing didn't match. Until they launched a coordinated program that ran reach and recapture as one system: targeted ads and inventory-based emails working together on a steady monthly schedule, instead of one-off ad buys.

“

One of the best business decisions we've made.”

ANEVAY DUFFY

Marketing Director, Naults Powersports & Marine



The outcome: a single seasonal promotion moved roughly **450** units across two stores in one month, driven by countdown-timer emails and well-targeted ads that created urgency exactly when buyers were ready.

About Dealer Spike

For nearly 20 years, Dealer Spike has been the digital partner built specifically for dealerships.

We serve 6,800+ dealers across North America in powersports, marine, trailer, agriculture, heavy truck, heavy equipment, and outdoor power equipment, partnering with 200+ OEMs and driving more than 3.1 million units sold through our platforms.

We put our promises in writing: 24-hour support resolution, 99.97% uptime, and a minimum 30% increase in leads, guaranteed. From high-performance websites and inventory management to AI-driven marketing and discoverability built for how buyers search today, we make selling inventory easier and faster.

From first click to customer for life, Dealer Spike has one job: **help you sell more stuff, faster.**

DealerSpike.com

