

# Netsertive Helps Scott's Marine Double Boat Sales with Multi-Channel Advertising

## The Challenge

When Scott's Marine brought on Netsertive as their digital advertising provider in early 2020, they were looking to increase their sales and improve the quality of their leads and in-store visits. When the industry was disrupted by stay-at-home orders and economic uncertainty in March of 2020, digital advertising would need to demonstrate a clear return on spend despite inventory shortages and a climate of economic uncertainty.



## The Solution

From Netsertive's successful history of working with boat dealers, we knew that long sales cycles require a mix of awareness and search advertising to nurture in-market shoppers. We implemented a multi-channel digital advertising strategy that combined search, social, video, and display using both Microsoft Advertising, and Google Ads.

When COVID disrupted business as usual, we targeted our campaigns at audiences most likely to convert and ran a search-focused strategy with high-intent keywords that ensured Scott's Marine showed up whenever a local shopper showed interest online. Our awareness channels complimented the search campaigns and worked to convert those targets into calls, web leads, and foot traffic.

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## The Results

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Through our multi-channel ad approach, Netsertive was able to capture market demand during the 2020 boat season, and sales dramatically increased over the previous year. Calls, leads, and conversions all increased to deliver a high return on ad spend with each boat sold.

**17,000**

Clicks

**941**

Calls Generated

**3,000**

Conversions

**128%**

YoY Sales Increase