



Marine Retailers Association of the Americas

8401 73rd Ave. N. Suite 71, Minneapolis, MN 55428
Phone: 763-315-8043 E-mail: matt@mraa.com

FOR IMMEDIATE RELEASE

CONTACT: Matt Gruhn; 763-315-8043; matt@mraa.com

AVALA Supports MRAA at the Partner Level

MINNEAPOLIS, Minn., August 22, 2018 — AVALA Marketing Group has joined the Marine Retailers Association of the Americas as its newest Partner level member.

AVALA Marketing Group is a digital marketing agency that supports manufacturers who sell high consideration goods through dealer channels, in efforts to drive more revenue throughout the entire customer lifecycle.

“While historically, we here at AVALA have focused on the manufacturer side of the marine industry, both on pre and post-purchase activity, through our work managing the Marine Industry NMMA CSI program, we recognize that all segments of the supply chain must work in unison to deliver the quality lifestyle that boating promises,” says Steve Pizzolato, Founder and CEO of AVALA. “We’ve partnered with MRAA to extend our knowledge, understanding and expertise of the keys to high levels of customer service to the all-important dealer body.”

AVALA uses its three core service areas — marketing strategy, web and application development, and automation — to deliver the greatest ROI for its clients. AVALA not only offers tools to best reach their desired audience, but they also provide a detailed plan on how to implement, as well as the after-sale measurement tools.

“We are excited to not just welcome AVALA Marketing Group to MRAA membership, but also to begin planning a robust partnership with Steve and his team to help our dealers continue to develop world-class experiences for their customers,” says Matt Gruhn, MRAA President. “AVALA’s passion for the marine industry is obvious in the work that they do, and we are looking forward to teaming up with them on several future projects.”

AVALA joins the roster of boat manufacturers, vendors and suppliers who support the efforts of the MRAA through partnership, continues to grow. [Find a full menu of partner benefits here.](#)

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.

About AVALA

AVALA Marketing Group helps brands selling high consideration goods and services through dealer networks, drive more revenue throughout the entire customer lifecycle. We combine data, intelligent digital strategies, and technology to increase visibility, deliver leads, close more sales, increase customer lifetime value, and maximize your marketing ROI. Our talented team of experts use Aimbase®, our automated intelligent marketing platform to implement successful digital marketing strategies based on processes and best practices that have been refined over thousands of campaigns.