

Mercury Marine Partners with Dealer Spike



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PORTLAND, Ore., Sept. 17, 2018 /PRNewswire/ -- Dealer Spike, a Software-as-a-Service (SaaS) company devoted to helping customers increase leads and sales online, has agreed to a partnership with Mercury Marine, the global leader in marine propulsion systems, to enhance the online presence of Mercury-authorized dealerships in the United States. Mercury's dealer partners will now have the opportunity to upgrade to the highest-performing custom websites in the industry with top-of-the-line marketing services.

As Dealer Spike clients, Mercury-authorized dealers will have access to the newest imagery for product releases and spec data for all inventory units, fully integrated to keep every website completely up to date. Dedicated Customer Solutions agents are accessible at any time to provide assistance associated with online showrooms. Dealer Spike's experts in digital marketing provide consultation and advice to help dealers best advertise businesses online. In addition, dealerships will gain access to co-op opportunities offered through Mercury Marine.

"Our partnership with Dealer Spike is an exciting opportunity to provide best-in-class digital tools and enhance the online footprint of our dealers," says Randy Caruana, Mercury Marine vice president of sales Americas and Asia. "We look forward to providing our dealerships with a customer-focused digital platform."

Administrative abilities on the back-end of Dealer Spike websites are easy to access for those dealers who prefer hands-on management, and Dealer Spike's support team is also available to help if dealers prefer not to make changes or updates themselves. Dealer Spike also offers Pay-Per-Click Advertising, Marketing Automation, Advanced Search Engine Optimization strategies, and a full suite of online advertising tools.

"Mercury Marine is an outstanding brand in the marine industry, and we are honored to be chosen as preferred digital marketing provider," says Ezequiel Arredondo, Vice President of Operations at Dealer Spike. "We look forward to serving Mercury dealers with websites and digital tools that will set them up for the highest level of success."

About Dealer Spike

Dealer Spike is a Software-as-a-Service (SaaS) company devoted to helping customers increase leads and sales online. With powerful and distinctive web solutions as well as innovative digital marketing tools, dealerships see accelerated results with Dealer Spike.

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About Mercury Marine

Headquartered in Fond du Lac, Wisc., Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$2.6 billion division of the Brunswick Corporation (NYSE :[BC](#)), Mercury provides engines, boats, services, and parts for recreational, commercial, and government marine applications, empowering boaters with products that are easy to use, extremely reliable, and backed by the most dedicated customer support in the world. Mercury's industry-leading brand portfolio includes Mercury outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land 'N' Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at www.mercurymarine.com.