



SEASON FINALE SALES EVENT

2023 Sea Ray Fall Sales Event



Boating season doesn't have to come to an end just because summer's over. If you're planning a last hurrah or simply have been holding out for an irresistible offer on a Sea Ray, buy before 10/24/23 to seize the best savings of the season.

Download marketing tools and templates your dealership can access to promote the Season Finale Sales Event locally.

Find what you need under the 'Promotions' tab.

<https://marketing.searay.com>

Dealer – Organic Social

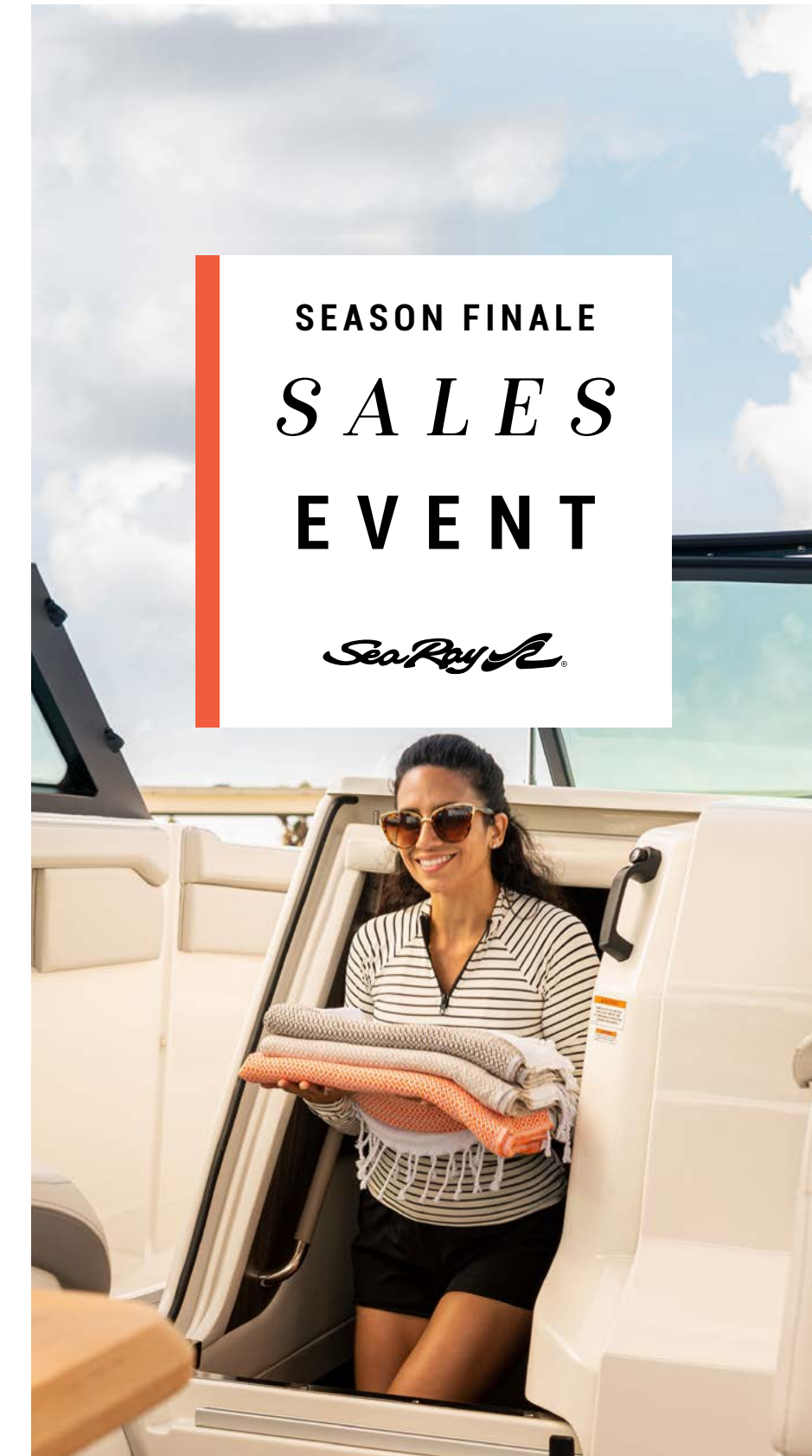
IG: 1080x1080



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



Tailor your visuals and message based on the models you have in stock!

Example: Save up to \$7,500 on SDX models!

Sample Post Copy

Save up to \$10,000 on in-stock model year 2023 Sea Ray boats. Seize the season's best pricing by visiting our showroom before this offer ends on 10/24!

or Boating season doesn't have to come to an end just because summer's over. If you're planning a last hurrah or simply have been holding out for an irresistible offer on a Sea Ray, buy before 10/24/23 to seize the best savings of the season.

Dealer – Organic Social

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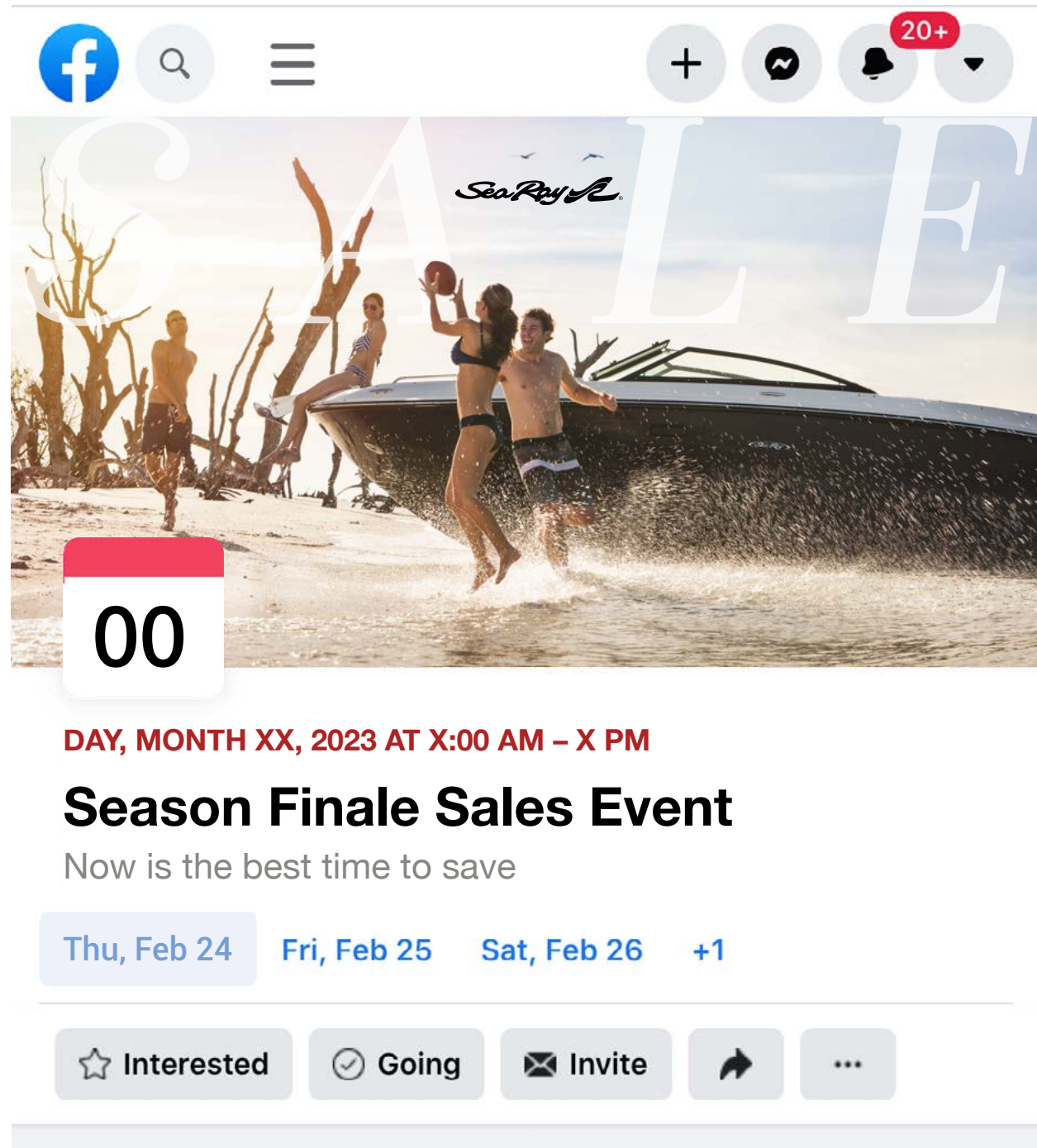


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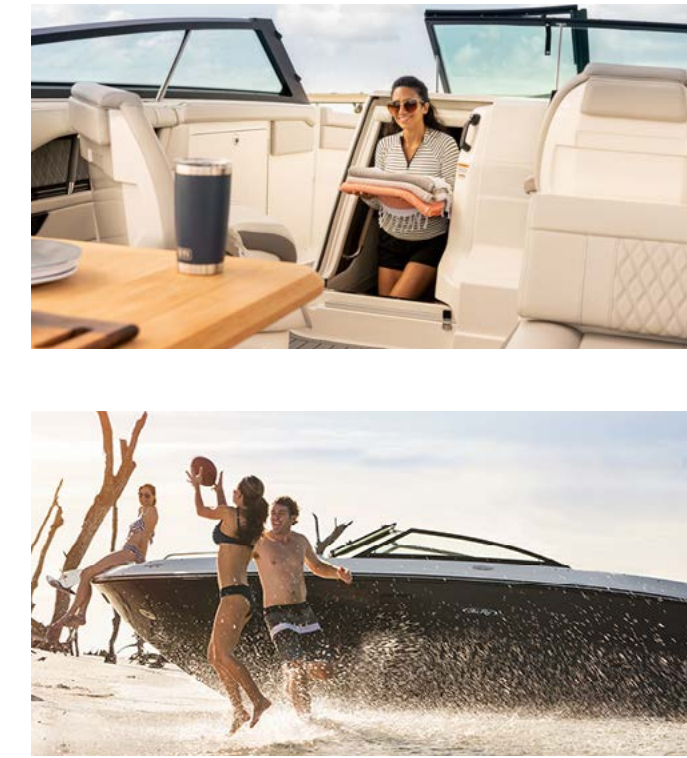
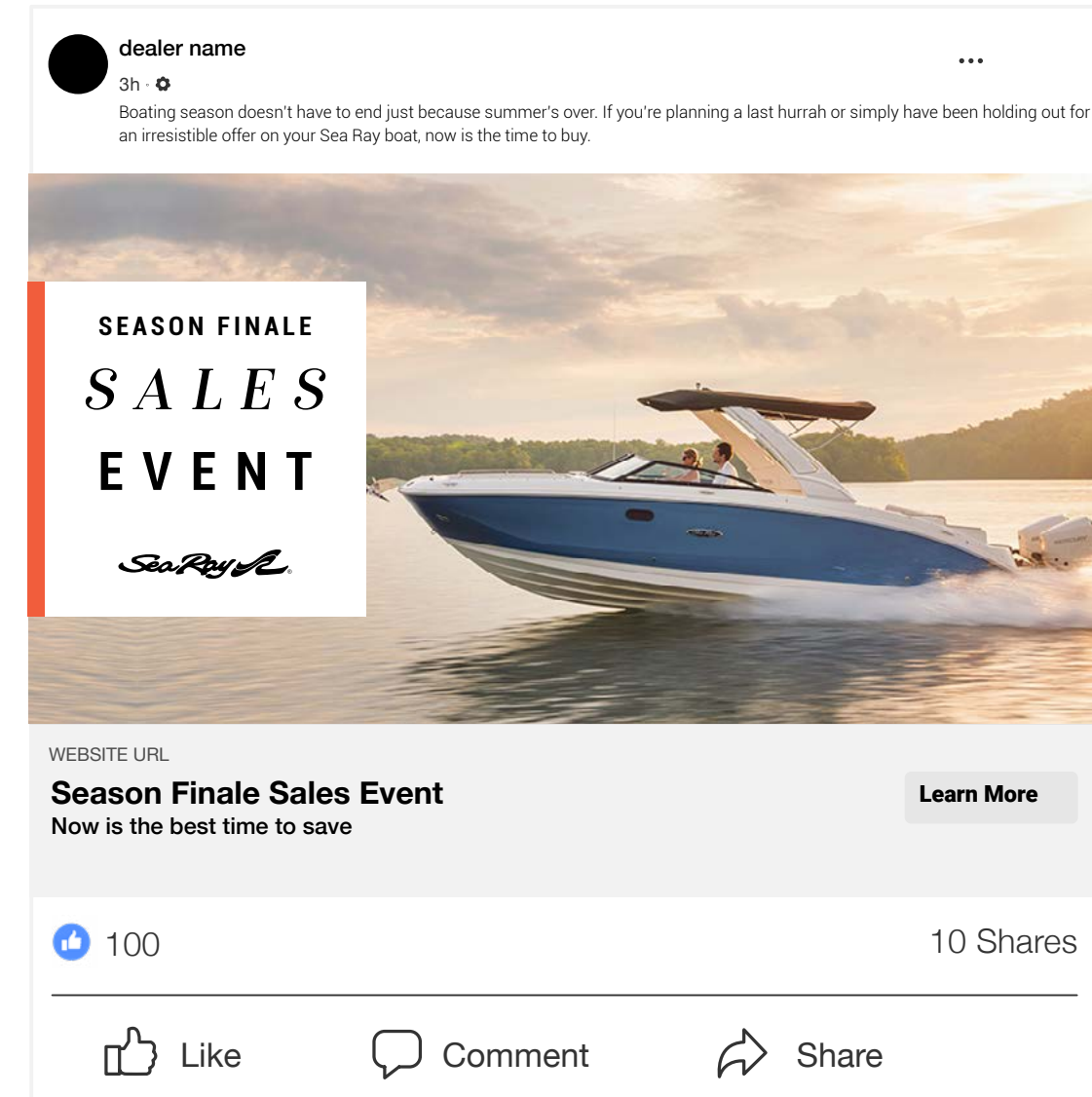
Dealer – Other Digital

Facebook Event Header
1920 px (w) by 1080 px (h)



Facebook Paid
1200 x 628

Will animate through all three photos



Facebook Paid Copy

Season Finale Sales Event

Take advantage of the season's best pricing with up to \$10,000* off select in-stock 2023 boats.

See website for details.

Thumbnail



Thumbnail



Facebook Cover/Header
820 px (w) by 312 px (h)



Dealer – Email



Sample Email Content:

SL Now is the best time to save

Pre-header Secure the season's best pricing.

Body copy

DON'T LET THE SUN SET WITHOUT YOU

Boating Season Isn't Over Yet

If you've been holding out for an irresistible offer, now is the time to buy because you can save up to \$10,000* on eligible model year 2023 Sea Ray boats.

Visit us to seize the season's best pricing on in-stock models before this deal ends on 10/24!

CTA button Make Appointment

Dealer — Hero

**Dealer
Website**

1440 x 400



Dealer — Hero

**Dealer
Website**

1920 x 620

