

Sea Ray ®

**2024 EXTENDED
SUMMER SALES EVENT**



It happens every summer: Your most-anticipated plans might be on the books, but there's still plenty of time to enjoy what remains of the season if you act fast. Make *this* summer *the* summer. Save up to \$75,000 on select, in-stock Sea Ray models before this offer sails away. Visit our showroom to learn more!

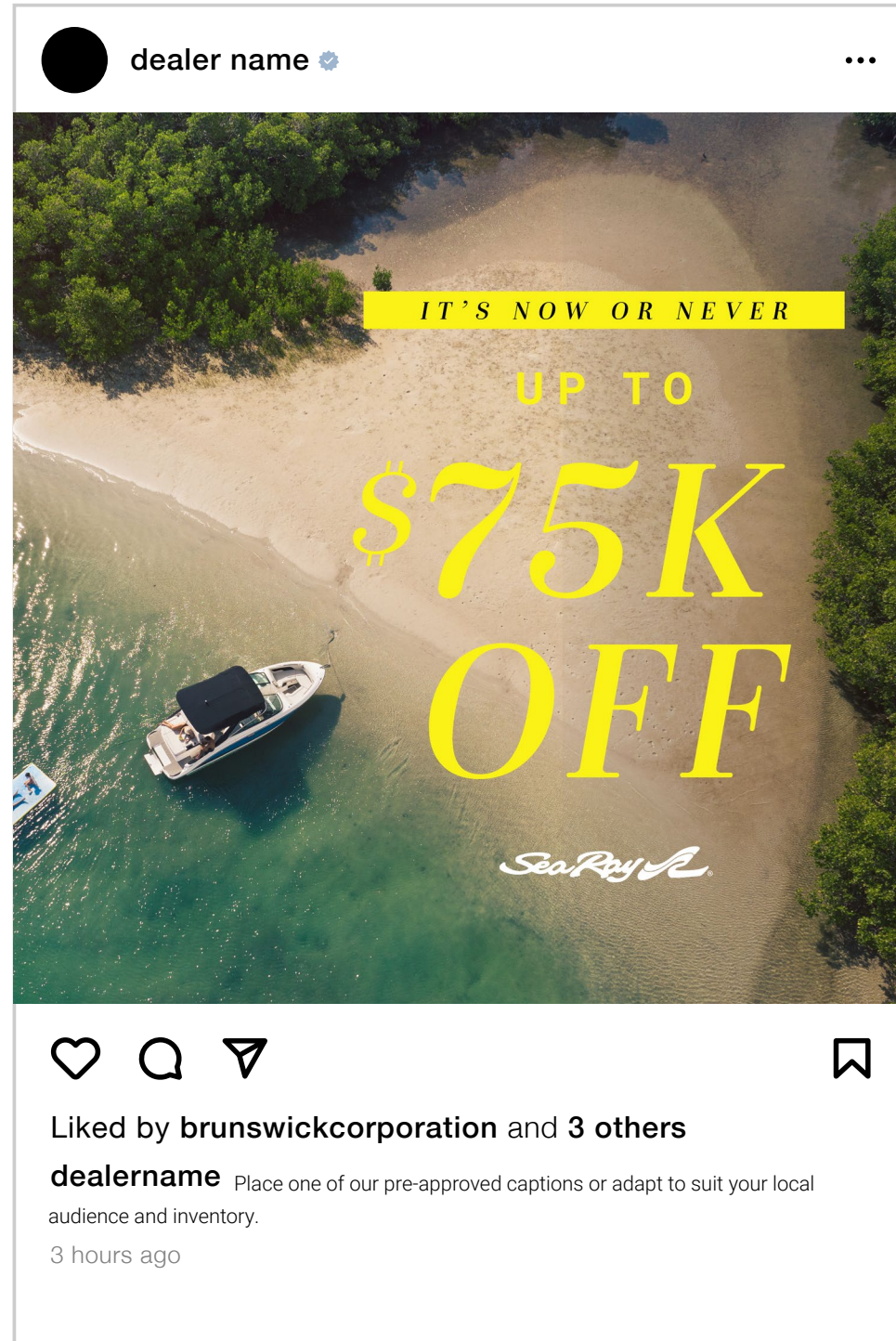
Download marketing tools and templates your dealership can access to promote the Sea Ray Summer Sales Event locally. Find what you need under the '**Promotions**' tab.

<https://marketing.searay.com>

Dealer Organic Social Media

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

1080x1080



1080x1920



1920x1080



Dealer Organic Social Sample Post Copy

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

When promoting the Summer Sales Event on your social accounts, please reference below either as a starting point or copy + paste with details tailored to your audience.

Don't let this summer be the one that got away. Visit us and see what you could save on a new Sea Ray before the season sails off.

Incredible savings on select in-stock Sea Ray boats mean there's still time to make **this** summer **the** summer of your dreams. Just another sign you should stop by our showroom today.

Dealer Email Hero



Deployment Instructions:

- Use this copy as a guideline; feel empowered to tailor your message to your recipient.
- Include a concise call to action with clear next steps you want them to take.
- Link text or click-through buttons to the relevant page on your dealership website.

Sample Email Content:

SL It's not over . . . for now.

Pre-header Don't miss Sea Ray's extended offer: Save up to \$75,000 on select in-stock models.

Body copy

[FirstName], we hope you've had a wonderful summer so far, but we have to ask, wouldn't it still be better with a new boat?

That's why we're thrilled to share that the Sea Ray Summer Sales Event is now extended through August 31st with savings as high as \$75,000 on select in-stock models.

Make *this* summer *the* summer. You won't regret it.

CTA button SCHEDULE A VISIT

Other Digital

Thumbnail

