

Sea Ray ®

PEAK-SUMMER PERKS

2023 Sea Ray Summer Sales Event



Summer is hitting its peak and the ultimate time to get on the water is right now. Because when you purchase select in-stock model year 2023 Sea Ray boats before Labor Day, you can save up to \$10,000. Visit our showroom to learn more!

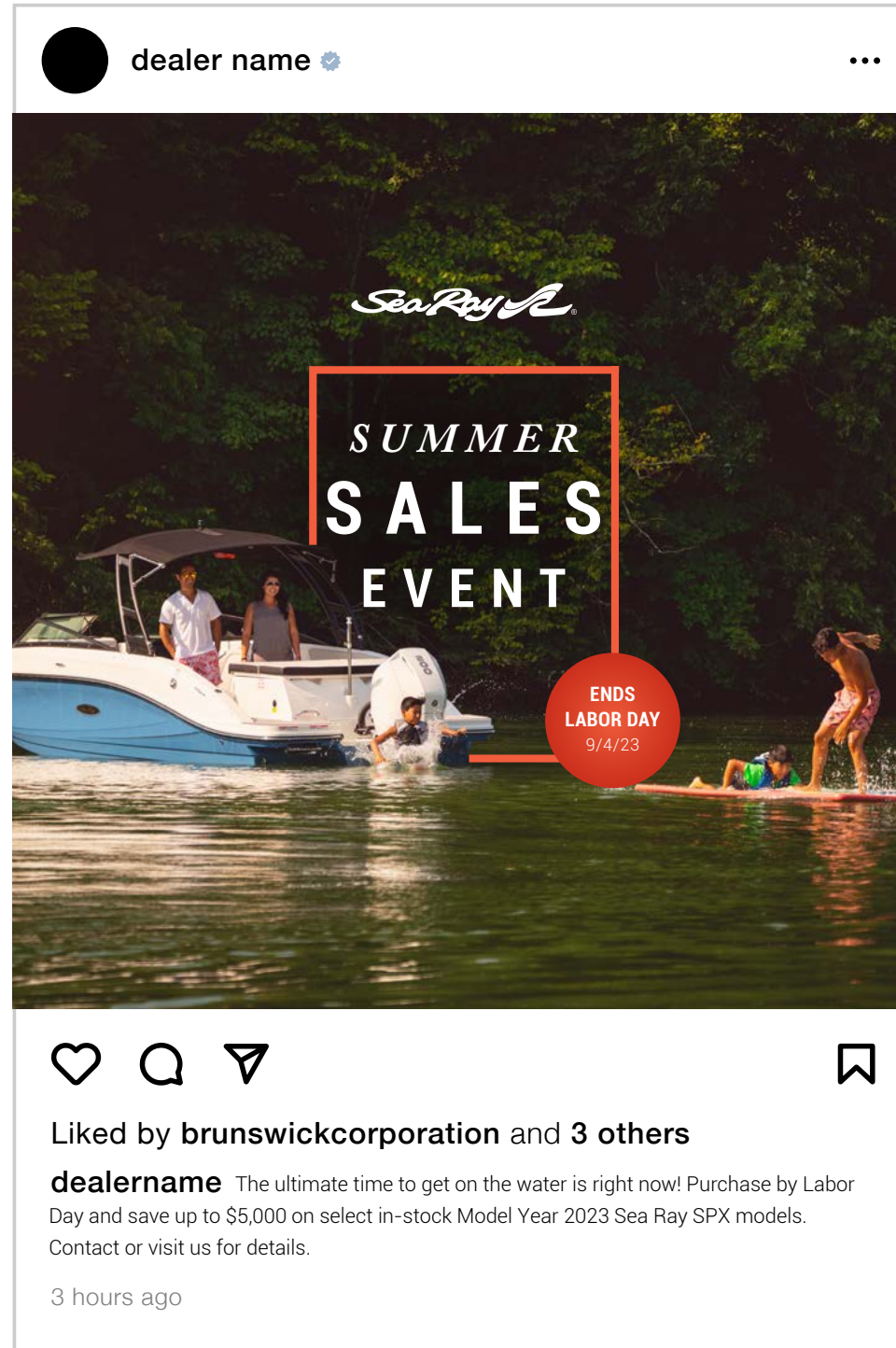
Download marketing tools and templates your dealership can access to promote the Sea Ray Summer Sales Event locally.
Find what you need under the 'Promotions' tab.

<https://marketing.searay.com>

Dealer Organic Social Media_SPX Outboard

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



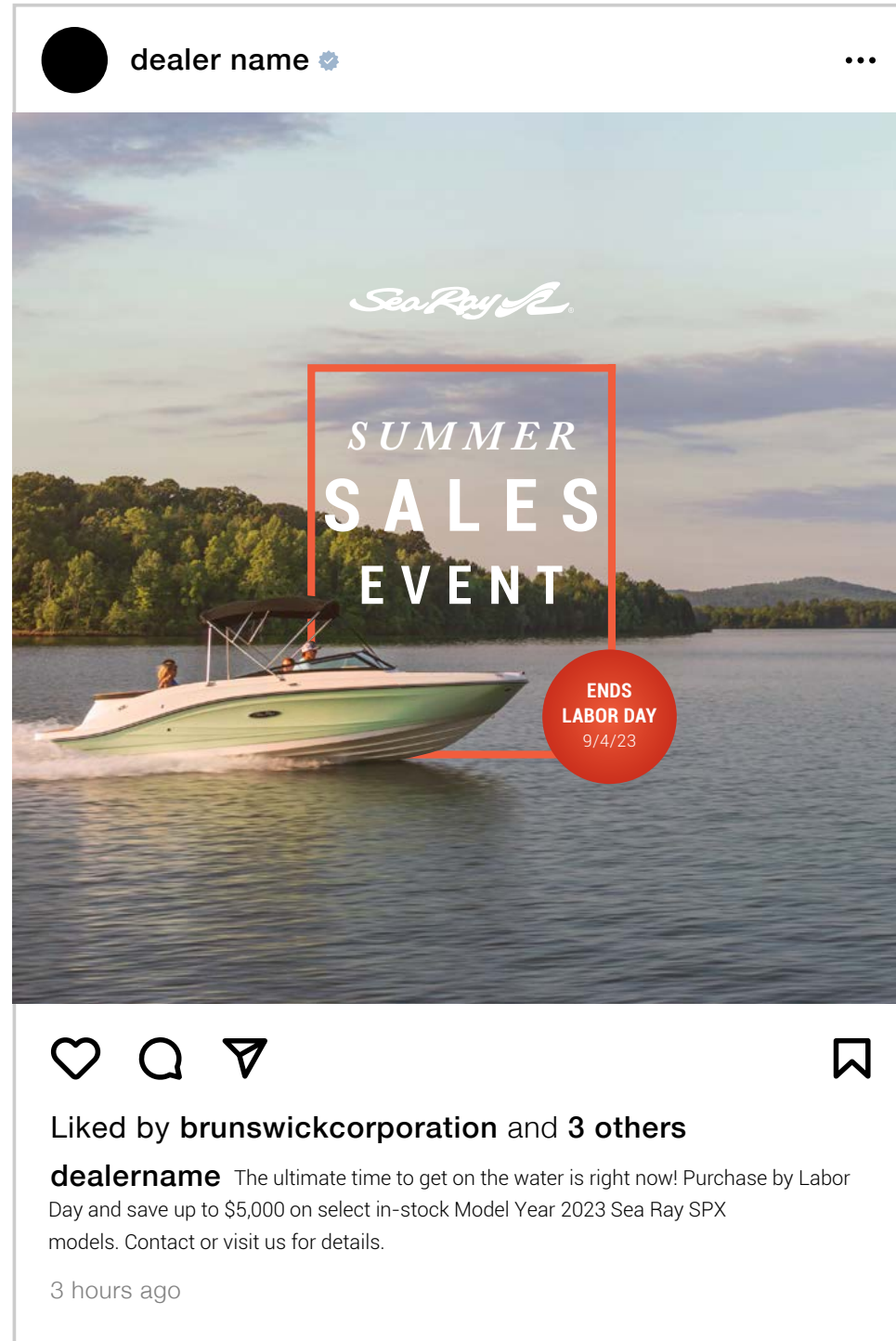
Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$5,000 on select in-stock Model Year 2023 Sea Ray SPX models. Contact or visit us for details.

Dealer Organic Social Media_SPX Sterndrive

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



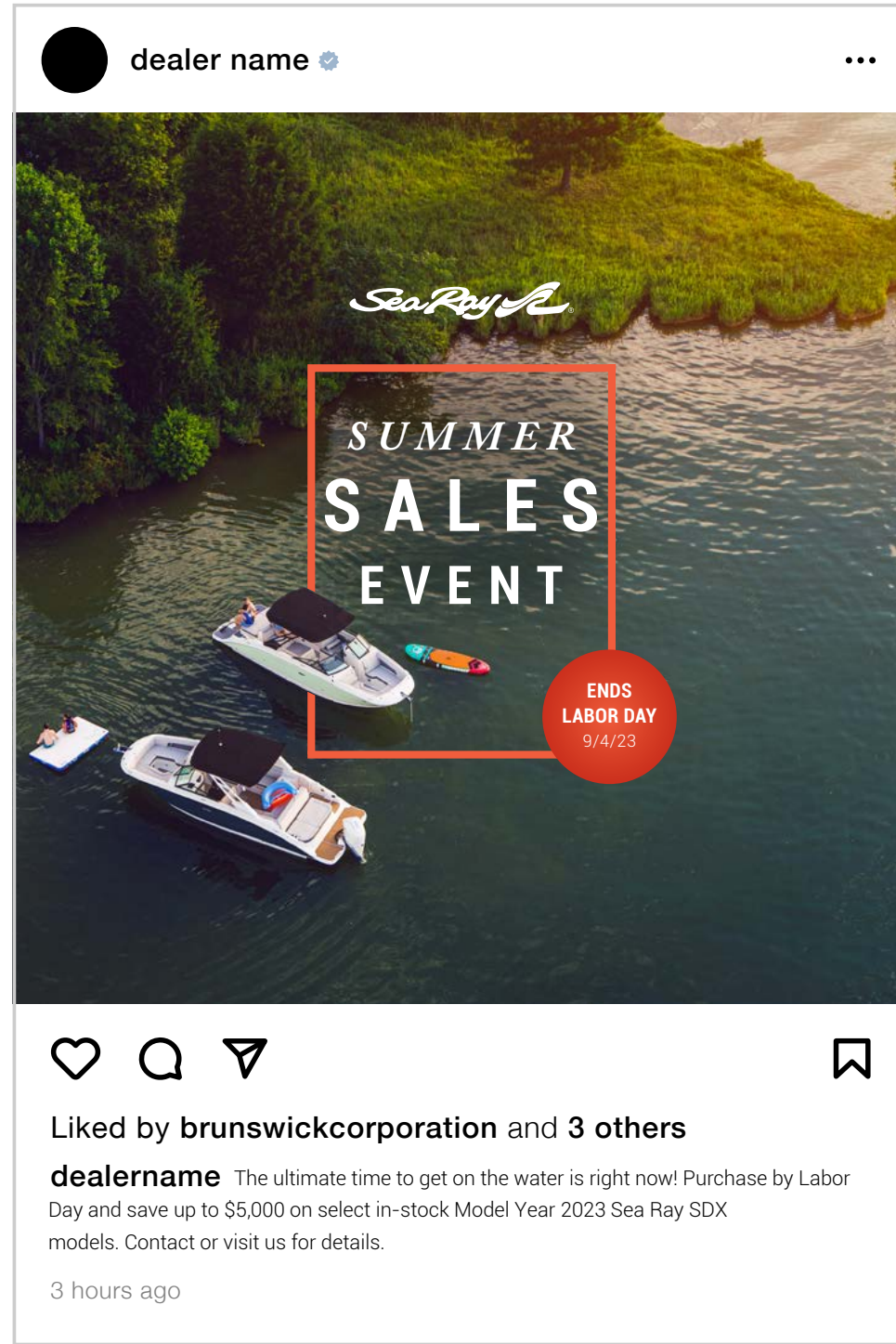
Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$5,000 on select in-stock Model Year 2023 Sea Ray SPX models. Contact or visit us for details.

Dealer Organic Social Media_SDX

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



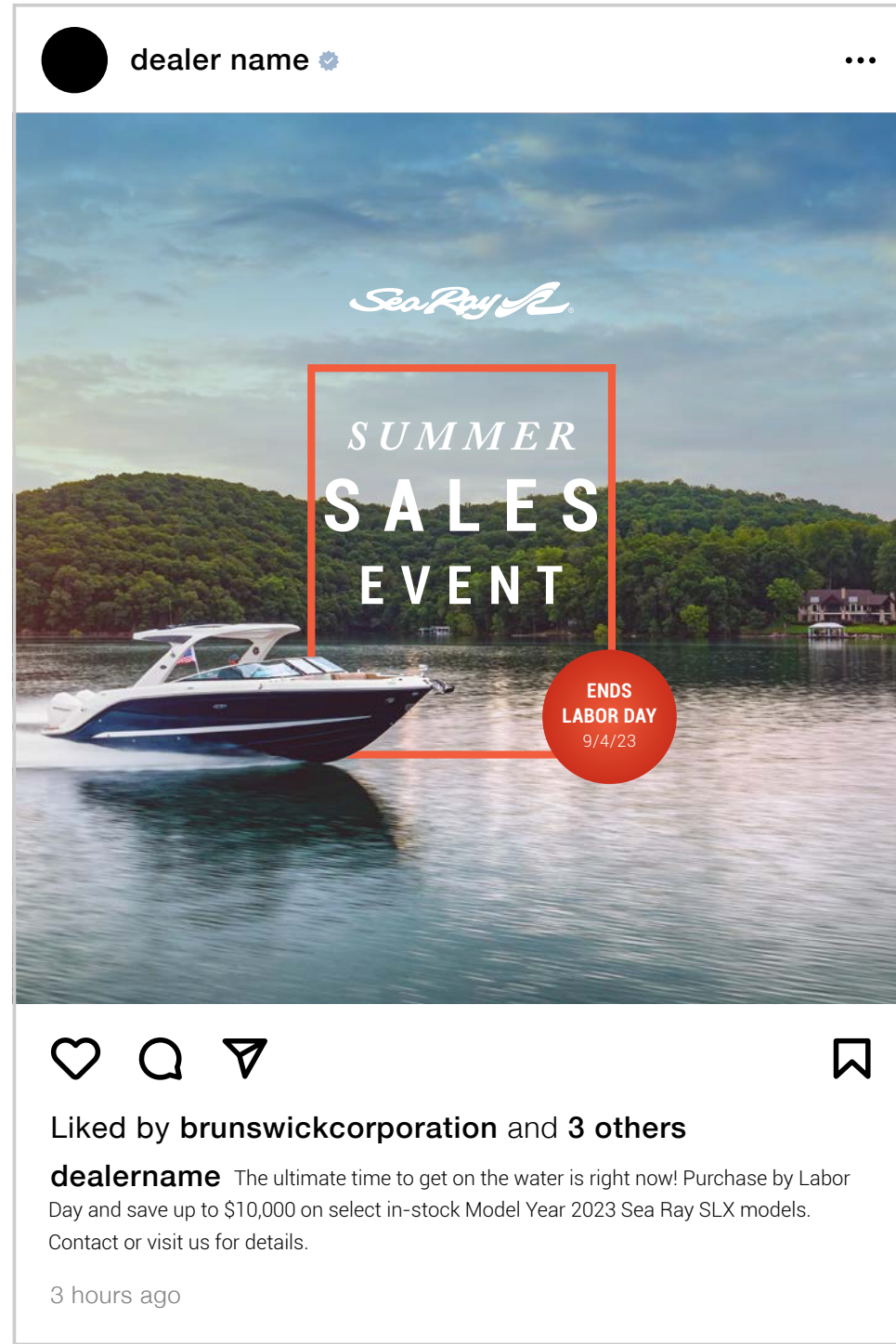
Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$5,000 on select in-stock Model Year 2023 Sea Ray SDX models. Contact or visit us for details.

Dealer Organic Social Media_SLX Outboard

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$10,000 on select in-stock Model Year 2023 Sea Ray SLX models. Contact or visit us for details.

Dealer Organic Social Media_SLX Sterndrive

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



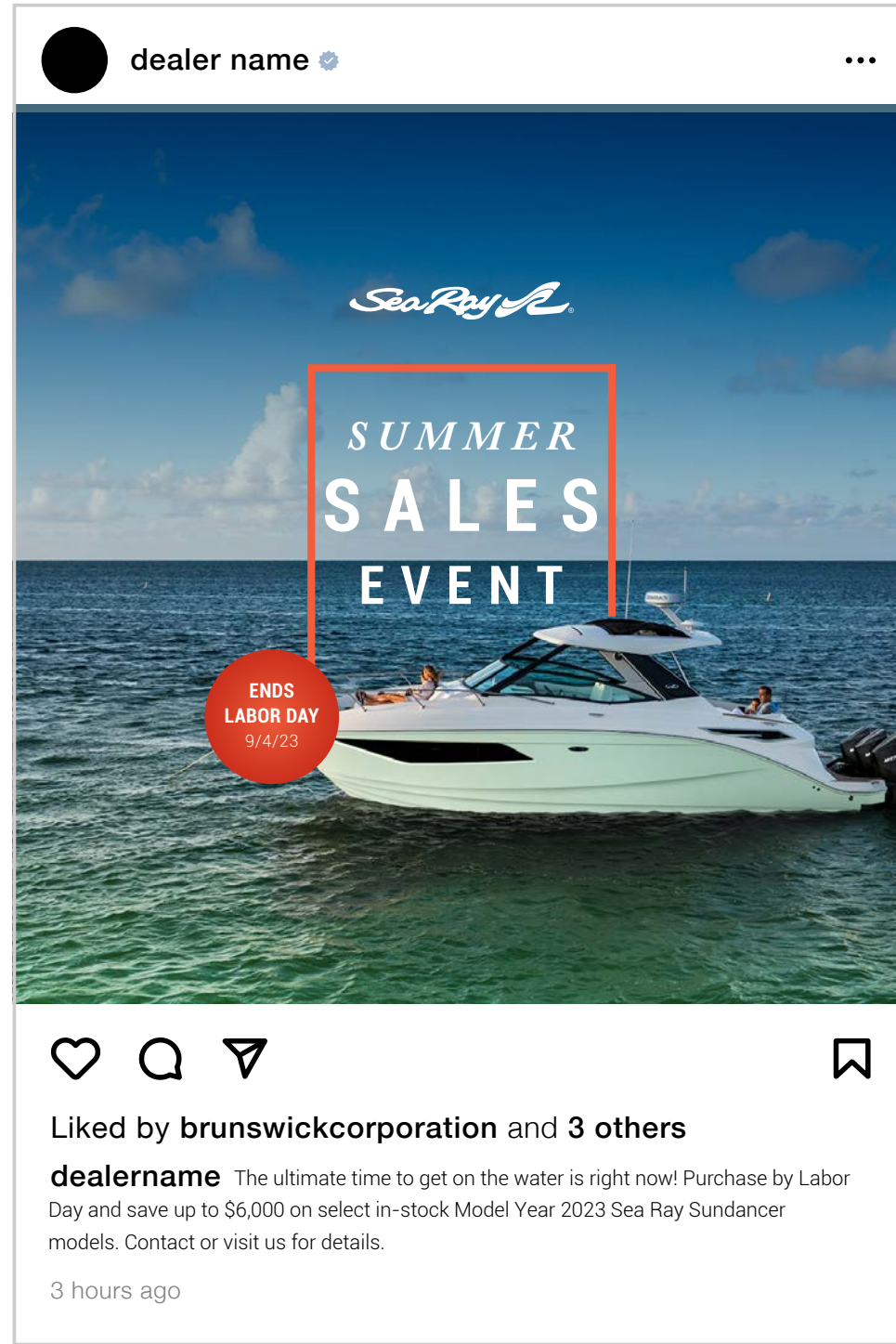
Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$10,000 on select in-stock Model Year 2023 Sea Ray SLX models. Contact or visit us for details.

Dealer Organic Social Media_SD Outboard

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



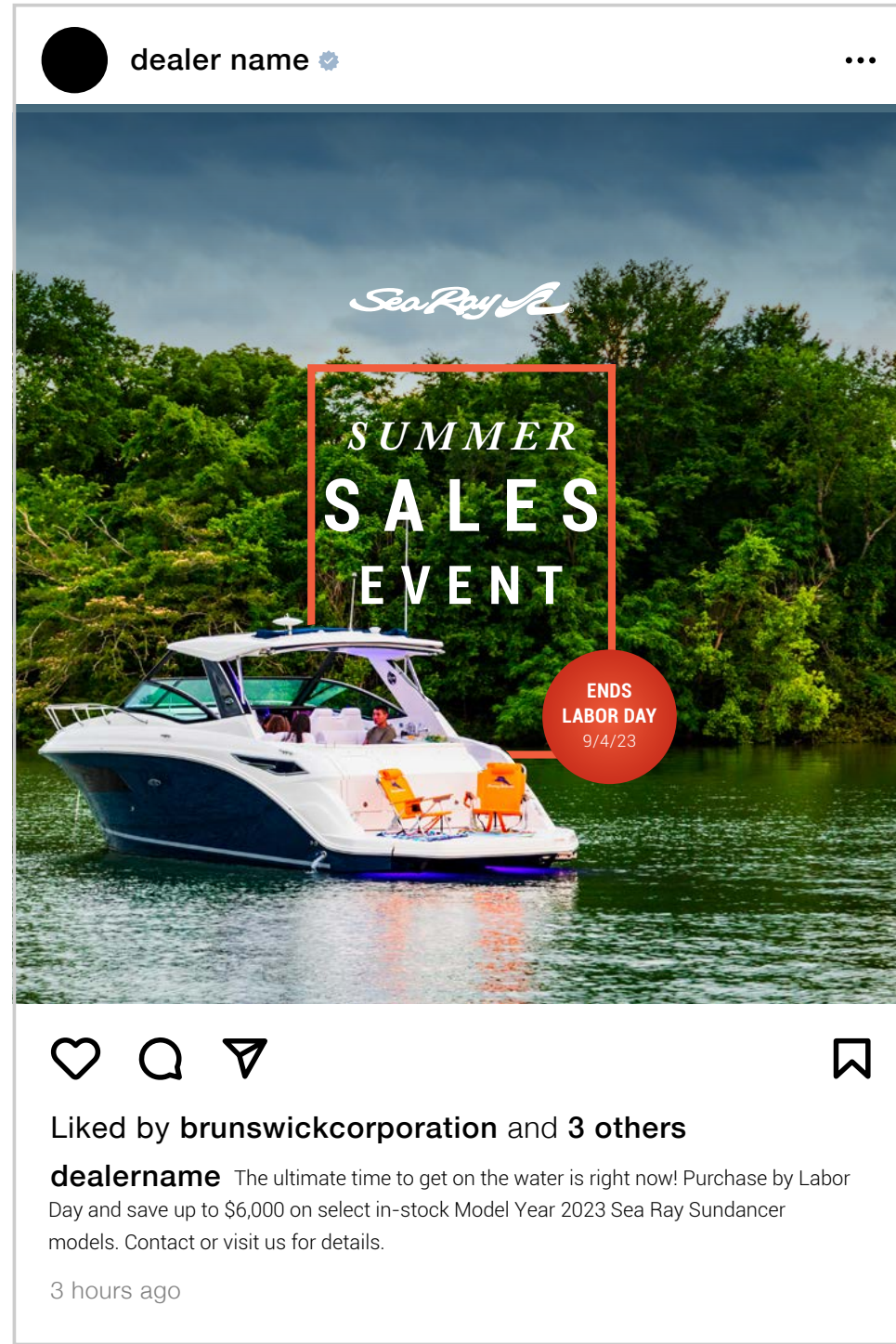
Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$6,000 on select in-stock Model Year 2023 Sea Ray Sundancer models. Contact or visit us for details.

Dealer Organic Social Media_SD Sterndrive

1080x1080
1200x630
1200x675
1080x1920

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



FB: 1200x630



STORY: 1080x1920



TW: 1200x675



Sample Post Copy

The ultimate time to get on the water is right now! Purchase by Labor Day and save up to \$6,000 on select in-stock Model Year 2023 Sea Ray Sundancer models. Contact or visit us for details.

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 Sea Ray just upped their summer offer.

Pre-header Save on 2023 models across the lineup. Details inside.

Body copy

The ultimate time to buy a boat is right now.

Summer is hitting its peak and the ultimate time to buy is right now. Because when you purchase select in-stock model year 2023 Sea Rays by Labor Day, you can save up to \$10,000.

This offer won't last forever. Visit us today to shop current inventory while supplies last.

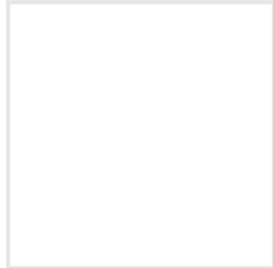
CTA button SCHEDULE A VISIT

Dealer Mailer 9x6

Front



Back



Don't miss peak summer perks. Select in-stock model year 2023 Sea Ray boats qualify for up to \$10,000 in savings when you purchase by Labor Day.

The ultimate time to buy is now.

VISIT OUR SHOWROOM

Dealer **Dealer Name**

Location **Dealer Location**

Website **www.loremipsum.com**

Disclaimer * **Offer valid from**

Digital Dealer PDF



THE ULTIMATE TIME TO BUY IS NOW

Don't miss peak-summer perks.

Select in-stock model year 2023 Sea Ray boats qualify for up to \$10,000 in savings when you purchase by Labor Day.

Summer can't stay forever, but the memories can.

Associate Name: Phone:

Email:

Availability/Hours:

Disclaimer:

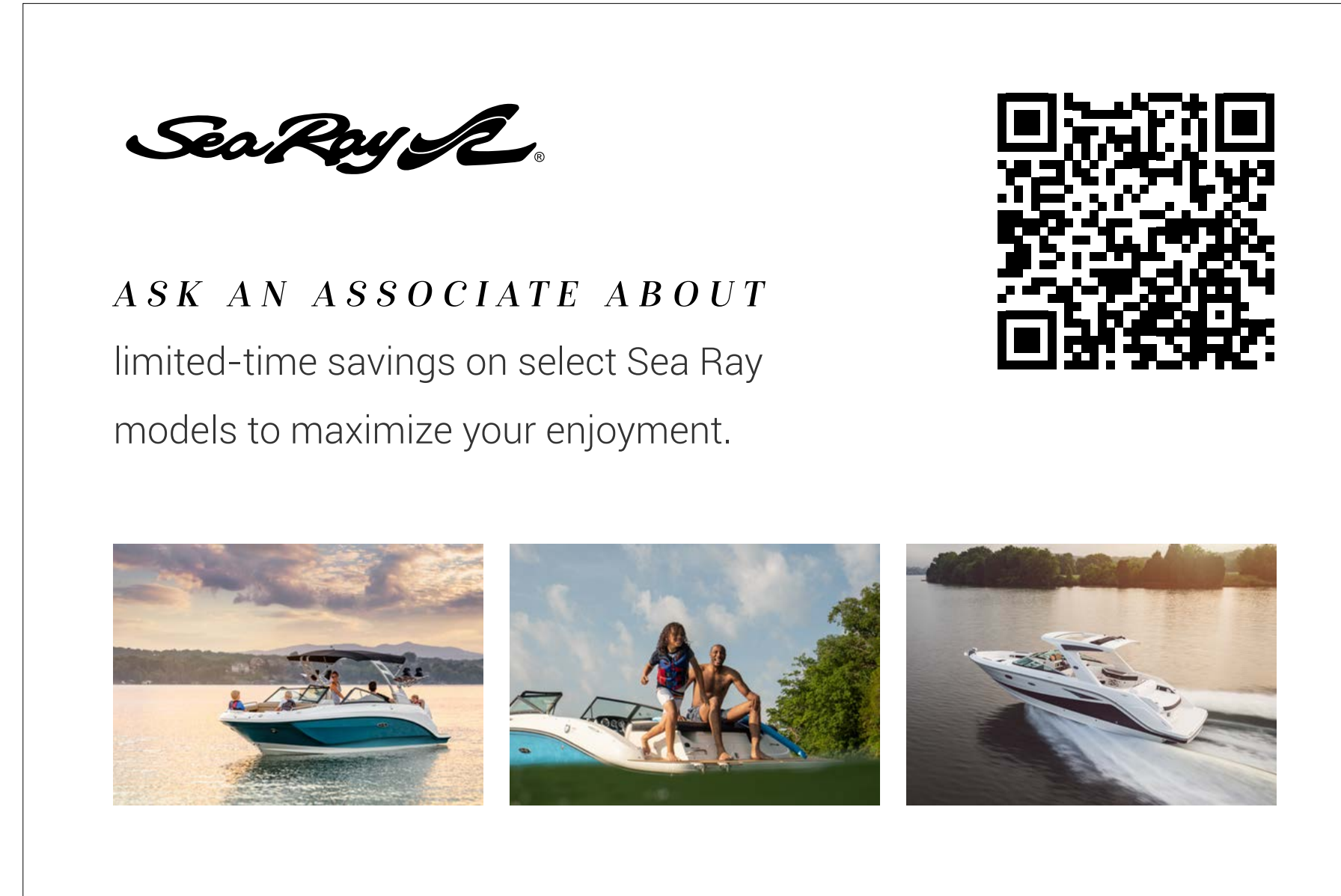


Dealer Handout Postcard 6x4

Front



Back



1440 x 400



1920 x 620

**Dealer
Hero**

SPX



1920 x 620

**Dealer
Hero**

SDX



1920 x 620

**Dealer
Hero**

SLX



1920 x 620

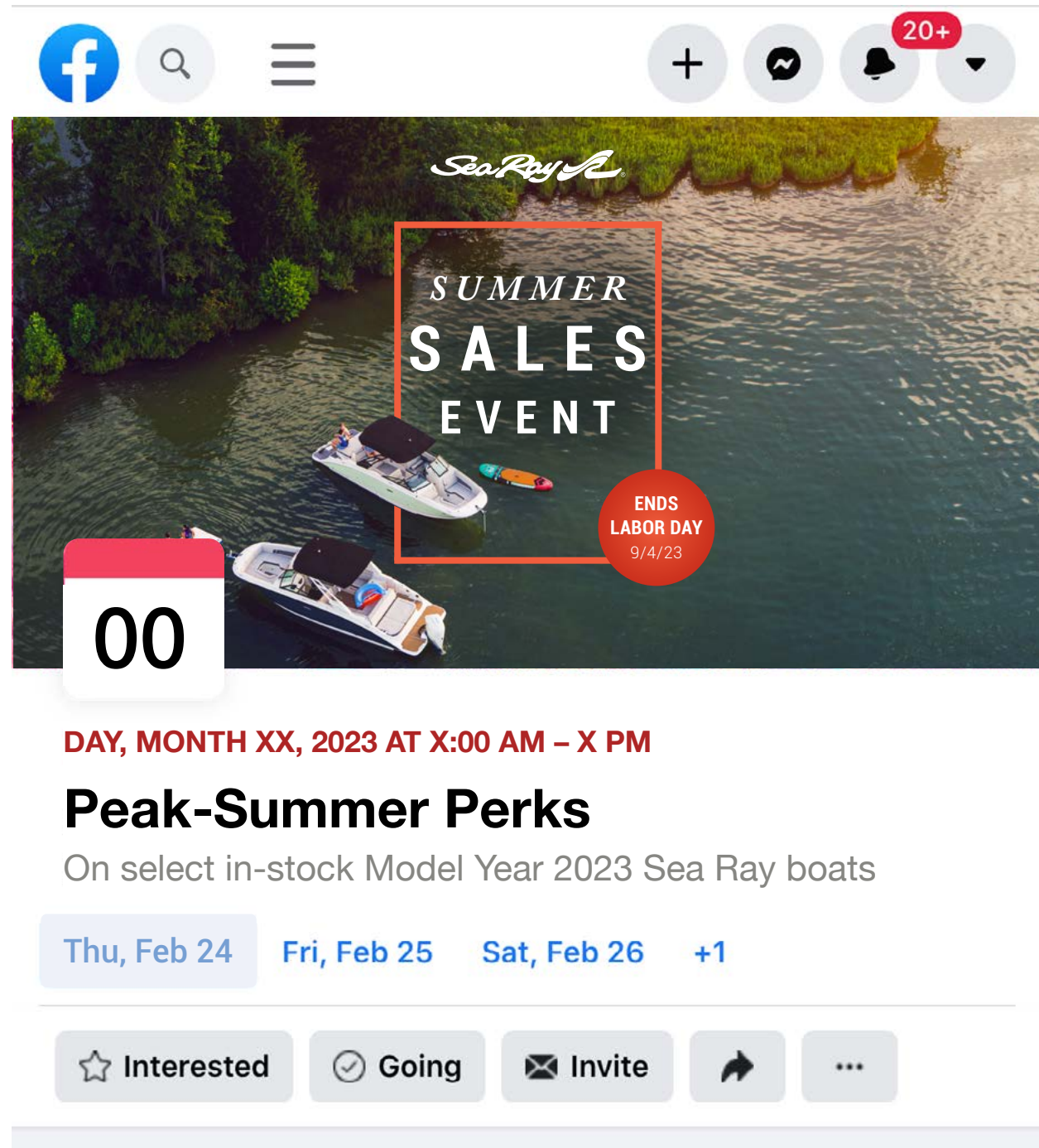
**Dealer
Hero**

Sundancer

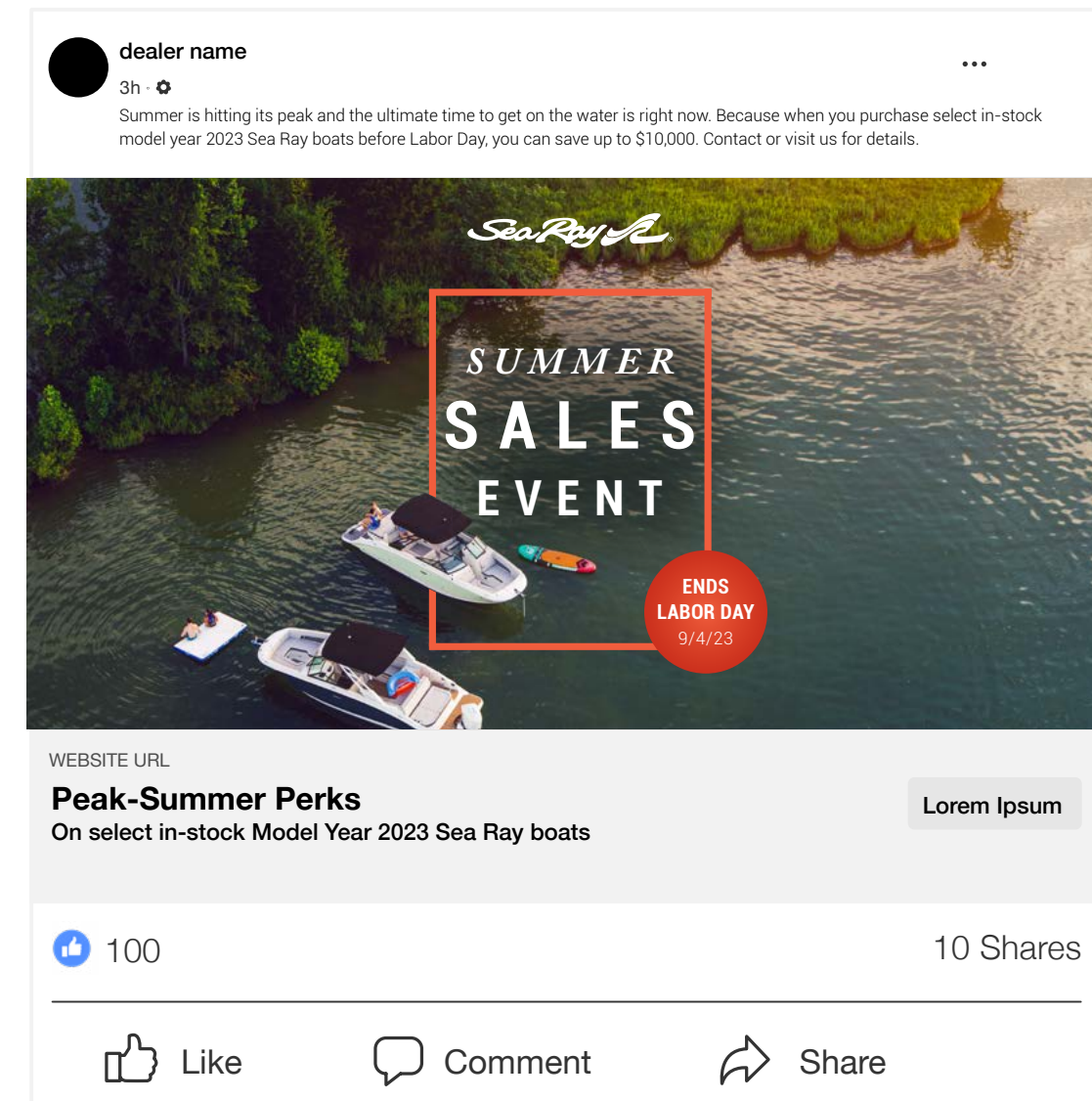


Other Digital

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



Facebook Paid
1200 x 628



Facebook Paid Copy

Peak-Summer Perks

On select in-stock Model Year 2023 Sea Ray boats

Summer is hitting its peak and the ultimate time to get on the water is right now. Because when you purchase select in-stock model year 2023 Sea Ray boats before Labor Day, you can save up to \$10,000. Contact or visit us for details.

Thumbnail



Thumbnail



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

