

Sea Ray®

Q2 SPRING CAMPAIGN



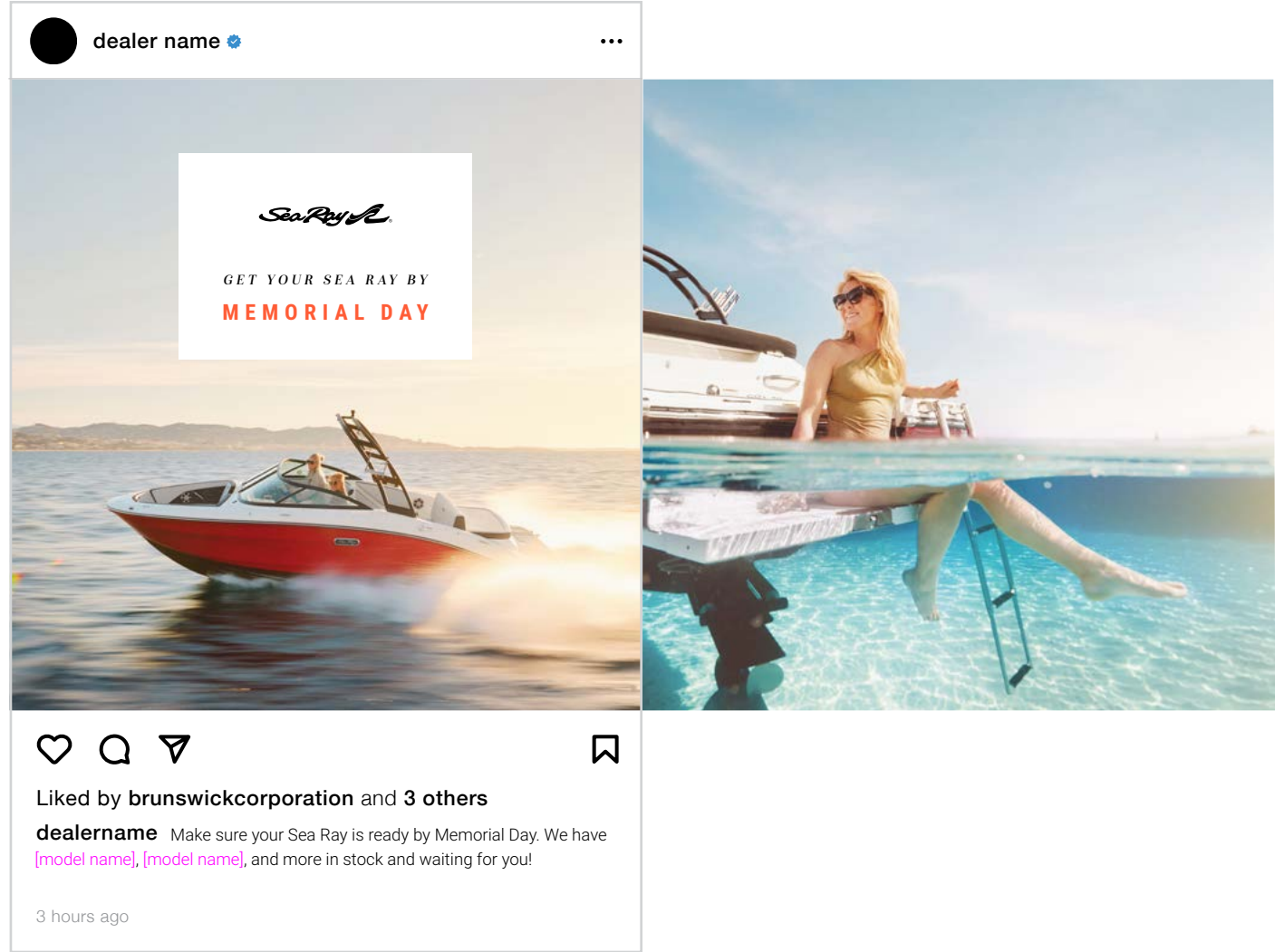
Download marketing tools and templates your dealership can access to promote this campaign locally.

Find what you need under the **'Promotions'** tab.

<https://marketing.searay.com>

Dealer – Organic Social for US Dealers

IG: 1080x1080



Sample Post Copy

Make sure your Sea Ray is ready by Memorial Day. We have limited-time incentives on [model name], [model name], and more - in stock and waiting for you!

OR

Looking for in-stock Sea Ray models? Visit our showroom today to find the boat you've been waiting for, and spend this Memorial Day weekend on the water.

Adjust the sample copy as needed to communicate the models you have in stock.

FB: 1200x630



TW: 1200x675



STORY: 1080x1920



Dealer – Organic Social for International Dealers

IG: 1080x1080

Sample Post Copy

Make sure your Sea Ray is ready by summer. We have limited-time incentives on [model name], [model name], and more - in stock and waiting for you!

OR

Looking for in-stock Sea Ray models? Visit our showroom today to find the boat you've been waiting for, and spend this summer on the water.

Adjust the sample copy as needed to communicate the models you have in stock.

FB: 1200x630



TW: 1200x675



STORY: 1080x1920



Dealer – Organic Social (alternate creative)

IG: 1080x1080



FB: 1200x630



STORY: 1080x1920

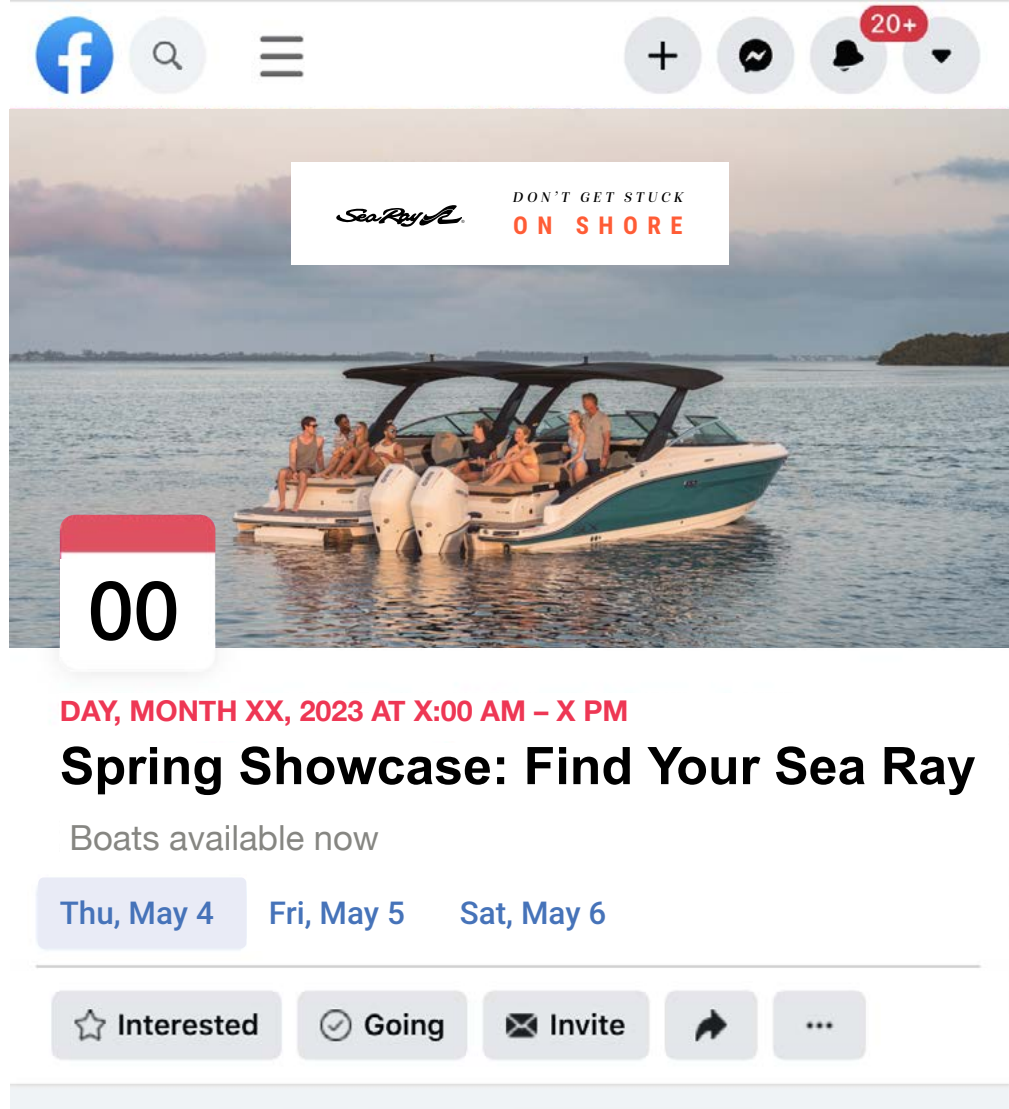


TW: 1200x675

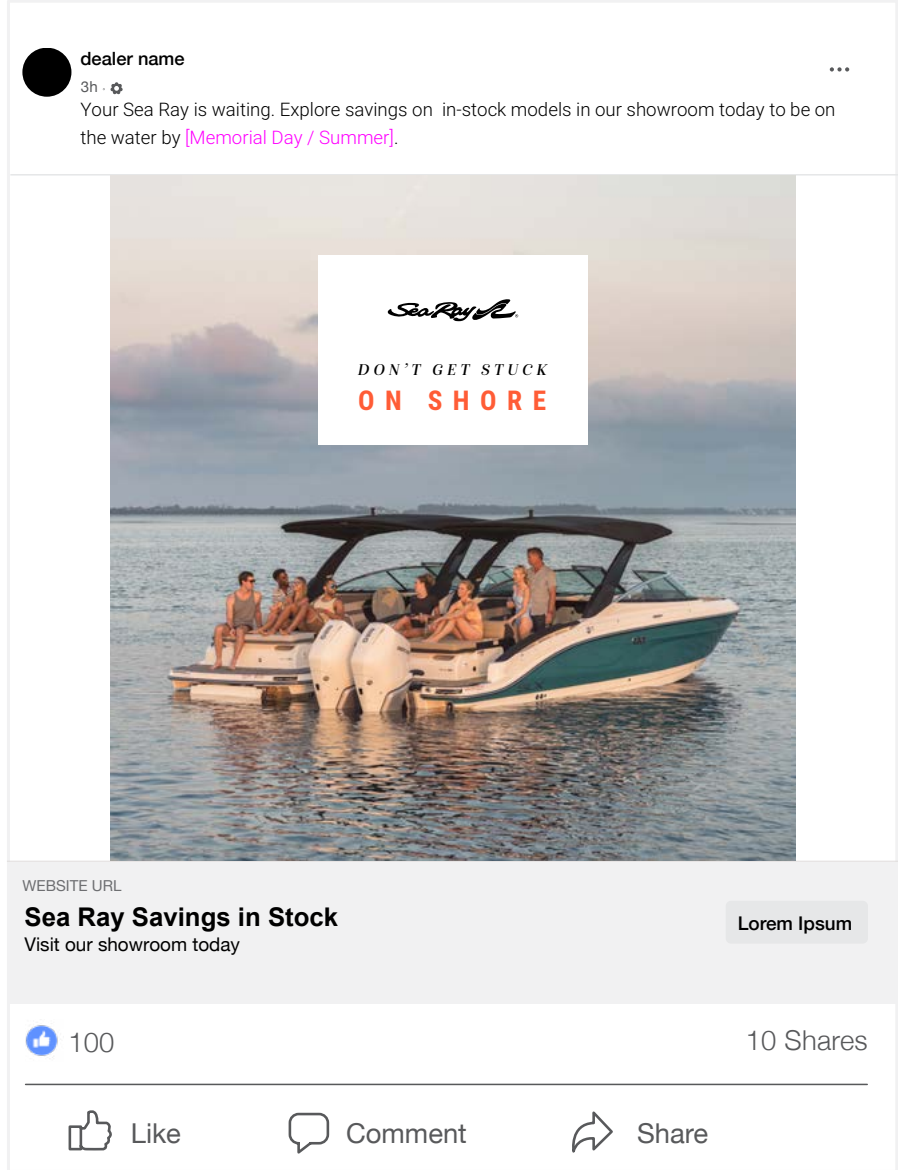


Dealer – Other Digital Assets

FB Event
1920x1080 px

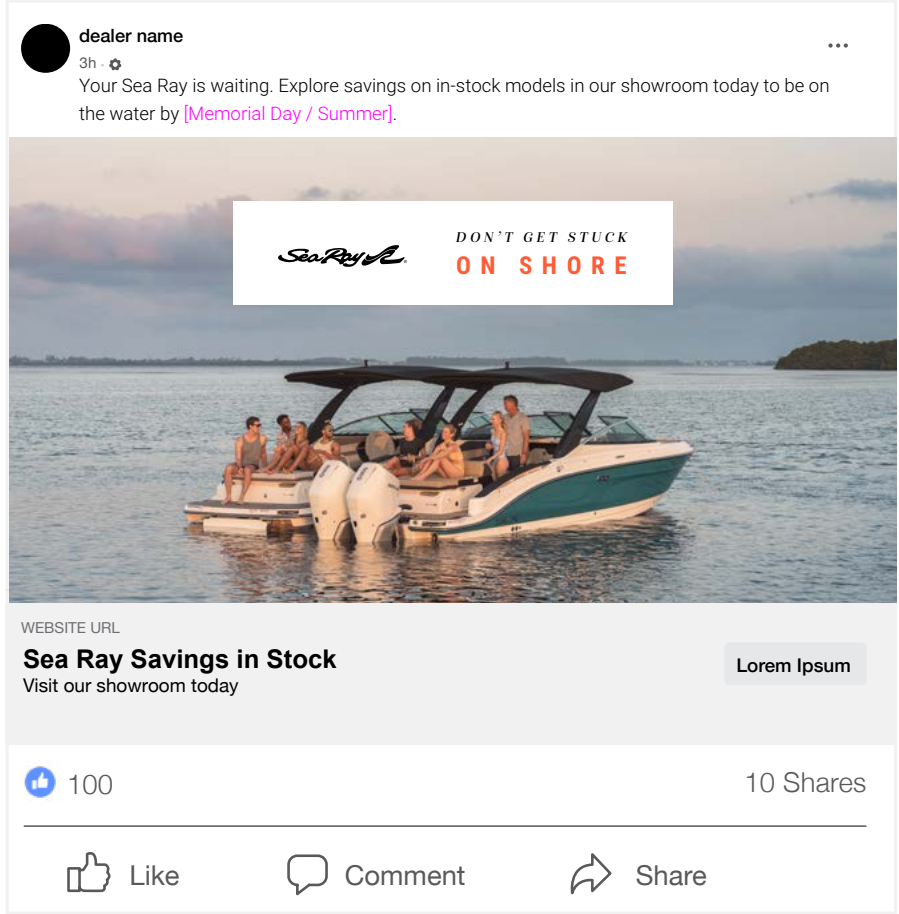


FB Paid 1:1Static Ad
1080x1080 px



Post Copy:
Your Sea Ray is waiting. Explore savings on in-stock models in our showroom today to be on the water by [Memorial Day / Summer].

FB Paid 16:9 Static Ad
1200x628 px



Headline:
Sea Ray Savings in Stock

Description:
Visit our showroom today

Dealer – Email



Hero 650x450 px

Sample Email Content

SL Your Sea Ray is Waiting

Pre-header Don't get stuck on shore. Visit our showroom today to find a Sea Ray before [Memorial Day / Summer].

Body copy

GET YOUR SEA RAY BY [MEMORIAL DAY / SUMMER]

This is the summer you put the shore behind you, soak up the sun, and experience life aboard Sea Ray.

We currently have [model name], [model name], and more in stock, and are offering limited-time incentives. Visit our showroom today to get the perfect Sea Ray for your family before [Memorial Day weekend / summer].

CTA button MAKE APPOINTMENT

Dealer Site Web Hero

1440x400 px



Dealer Site Web Hero

1920x620 px

