

*Sea Ray*®

**2024 SUMMER SALES EVENT**



Summer is officially here and there won't be a better time to buy than right now. Purchase select in-stock Sea Ray boats to spend the best days of summer on the water—AND save up to \$75,000. Visit our showroom to learn more!

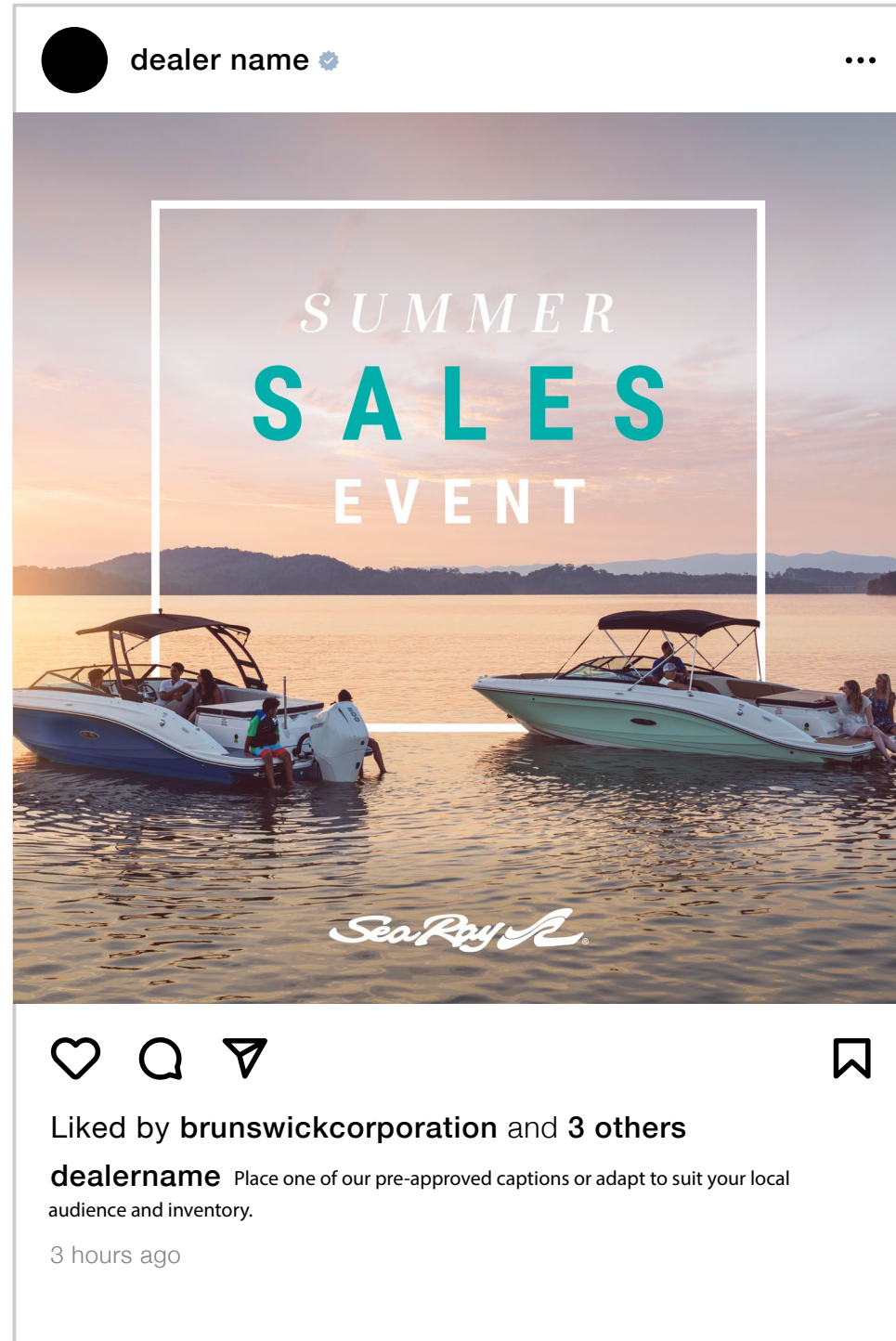
Download marketing tools and templates your dealership can access to promote the Sea Ray Summer Sales Event locally. Find what you need under the '**Promotions**' tab.

<https://marketing.searay.com>

# Dealer Organic Social Media

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

1080x1080



1080x1920



1920x1080



# Dealer Organic Social Media\_Sterndrive

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

1080x1080



1080x1920



1920x1080



# Dealer Organic Social Media\_Outboard

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.

Have it all \*for less\* when you buy during the Sea Ray Summer Sales Event. Select models qualify for savings of up to **\$XX,XXX\***.

The Sea Ray Summer Sales Event is here! Save up to **\$XX,XXX\*** and spend July 4th aboard your own Sea Ray. Come see us for details!

**\*Disclaimer**

## 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 Summer Sales Event starts now!

[Pre-header](#) Save on select 2024 models across the lineup. Details inside.

#### [Body copy](#)

Summer is officially here, and if you've been dreaming of a new boat, consider this—

There are only **XX** days until Labor Day. Have plans to entertain friends for the 4th of July? Maybe you just want to maximize every moment of summer on the water.

If this sounds like you, then right now is the best time to buy. You can save up to **\$XX,XXX** on in-stock 2024 Sea Ray boats.

The Sea Ray Summer Sales event ends on **DATE**, so don't wait when you could have it all *for less*.

[CTA button](#) SCHEDULE A VISIT

# Website Images

1440 x 400





# Website Images

1920 x 620



## Other Digital

Thumbnail

