

Press Release

For Immediate Release

For more information contact
Dan Ball
dan@dpballadvertising.com
888-273-6673

RVs Moving Fast in Spite of Slowing Economy

North Carolina RV dealership delivers 21 RVs in over a hugely successful 3 day RV event, while others struggle with slowing economy. This annual Open House RV event, promoted by direct mail, TV and their website shows that there are still customers searching for RV values, you just have to know how to reach them.

Mocksville, NC — North Carolina RV Dealership, RV Superstore of Mocksville held an annual Open House event over the weekend of April 25-27. The sales force remained busy throughout the event and RVs were moving off the lot as though the economic struggles that other RV dealers seem to be having, didn't exist. "One of the reasons this RV Open House Event was so successful," says Dan Ball of DP Ball Advertising, "is that the right message was received by the right potential customers, who came to the RV dealership ready to purchase. In a slow economy, you simply can't pull back on your advertising. You must still send out your message, and reach your market. We have been working with RV dealers for over 23 years, helping them get a direct response from the advertising we produce for them. And, it works."

DP Ball Advertising has been handling the promotion and execution of sales events for the Mocksville RV dealership since it's inception. From media buys, radio and TV production to website development and search engine optimization, RV dealers have been relying on the Pay-Off-Now advertising methods of DP Ball in good times and bad. "People are looking for value. Reaching customers by using the right mailing list, buying air time in the correct time slot and producing strong, benefit rich messages that consumers respond to is vital. This isn't a time for dealers to try to wear an advertising and marketing hat. They need expert help. With that help they can not only have the opportunity to outsell their competitors in their market area, but actually surge ahead of them when things level off. While the competition plays catch-up, reminding people they are still here selling and servicing RVs, the dealers I represent will be soaring past them as they set record sales. I have seen this happen over and over again. Advertising is an investment in your dealership that you cannot afford to eliminate. And today your website is more important than ever. People are doing a great deal of comparative shopping online before they ever get in their vehicle to visit the lot in person. Making sure your website can be found is something else DP Ball Advertising does for the RV dealers we work with, as well as help them developing a strong selling proposition to convert visitors to customers."

For more information on how DP Ball Advertising can help get results for your dealership, you can visit www.dpballadvertising.com or call 888-273-7763 to speak directly with Dan Ball.