

# Walnut Ridge & Primeaux RV

## Driving Digital Excellence Across Multiple Dealerships

### Overview

Dan Plumlee is the Chief Marketing Officer for multiple RV dealerships, including Walnut Ridge Family RV with locations in New Castle and Memphis, Indiana; and Primeaux RV with locations in Carencro and Alexandria, Louisiana. Recently, Walnut Ridge Family RV was awarded the prestigious Sherman Goldberg Award for Digital Excellence at the RVDA Expo. Upon winning, Dan highlighted the critical role InteractRV played in achieving this success.

### The Challenge

Maintaining top-tier digital marketing for multiple RV dealerships spanning different geographic regions is a complex challenge. It requires managing multiple websites, adapting digital strategies to each location, and often means hiring multiple vendors—causing inefficiencies and increased costs due to fragmented tactics.

Previously, the dealership websites that Dan managed were struggling with customer engagement. On top of that, vendors had limited knowledge of the RV industry, requiring Dan to put in extra effort to communicate even the most basic industry-specific needs. With expansion plans underway, Dan needed an all-encompassing, RV-centered digital partner to help elevate the dealership experience for both staff and customers.

### The RV Industry-Centric Solution

Dan chose to work with InteractRV's RV-specific website platform because it focuses on delivering a uniform customer experience with mobile-responsive designs and a user-friendly backend for quick updates.

**"It was a very smooth process. By consolidating vendors, we gained back hours to spend on creative marketing strategies and initiatives. The RV-specific knowledge that InteractRV brought made a huge difference in reducing learning curves and improving efficiency."**

—DAN PLUMLEE, CMO WALNUT FAMILY RIDGE RV



#### LOCATIONS:

2

#### AREAS SERVED:

New Castle, IN  
Memphis, IN

#### YEAR ESTABLISHED:

1996

#### TEAM SIZE:

90



#### LOCATIONS:

2

#### AREAS SERVED:

Carencro, LA  
Alexandria, LA

#### YEAR ACQUIRED:

2015

#### TEAM SIZE:

90

Dan emphasized that having to reiterate the specific needs of an RV website to his previous generic marketing provider could be a headache, and shared how his experience with IRV has been different, saying, “you guys just automatically get it, because you eat, sleep and drink the RV industry.” This industry knowledge helped to solve Dan’s challenge of managing so many individual websites. Well-versed in meeting the needs of multi-location dealers, InteractRV was able to consolidate the work of six vendors to just one, simplifying performance tracking and freeing up time for strategic planning.

## The Results

By switching to InteractRV’s website platform and digital marketing solutions, Walnut Ridge Family RV and Primeaux RV locations enjoyed:

- **Significant Website Traffic and Lead Growth:** Between the improved website platform and PPC campaigns, leads increased by 200% and traffic increased notably.
- **Improved Customer Experiences:** Customers frequently provide positive feedback about the dealerships’ websites, and how the shopping experience helped new buyers feel confident in their decisions.
- **Efficient Multi-Store Management:** Instead of managing four separate websites, Dan now oversees two streamlined platforms, saving time and eliminating the disconnect of managing multiple vendors.

With InteractRV as a trusted partner, Dan is focused on continuing to elevate the customer experience, leveraging new digital tools like email automation and Facebook ads to engage RV shoppers more strategically.

## Why InteractRV?

As the only platform designed specifically for the RV industry, InteractRV brings unparalleled understanding and expertise to the table. As a one-stop shop for all digital needs, we offer everything from website development to PPC and email marketing. With dedicated support teams, we prioritize dealer success every step of the way.

**“If you’re considering switching to InteractRV, my advice is simple—do it. The platform will improve your customer experience, streamline operations, and give you more time to focus on what matters most—growing your dealership.”**

—DAN PLUMLEE, CMO WALNUT FAMILY RIDGE RV