

Wilkins RV

Wilkins RV Saw Immediate Results After Making the Switch to InteractRV

About Wilkins RV

Wilkins RV is the number one RV dealer in New York, serving seven locations across the state with over 1,000 units available on their lots. As a third-generation RV dealer, they've cemented a reputation in their area as the premier destination for new and used RVs, campers, trailers, toy haulers, and more.

Making the Switch to InteractRV

When Wilkins RV found themselves needing to improve their website and marketing performance, they decided it was time to switch providers. While they were in need of a fast fix, they also wanted to ensure that these changes would have lasting effects. Wilkins RV knew they needed a website and digital services provider who could offer industry-specific strategies as well as reliable technology to get the job done. Equally important, Wilkins RV needed a provider who would support them every step of the way. Based on these needs, Wilkins RV made the switch to InteractRV.

Immediate, Sustainable Results

After getting up and running with an InteractRV website and digital marketing strategy, Wilkins RV noticed an immediate performance improvement. Within their first month with InteractRV, Wilkins RV's leads increased 52%, and website traffic increased 42%, continuing to grow from there.

Not only was this growth consistent, but the performance metrics were made transparent, leading to a greater sense of openness in their marketing strategy and performance analysis.

“Working with [InteractRV]... You feel like you’re working with a marketing partner that gets you, understands you and it doesn’t seem so ‘cookie cutter,’ where I think a lot of other places are. You have the ability to make changes... or ask for changes and they will definitely see what they can do about it.”

—LISA ROCKWELL, BUSINESS DEVELOPMENT CENTER MANAGER



LOCATIONS:

7

AREAS SERVED:

Bath, NY
Brewerton, NY
Churchville, NY
Clay, NY
Fulton, NY
Nichols, NY
Waterloo, NY

YEAR ESTABLISHED:

1936, third generation operation

The dealership highlighted that InteractRV's clear industry expertise and tailored strategies is what sets them apart. Understanding each client's unique needs is crucial for creating effective marketing strategies that resonate with customers, especially in a competitive market where a generic approach fails to differentiate.

“InteractRV is honest... they're more in tune to other dealerships, what's working and can offer their real-life suggestions.”

—LISA ROCKWELL, BUSINESS DEVELOPMENT CENTER MANAGER

Wilkins RV also called out the personal relationship they have with their dedicated account manager, noting that a single point of contact provided peace of mind that whatever needs they have or challenges they face will be addressed swiftly and effectively.