

LotVantage Selected by Polaris as Strategic Social Media Partner

LotVantage has been selected as a strategic partner to help Polaris dealerships manage their social media presence

([PRWEB](#)) July 14, 2016 -- LotVantage, a SaaS (software as a service) digital marketing company for dealerships, has been selected as a strategic partner to help Polaris dealerships manage their social media presence. Polaris will strategically manage their brand awareness through the LotVantage application by promoting top trending and engaging content to their Facebook page, posting inventory, and running paid advertising and retargeting campaigns.

“Polaris is excited to partner with LotVantage to help our dealerships advance their capabilities surrounding social media. This is an impactful place to start or further lasting relationships with owners and potential owners, and this solution helps busy dealers start the conversation and become more comfortable communicating in this manner.” said Holly Spaeth, Manager, Interactive Media and Content.

“Our social media product gives dealerships the social presence management they desire and need. Ensuring brand consistency across a dealership’s website and social media pages can sometimes be challenging, but LotVantage makes it easy. Not only do we share interesting and relevant content, but we provide additional exposure through Facebook inventory retargeting and an inventory applet that lives on the dealer’s Facebook page. A social media presence is necessary for dealerships to remain competitive in their industry and LotVantage is the tool to help them accomplish that.” Matt Brown, CEO LotVantage

About LotVantage

LotVantage is the leading provider in digital marketing solutions for Automotive, Marine, Powersports, RV, Trailer and Outdoor Power Equipment dealerships. LotVantage’s focus on sites that consumers frequently visit, but are labor intensive for dealerships to manage strategically provides dealerships with a syndicated local, national and social presence.

For more information about LotVantage, please contact LotVantage Marketing Manager, Adam Goldberg at 813-549-8187 or [agoldberg\(at\)lotvantage\(dot\)com](mailto:agoldberg@lotvantage.com).

About Polaris

Polaris Industries Inc. (NYSE: PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with our RANGER®, RZR® and POLARIS GENERAL™ side-by-side off-road vehicles; our SPORTSMAN® and POLARIS ACE® all-terrain off-road vehicles; VICTORY® and INDIAN MOTORCYCLE® midsize and heavyweight motorcycles; SLINGSHOT® moto-roadsters; and Polaris RMK®, INDY®, SWITCHBACK® and RUSH® snowmobiles. Polaris enhances the riding experience with parts, garments and accessories sold under multiple recognizable brands, and has a growing presence in adjacent markets globally with products including military and commercial off-road vehicles, quadricycles, and electric vehicles. www.polaris.com



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