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Oregon Dealer Discusses Success of Dealer Spike Partnership in New Video

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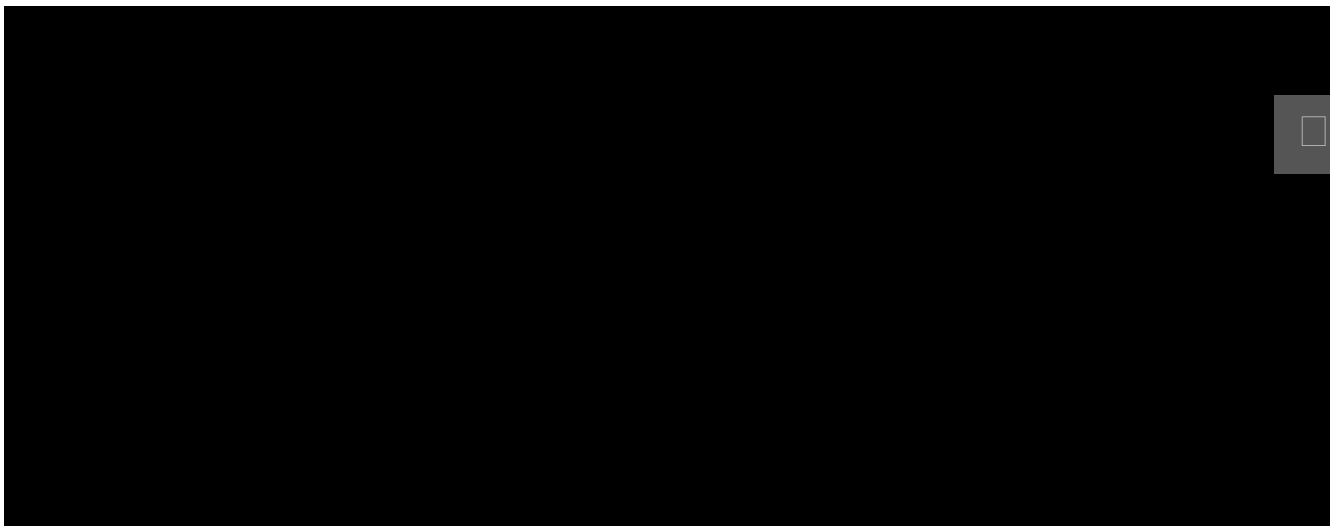
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[Latus Motors](#), a Harley-Davidson and [Triumph](#) dealer located near Portland in Gladstone, Oregon, partnered with Dealer Spike for website and digital marketing services and shared in a video how those tools have helped their dealership become even more successful.

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http://www.motorcyclepowersportsnews.com/latus-motors-dealer-spike-partnership/[8/21/2018 8:11:31 AM]



“Having a dealership website is probably the most important thing for us,” said Nick Dodd, head of marketing and events at Team Latus Motors Harley-Davidson and Triumph. “Our website is still our number one unit for traction when it comes to marketing.”

Team Latus Motors Harley-Davidson and Triumph began working with Dealer Spike in 2015 and the team has seen great improvement in the dealership website’s performance. “We’ve more than tripled our lead intake,” Dodd said.

Dealer Spike is a Software-as-a-Service company devoted to helping customers increase leads and sales online. With powerful and distinctive website solutions as well as innovative digital marketing tools, dealerships see accelerated results with Dealer Spike.

Latus Motors General Manager John Canales noted that Dealer Spike’s add-on digital marketing products Search Engine Optimization and Search Engine Marketing were “really helpful” in expanding outside of the dealership’s market to bring in more customers.

Link: [Dealer Spike](#)

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