

Dealer Spike Has Been Named a Beta Motorcycles Certified Provider

As a preferred dealer for Beta dealers' website and digital marketing needs, Dealer Spike is ensuring powersports dealerships are equipped to Accelerate Results.



Wilsonville, OR, (January 1, 2022) – Beta has chosen Dealer Spike to increase lead generation for Beta dealers by providing premium website and digital marketing services. Through this partnership, Beta dealers can achieve a stronger online presence in symmetry with the Beta brand.

The purpose of naming Dealer Spike as a Certified Website and Digital Marketing Provider is to equip dealers with a digital storefront and lead-boosting marketing tools to elevate online visibility and advance Beta's brand across its network.

"Just like Beta relies on the experience and passion of our craftsmen, Dealer Spike is powered by its people, who are experts in the powersports industry," says Bryan Wunsch, Marketing Manager at Beta. "Dealer Spike brings a rare combination of powersports expertise and marketing insight that we believe will deliver the online leads and sales that we want to see for our dealers."

Beta dealers who enroll in a powersports-inspired Dealer Spike website can benefit from Dealer Spike's premium suite of services: custom design, built-in SEO, keyword-optimized copy and a dealer-friendly admin dashboard to capture crucial lead KPIs. Additional digital marketing and retailing tools drive a higher level and quality of website traffic and create a memorable shopping experience for consumers. These cutting-edge digital products include search engine marketing and optimization, automated email marketing, live chat and text, 360° walkaround application, streamlined inventory management and more. Each tool is compatible with Dealer Spike's website platform so that dealers can run their entire online business from their fully equipped website platform.

"We are incredibly honored to be named a Certified Provider by Beta, and we are ecstatic to participate in their dealer growth endeavor," says David Mitchell, Vice President of OEM Sales at Dealer Spike. "With a deep understanding of digital sales solutions and more than thirteen years of real powersports experience,

we can offer dealers a turnkey website solution powered by tools proven to catch the eye of choosy bike shoppers. We look forward to a bright future of working alongside Beta and their dealership community."

About Dealer Spike



Dealer Spike is focused on driving online leads and in-store sales for dealerships in seven industries. For over 10 years, we have provided distinctive web solutions and tools to thousands of dealers worldwide. Our expertise comes from real-world dealership experience and a passion for listening and responding to our dealers' needs.

About Beta Motorcycles



Beta USA, Inc. is the United States distributor of Beta Motorcycles. Beta Motorcycles has been a family-owned company since 1905, producing Italian motorcycles manufactured at their factory in Florence, Italy. Beta Motorcycles are known for their rideability and premium performance. Beta USA, Inc. imports and distributes Enduro, Trials, Dual Sport, and Motocross motorcycles to over 185 dealerships nationwide.
