



PROFESSIONAL SERVICES

Smooth Sailing for Snap Dock: More Leads, Less Cost

KEY METRICS



+92%
Click Through Rate



+65%
Leads



25%
CPA Savings

Driving local leads across a widespread dealer network amidst seasonal shifts in demand can be challenging for any brand. Of course, the goal is to maintain a steady flow of high-quality leads while simultaneously building brand awareness and nurturing audiences, but it doesn't always work like that. Here's how we helped Snap Dock anchor its digital marketing strategy to succeed 365 days a year.

ABOUT SNAP DOCK

Snap Dock launched in 2021 to address an opportunity in the modular floating dock market in which the leading manufacturers were focused either on technical capabilities or aesthetics, but not both. Snap Dock created a product line that married superior aesthetics and improved technical capabilities with a diverse lineup of floating docks, PWC lifts, and accessories with core tenets of durability and ease of use. Today, as a family business, Snap Dock has over 70 dealers in the U.S. and Canada, and has partnered with a European manufacturer to supply the EMEA market with their best-in-class floating dock products.

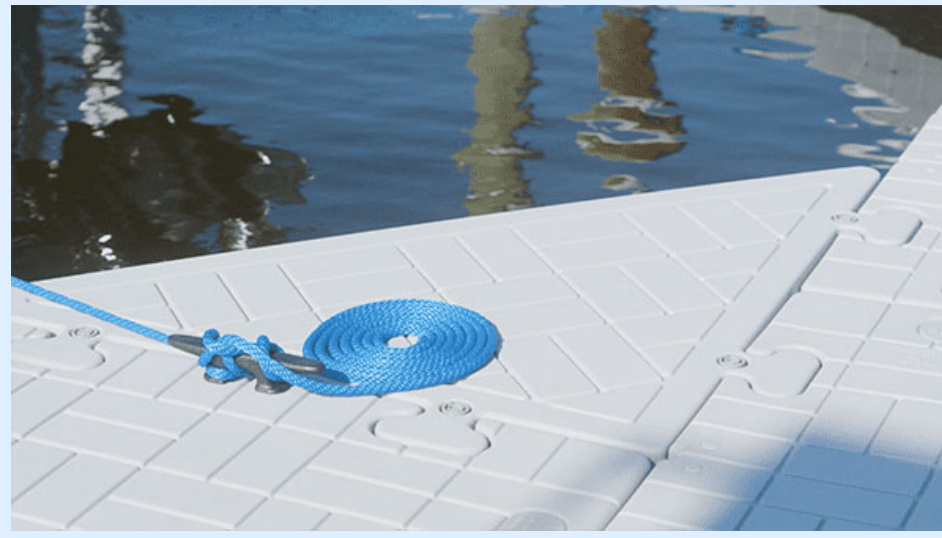


Challenges

Snap Dock approached Logical Position with three pressing questions:

1. How can we continue to build and fill the pipeline during in-season and off-peak seasons?
2. What mediums can we leverage to communicate our value proposition effectively and create the most impact?
3. How can we establish ourselves as the industry leader in floating docks and PWC lifts?

Additionally, rising CPCs across industries and difficulties in capturing demand further complicate these challenges, necessitating a robust digital marketing strategy.



Objective

- Increase overall leads, including phone calls, contact, and dealer forms.
- Effectively capture and nurture lead demand for Snap Dock's dealer network, particularly during peak seasons.
- Onboard additional dealers to further scale account growth.

STRATEGY

Logical Position implemented a two-pronged strategy to address Snap Dock's challenges and achieve their goals:

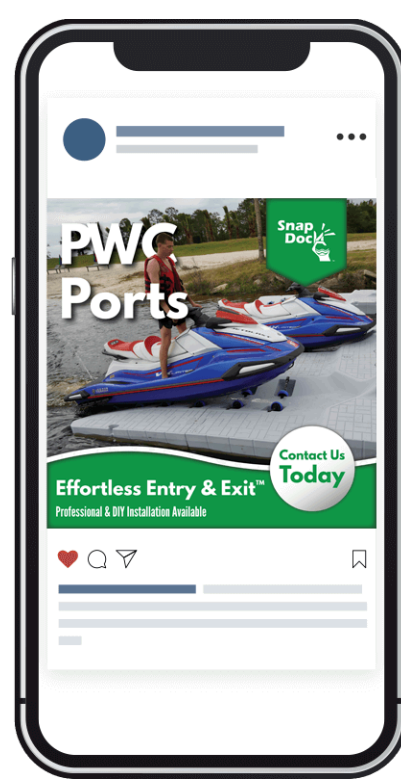
Paid Search

After an onboarding audit, we refined Snap Dock's key performance indicators (KPIs) and rebuilt their search campaigns to align with seasonality. We segmented campaigns by user intent to improve efficiency and optimize budget allocation. Dynamic search ads (DSA) captured additional opportunities in keyword gaps with relevant website content.

We also optimized branded search terms by splitting them into general and high-volume segments to uncover new market opportunities.

Scaling Investment: Recognizing the rising cost of clicks across industries, Logical Position worked closely with Snap Dock to increase their Google Ads spend by 30%. This shift allowed the brand to remain competitive, resulting in a 65% increase in Google-generated leads year-over-year.

Cross-Channel Impact: Our display and remarketing campaigns supported brand awareness on Paid Social campaigns, keeping Snap Dock top-of-mind for potential customers. DSA campaigns enhanced ad relevance by leveraging SEO-driven content, ensuring shoppers saw ads tailored to their queries. [Social media campaigns](#) drove high-funnel traffic, making non-branded search campaigns more effective by increasing overall visibility and engagement.



Paid Social

To expand Snap Dock's reach, we tested multiple creative variations in prospecting campaigns to introduce the brand to new buyers. By combining historical pixel data with broad-interest targeting, we optimized ad delivery for maximum performance. This prospecting approach generated double the number of leads compared to the next best campaign, proving to be a reliable source for high-quality top-of-funnel traffic.

To drive social commerce, mid-funnel campaigns focused on site visitors and ad engagers, delivering dynamic product ads (DPA) based on user behavior and interactions. As a result, 65% of conversions came directly from these mid-funnel efforts.

Cross-Channel Impact

We leveraged a 1% lookalike audience from paid search to expand our reach on social media. By integrating new site visitors into our remarketing campaigns, we reinforced brand messaging and drove conversions across multiple channels.

Platform Diversification: Paid Social prospecting campaigns were introduced in March 2024, delivering leads at half the cost of Google Ads. This diversification drove more leads than all our combined state-specific PPC campaigns, providing a reliable flow of high-quality contacts, particularly during Snap Dock's off-season.

Results

Through Google Ads and Paid Social campaigns, Logical Position empowered Snap Dock to achieve the following:

1. 100% growth in overall leads
2. 65% increase ad-attributed leads
3. 18% increase in clicks
4. 92% increase in click-through rate
5. 25% reduction in cost per acquisition (CPA)



IMPACT

By increasing investment, embracing platform diversification, and planning for seasonality, Snap Dock successfully scaled its lead generation while reducing costs. This collaboration highlights how innovative strategies can empower brands to overcome challenges and achieve exponential growth. The success has blossomed into a partnership referral agreement with three additional businesses onboarded via Snap Dock.

Tips For Achieving Similar Results

- Align Budget with Market Trends:** Reallocate budget from underperforming keywords and ad groups to top-performing campaigns to improve ad spend efficiency.
- Plan for Seasonality:** Create a quarterly or annual plan to recognize and utilize seasonal trends. Knowing when to expand or adjust campaigns is vital for sustaining momentum.
- Diversify Platforms:** To capture leads at a lower cost while broadening reach, complement search advertising with other channels like paid social media.

Is your business ready to dive off the dock and harness the sea of online opportunities? Reach out to [our team](#) of marketing specialists today to start swimming with the current.

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



1-888-534-1524 | info@logicalposition.com
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