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FOR IMMEDIATE RELEASE

AVALA BENCHMARKS RECREATION INDUSTRY LEAD MANAGEMENT PROGRAMS

St. Louis, Mo. – Oct. 5, 2007 – The AVALA Marketing Group, a leading research and marketing firm in the recreation industry, recently conducted its annual lead management benchmarking study for the recreation and automotive industries. AVALA provides the results of the study to its clients and makes them available to visitors to the agency website at www.avalamarketing.com.

AVALA performs the study to evaluate the lead management programs used in the high-end recreation industry to determine how easy companies make it for their customers to find information about their products and dealer/service network, and how well the recreation industry qualifies, manages, responds, and follows-up on its leads. The study encompassed 95 companies in eight industries: Automobile (12), Motorcycle (9), Recreational Vehicles (21), Boating (33), Exercise Equipment (6), ATV (4), Boat Engine (6) and Personal Watercraft (4).

“Almost all of AVALA’s clients are in the recreation business, and it’s important for us to know what’s going on out there with our client’s competitors and other recreation companies selling high-ticket luxury products,” said Terry Domian, vice president client services. “It’s all about learning the best practices and then incorporating them into our client’s programs if the fit is right. The study was also designed to evaluate AVALA’s support of our own clients’ programs and make improvements where necessary.”

The study uses the Internet to analyze companies’ website accessibility, ease of navigation, subject matter content and overall appeal. AVALA then requests information while posing as a potential customer to find out how a company qualifies a prospect as a legitimate lead, how it follows-up after the inquiry, if delivers the requested information in a timely manner and in good condition, and how well the company presented its product.

“This is the tenth year we have done this study, and while the Internet is making buyers smarter and forcing manufacturers and dealers to be better prepared and more aggressive in follow-up, there is still room for improvement,” said Steve Pizzolato, president of The AVALA Marketing Group. “We still see inconsistency in follow-up, lack of follow-up longer into the purchase cycle, and no diversification of follow-up based on the level of qualification the buyer possesses.”

To review this benchmarking study online, visit www.avalamarketing.com. To have the study mailed to you on a DVD, contact Terry Domian at 636-343-9988 or terryd@avalamarketing.com.

ABOUT AVALA

Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation industry. It’s regional, national and global approach focuses on interactive services, mobile marketing, customer relationship management, database design and management, marketing research and analysis, customer satisfaction indexing, lead management, event marketing, promotions, training, brand advertising and full creative services. Additional information about AVALA is available at www.avalamarketing.com.

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