



Grasshopper Increases Dealer Leads by 500% with PowerChord Platform

Who is Grasshopper?

Grasshopper Mowers is a top manufacturer of high-quality, zero-turn mowers. For 50 years, they've been dedicated to creating the best mowers on the market—and generations of satisfied customers.

The Challenge

While Grasshopper is known as a leader in the outdoor power equipment industry with a loyal customer base, they knew there was an opportunity to attract new customers and grow their share of the market. They recognized the value of enhancing their dealers' local online presence and the tremendous impact this strategy would have on driving in-store sales. Grasshopper turned to PowerChord to scale their original dealer sites, be more competitive in local online searches, and engage dealers to sell more products.

The Ask

Grasshopper products are available through a worldwide network of knowledgeable, independent dealers offering sales, parts and service to turf-care professionals, business and government entities and discerning individuals. Many dealers carry competing equipment lines and struggled to bring in leads and sales. Grasshopper wanted to provide their dealers with the resources to easily launch and maintain a uniform, branded local digital presence.

The Result

In 2017, Grasshopper used a company that promised a localized approach to display advertising - without much success. Shifting their strategy then to PowerChord's platform, the results came in fast. Grasshopper saw an increase in leads at both the brand and local levels: In the first year, they realized a tenfold increase in leads, and their online sales increased nearly 50 percent. Now in their second year with PowerChord, Grasshopper reports online sales are even stronger, they have more impressions nationally and locally, they've surpassed the number of leads from the previous year and they've expanded their digital marketing budget.

THE FACTS

500%↑

More leads driven for PowerChord Program members than non-members

80% ↑

Increase in online lead generated sales year over year

165% ↑

Increase in lead volume year over year

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