

# Batson Guitar Offers Free Targeted Social Media Advertising for New Dealers

*Campaigns are designed to drive new customers to dealer locations*

NASHVILLE, TN – May 22, 2017 – ([GuitarPR](#)) – Cory Batson, master luthier and president of the Batson Guitar Company has announced that retail dealers who join Batson’s new Retail Dealer Network will receive an array of value-packed benefits. This Dealer Benefit Program includes targeted advertising, marketing, education, training, and more at no cost to qualified dealers.

Utilizing social media marketing giant, Squatch Creative, LLC, newly recruited Batson Dealers will receive free social media marketing specifically designed to drive new local business to their individual locations. In a test run targeting the local market for retail partner, Paradise Beach Music in St. Petersburg, FL, Batson was able to create thousands of new impressions and on-line visitors to its website and at least two in-person sales in the first week of promotion.

Batson Guitars takes its member retail dealers seriously and wants to help drive new business to their stores. “To these ends, our dealer’s success is our success. We are partners, and our company wants to do everything we can to drive new customers into our dealer locations,” said Cory Batson. “Our Batson brand social media marketing campaigns are reaching hundreds of thousands of qualified prospects. Being a global network, we’re finding our targeted, regional marketing efforts for our dealer locations are producing extraordinary results.”

Batson Guitars has just launched a brand new Dealer Network website at <http://batsondealers.com> as well as a dedicated email address exclusively for dealers.

In another industry first, Batson has developed a “Direct Ship” program to fulfill on-line and telephone orders for its partner dealers. “When one of our dealers receives an on-line order that requires shipping, we are offering to ship directly from our Nashville area location directly to the customer both to save our dealers time and allow them to maintain inventory,” reports Cory Batson.

Additionally, Batson is positioned to help new retail partners with the brand by:

- Providing graphic sales signage/banners/display material for retail sites
- In-store sales education and training videos for sales staff
- Guaranteed geographic exclusivity
- Sponsoring Batson Guitar Clinics featuring celebrity artists

Batson Guitars will be sponsoring a booth (#1209) at 2017 Summer NAMM, July 13, 14, and 15, and invites dealers to stop by and get acquainted with the Batson brand.

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