

## **FOR IMMEDIATE RELEASE**

### Corporate Contact:

Jennifer Jurgens  
MarketNet, LLC  
Account Executive  
1 800-790-6638  
Jennifer@marketnetservices.com

## **MarketNet Launches Inquiry Response System for Godfrey Marine**

**SPRING LAKE, Mich. — June 2005 —** MarketNet Services, LLC, a marketing technology and services firm announced today the launch of an automated customer inquiry response system for their newest client - Godfrey Marine.

This unified prospect follow-up system will cover all of the nine brands of recreational and fishing boats manufactured by Godfrey Marine: Pontoons (Sanpan, Aqua Patio, Sweetwater, Parti Kraft and Tuscany), Hurricane Deck Boats, Polar Saltwater Fishing boats, Polar Kraft aluminum fishing boats, and Sea Ryder Mini-toons/pedal boats. The new system responds automatically to customer inquiries that come in via their websites and through established reader service programs in a variety of targeted retail publications.

“We are focused on enhancing our customer service. This new system ensures that prospects get a timely follow up to their request and an accurate response to their product inquiry “ stated John Deputy, Marketing Manager, Godfrey Marine. “Through better communication strategies, our goal is to convert prospects into owners.”

“The goal of automated inquiry response is twofold; customer satisfaction and sales force efficiency” said J.T. McDonald, president, MarketNet Services, LLC. “We’re excited about this first project with Godfrey Marine and look forward to implementing additional systems that will help them find, know and nurture their potential customers.”

### **About Godfrey Marine**

Incorporated in 1919, Godfrey Marine is the largest family-owned, independent builder of recreational and fishing boats with 500 authorized dealers throughout the U.S.A. and Canada. Headquartered in Elkhart, IN the company has manufacturing facilities in Indiana, Illinois, and Alabama. Godfrey Marine offers nine recognizable brands of boats including: Sanpan, Aqua Patio, Sweetwater, and Parti Kraft pontoons, Hurricane deck boats, Polar Kraft aluminum fishing boats, Polar saltwater fishing boats, and Sea Ryder minitoons/pedal boats.

### **About MarketNet**

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – customers. Through custom-designed and internally developed technology solutions, MarketNet helps clients generate inquiries, identify qualified prospects, and reliably deliver leads for sales conversion. Clients like The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., SPX Corporation, Safety-Kleen and others have partnered with MarketNet to leverage their advertising investments, yielding more leads and converted sales per dollar spent.

For more information, please visit MarketNet at [www.marketnetservices.com](http://www.marketnetservices.com).

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