

# Woods® Equipment Announces ARI Network Services, Inc. as a Preferred Website Vendor

*Woods dealers can receive award-winning website and digital marketing services on behalf of industry leader ARI.*



**Milwaukee, WI, (July 28, 2020)** - ARI is now a preferred website provider for Woods Equipment dealers. Through this partnership between Woods and ARI, the Woods dealer network will benefit from a stronger brand identity and competitive online presence.

With ARI now serving as a preferred website vendor, Woods Equipment dealers who sign up for an ARI website will receive fully updated Woods product photos and content, along with a sizable discount on setup fees.

“Woods is known for design, durability and style, and we’re thrilled to find a partner who shares those values in supporting our dealers,” says Angela Kay Larson, Vice President of Marketing at Woods. “ARI is committed to providing the best-in-market tools and services that our dealers need to thrive in the ever-changing digital age.”

ARI’s trusted platform is packed with website features to drive more qualified leads—in-store and online. With robust tools such as SEO, optimized lead forms and regular platform maintenance, ARI keeps dealers’ websites performing at the top of their game.

“We are excited to work with Woods to increase leads and sales conversions for its dealers,” says Brian Rhode, Business Development Manager at ARI. “Every single one of our services is designed to strengthen a dealer’s online presence, increase inventory visibility and keep our dealership community in a continual state of selling units and services.”

## ABOUT ARI NETWORK SERVICES, INC.



**ARI** offers an award-winning suite of SaaS, software tools, and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets sell more inventory – online and in-store. More than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide leverage the company’s web and e-catalog platforms.

## ABOUT WOODS EQUIPMENT



With a reputation for innovative, high-quality implements and attachments, **Woods** products are sold throughout North America – as well as in Europe, Latin America and Australia – through a dealer network of agricultural, landscape and construction professionals. Woods products are manufactured to American Welding Society standards; tested in rigorous, real-life conditions and comply with recommended industry safety standards. Woods, a brand of Blount International’s Farm, Ranch and Agriculture Division, is headquartered in Oregon, Illinois.

Visit [www.woodsequipment.com](http://www.woodsequipment.com) for more information or contact Angela Kay Larson, Vice President of Marketing, at **815.262.1196** and [angela.larson@blount.com](mailto:angela.larson@blount.com).