

Prospectopia Launches to Help Powersports Dealers and Manufacturers Drive More Leads and Faster Growth

PINELLAS PARK, FL, UNITED STATES, July 1, 2025 /EINPresswire.com/ -- A new agency built specifically for the powersports and golf cart industries is officially live. [Prospectopia](#), launched this month by a team with extensive experience in both marketing and motorsports retail, is now offering digital marketing and telemarketing sales services designed to help powersports dealers and manufacturers grow.

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Unlike traditional agencies, Prospectopia brings a rare blend of firsthand powersports experience and proven marketing strategy. Its founders have owned and scaled a golf cart dealership, while also owning a marketing and sales agency. Combined with the leadership team of Prospectopia's sister company Marketopia, a national tech marketing agency, the result is a firm that understands the unique challenges and opportunities facing powersports businesses today.

“Running a powersports dealership isn't easy. We've lived it,” said Terry Hedden, Prospectopia's founder. “We know what it's like to be short on leads, stuck with outdated websites, or wasting time on cold prospects. Prospectopia exists to fix that, with smarter marketing, real sales support, and an unshakeable understanding of what dealers need to grow.”

The agency offers a range of services tailored to powersports and golf cart businesses, including:

- Digital marketing for powersports, including SEO, paid search, and social media advertising
- Email marketing services for powersports, with prebuilt campaigns and automated workflows
- Custom powersports websites designed to capture leads and convert traffic
- Lead generation and appointment setting to keep sales teams focused on closing deals
- CRM strategy and sales enablement to help manage leads and improve follow-up

The team behind Prospectopia has already worked with a wide range of dealers, manufacturers, and vendors across the country. From independent retailers to large brands, the agency

supports both sides of the dealer network; helping manufacturers support their channel, and helping dealers grow their footprint locally.

“The powersports space is incredibly competitive,” Hedden said. “If you’re not actively marketing, you’re falling behind. We’ve built Prospectopia to give dealers the marketing horsepower they need to compete and win.”

Prospectopia is now accepting new clients nationwide. Services are designed for powersports retailers, resellers, OEMs, and aftermarket vendors.

About Prospectopia

Prospectopia is a full-service marketing and sales agency built for powersports and golf cart dealers, resellers, and manufacturers. The agency was founded by a team with direct experience in both dealership operations and demand generation. With services including powersport digital marketing, email marketing, website design, CRM support, and sales enablement, Prospectopia helps businesses generate more leads, close more sales, and grow faster. Learn more at www.prospectopia.com.

Terry Hedden
Prospectopia
+1 727-231-1719
sales@prospectopia.com

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