

# EMAIL DELIVERABILITY



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There are two types of Email Deliverability...

1. Emails being delivered from one server to another without bouncing.
2. Making it to the inbox instead of the SPAM or Promotions folder.

Typically, issues with bounces have to do with having a list of bad email addresses due to typos, staff entering fake email addresses (you know they do it), SPAM bots filling out web forms with bad email addresses and more. The cleanliness of your list also plays a huge factor in your email reputation, which impacts inbox deliverability. If you're constantly sending email to bad email addresses, ISPs (internet service providers) and ESPs (email service providers) know it's happening. You develop a bad sender reputation and they send you to the SPAM folder.

While the old email filter systems are still important, Google has been hard at work over the past year changing the way they filter email. They released a big update to Gmail filters in September 2019 that places a high priority on user engagement. Engagement includes opens, clicks, replies and whitelisting.

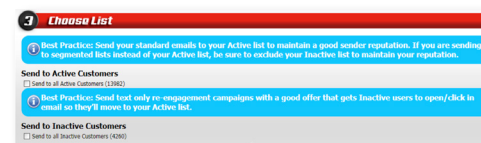
Google has always focused on giving people what they want with their products, starting with their search engine (which nearly 80% of all searches are done on), and now in Gmail. In their eyes, if a person isn't engaging with you, they don't want to hear from you. Hard to argue their point.

With all this in mind, we've been hard at work adapting Firestorm Email. We've made many improvements over the past few months, and recently released updates to the Firestorm Email platform. Here are a few highlights...

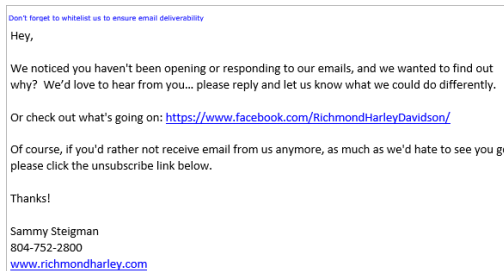
We still have over 200 themes to choose from, but now there's only one pre-built template. Of course you're free to add and remove sections and edit to your liking, just keep in mind that emails with more text and less images than you're probably used to will get you to more inboxes. This industry has always been about bold graphics, but you want to be sure you have no more than a 65% text to 35% image ratio. In fact, be sure to add an all text email to your rotation every so often... they're best at reaching the inbox.



When selecting lists, you're now able to choose between active & inactive groups. Active means they've engaged with you within 12 months. Inactive means they haven't. If you send your regular emails to those who don't engage with you, you'll notice an increasing dip in inbox deliverability. Therefore, send your normal emails to your active group, and send text only re-engagement emails to your inactive group. Focus on a reason to open, click and especially to reply.



Firestorm Email now has an automate re-engagement email option as well. As soon as a person falls from active to inactive, we attempt to re-engage with them.



For a demo of the new features call 877-242-4472 and ask for Tory.



## POWERSPORTS MARKETING BOOT CAMP AND USER SUMMIT RECAP

Rod Stuckey | Founder & CEO

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER  
.....  
ISSUE #123

We just completed our Marketing Boot Camp and User Summit here in Peachtree City, GA and as always it was great to meet new faces and reconnect with our longtime clients and friends. It's amazing just how fast the lay of the land continues to change in the world of marketing, specifically with Powersports Dealerships. As technology and innovation continue to evolve, we're beginning to see a trend of dealers making less careless spray-and-pray decisions and instead opting for a more targeted and quantifiable approach. This has been a longtime coming and it's exciting to see.

Our format for this event was different than previous years, but very well received. Here is what longtime dealer Curtis Sloan of Sloan's Motorcycles had to say via an online review:

I wanted to say thank you for 2 days well-spent learning a higher level of marketing know-how than any OE dealer meeting seminar, 20-group, or media consulting firm that we've been exposed to in recent years! The venue, food, and time-away-from-the-store were excellent as well. It was especially worthwhile not only meeting the PSM team members that we interact with by phone and email, but the interaction with other dealers was priceless. At Sloan's, one of the pillars of our success is relationship-building with customers and co-workers, and PSM consistently demonstrates that same core value. I look forward to the next Boot Camp so we can send other members of our management team! -curtis sloan-

Regardless of whether you're a current client, previous client, or not a client at all our goal was to build a live event that was relevant, beneficial, and interactive for all. We're very different than the other website, technology, and marketing companies in this industry and wanted to showcase that during this boot camp.

First of all, we're still a privately held owner operated entrepreneurial company. In fact, if I'm not mistaken, we're the only website provider in

the industry that hasn't been rolled up under the umbrella of one of the 800-pound mega companies who love their lengthy contracts, legalese, and on-retainer team of attorneys. While some may see it as a disadvantage to compete with the giants, I see it as the complete opposite. That's why we don't require contracts and do our best to have real people answer the phone every time you call. If you give us a try and it doesn't work out, we don't get mad, we don't send ugly letters, we just ask for your candid feedback to learn from so we can get better and hopefully win back your business in the future.

We're also different because in my former life I was a dealer. And everything we do is seen through the lens of the dealer and the dealer's customers; first and foremost. It's just how I'm hardwired, and if I wouldn't spend my money on it, we won't sell it. Next, before we ever built our first product over 15 years ago, we totally immersed ourselves into the research and study of all things advertising and marketing. We're not only marketing purist, but we're also practitioners. Every single thing we sell to our clients, we also do ourselves, just like this direct mail piece we've been mailing for the last 120 plus months give or take. We use our Firestorm Email software weekly, our own Firestorm Website daily, and are very pleased that our reputation management system has assisted us in earning over 500 reviews on [www.psmmarketingreviews.com](http://www.psmmarketingreviews.com) and over 177 on Google.

This boot camp was designed to teach timeless marketing fundamentals and principles, and then understand how to apply those principles with real world tools and technology applications.

We kicked the sessions off with a "Purpose of Your Marketing" presentation on branding, image, and TOMA (top of mind awareness) type of marketing as opposed to Direct Response, Lead Generation, Nurture and Relationship style marketing that is quantifiable. There is a BIG difference, and what most dealers have been taught is all wrong.

From there we moved into what we call the four-legged stool. Right message, right market, right media, right timing. You can get 3 out of 4 of these fundamentals correct and still waste every single dollar spent and watch the stool collapse. The sad thing about this is that the person responsible for neglecting one of the fundamental components is the same person who is quick to blame the media when it was set up to fail from the start. From there we covered Social Media best practices, Reputation Management, Google Ads, Email and Email Deliverability, Google My Business, Website best practices and more.

It was a LOT of content, and quite a bit of it was new based on recent algorithm changes, like the importance of email list hygiene and how that impacts deliverability, and how the new Google Map 3 Pack is a search engine results game changer.

The last big point as to why we are different is because everything we build, test, and ultimately sell is designed with the aforementioned marketing purist fundamentals in mind, which most tech companies simply don't understand.

We're looking to have another Boot Camp this fall, so stay tuned. Today is the first day Tia is out for maternity leave and the only way we can pull it off is if she makes it back soon! Thanks for reading and as always give us a call at 877-242-4472 to learn more.



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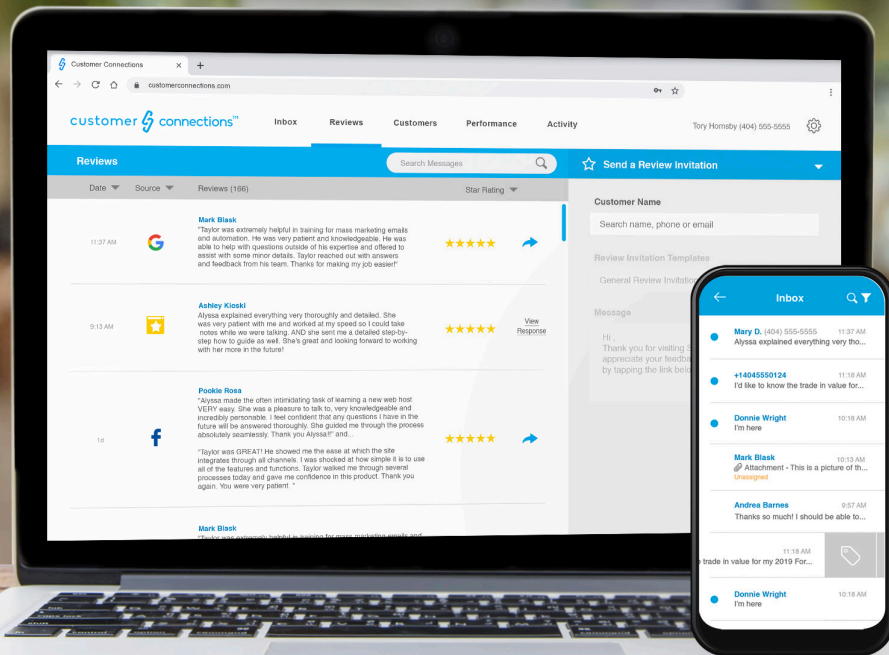
70% of Your  
Database

by Eric Pedretti

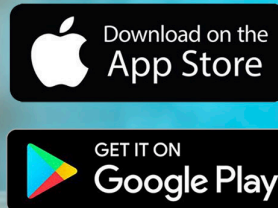
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Windows / Mac



## Customer Texting



- The rise in telemarketing and SPAM calls are leading to consumers rejecting more calls from unfamiliar numbers
- Consumers are too busy to take phone calls from unknown numbers
- Today, more consumers prefer texting as their primary form of communication with businesses
- Allows customers & prospects to communicate at their convenience without long telephone hold times
- Increases customer experience and CSI scores

## Post Photos to Social Media – A Picture is Worth a Thousand Words!



- Send customers a Thank You for Your Business text using our Photo with Purchase feature to increase loyalty
- Automatically post photos of happy customers to your Facebook page for social proof
- Customers share the photo of their purchase with friends and family to multiply your reach to new prospects
- Provides a system to generate great content for your Facebook page

## Grow Online Reviews



- 95% of shoppers read online reviews before buying (Spiegel Research Center)
- 93% of consumers use reviews to determine if a business is good or bad (BrightLocal)
- Most customers don't take action with a business until they've read their reviews (Testimonial Engine)
- Online reviews are a significant source for your Local SEO (Google)
- Provides a system to create ongoing reviews; reviews older than 90-days carry less weight

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**“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well”**

- JEFF BEZOS



## OUR MISSION:

**To enrich lives by providing powerful turnkey marketing, so people, businesses and our economy can thrive!**

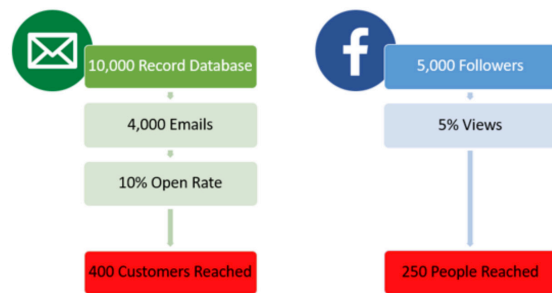




# 70% OF YOUR DATABASE

Eric Pedretti | Sales Director

There's a good chance 70% of your database (or more) didn't give you a penny in 2019. Alarming isn't it? The biggest reason for this is most dealers typically rely on Facebook & email only to communicate with their customers. Let's look at some math on this to show you why this is such a challenge:



Email: The average dealership collects 40% emails at the point of purchase. So for example, a dealership with 10,000 customers in their database will have roughly 4,000 emails. If they're able to achieve a 10% open rate, that means they'll reach 400 people out of 10,000. 96% + of this dealership's customers simply are not hearing from them because they're not getting the message...they don't know about their Demo Truck, Spring Open House, Black Friday Specials, etc.

Facebook: Without boosting your post, only 3-5% of followers will see it. So if your page has 5,000 followers, you're talking about only reaching 150-250 people.

So it may feel like this dealer is talking to 15,000 folks but in reality, they're only reaching 650. This is the biggest reason the average dealership has 70% inactive customers...they stop hearing from them, they develop a sense of apathy and they stop coming around.

The **Media** you choose must deliver the message you want, to the **Right Audience**.

This is one of the biggest challenges of marketing in the Powersports Industry; getting a message in the hands of the right folks. This is where the Sharp Shooter Program shines. We use up to 12 different, direct marketing strategies to guarantee your message isn't getting delivered once, but multiple times per campaign. By simply giving customers more opportunities to respond, we drastically increase response.

The most effective media the Sharp Shooter Program utilizes is direct mail. It is the backbone of this SYSTEM because it guarantees the Right Message is getting delivered to the Right Audience. It also tells your customers you spent real money on paper, ink and postage to personally invite them into the dealership to have a good time. If you consistently mail your customers, more of them will walk through the doors more often and they will spend more money.

That's the secret formula to the Sharp Shooter Program in creating predictable growth for your dealership...grow your active customers and increase your average, annual customer value.



# PUTTING IT ALL TOGETHER...

Brad Cannon | VP of Client Success



I'm writing this article having just finished up with our Marketing Boot Camp/User Summit here in Peachtree City, Georgia. Preparing for them is always a big lift. We work really hard to provide maximum 'bang for the buck,' trying to cram as much good information into as little time as we have together with dealers. When it's all said and done, it never fails, at least one dealer (usually a couple) will say they want to come back because it's like sipping from a fire hydrant. I love that. It means we've provided VALUE. And it's not just lip service because we always have several repeat attendees at every single boot camp.

This one was a little different though. We bolted on a user summit to the last part of our time together, and honestly, it was amazing.

You see, for over a decade, we've been working hard to produce top quality marketing results for our clients, and it became pretty clear that in order to deliver on that, we were going to have to build a lot of infrastructure ourselves. The right tools weren't out there yet, but we had a vision to make it happen.

This article will probably come off as a bit of a sales pitch, and that's okay by me because I believe wholeheartedly in what we do. PLEASE stick with me to the end though, because I'd like for you to see the big picture that was very clear to everyone that attended boot camp this past week.

We began with our Sharp Shooter event marketing campaigns which drive a ton of traffic to dealerships and create leads for weeks worth of follow-up and sales. It's an amazing product that works as well today as it ever has. Totally kills it.

Then we bolted on AdWords (Google Ads now) to our mix. We became the first company in our industry to become Google certified Partners, and

our relationship with them has only grown over the years. They've paid for us to go out to Mountain View for a visit, and we manage millions of dollars in ad spend for our clients per year. We've been involved with AdWords for so long, you'd be VERY hard pressed to find anyone who can outperform us in this industry. I've never seen it happen.

We bolted on reputation management complete with review acquisition before anyone else in powersports. Nobody was even talking about it yet, but we had a way to systematically generate reviews for our dealers automatically. Holeshoot on dealers competitors.

Next was a game changer – the Firestorm email platform. We built an email platform from the ground up, by powersports enthusiasts and dealers, FOR powersports dealers. Not just some plain vanilla email sending program, a feature rich platform that contains just about an feature you could want, from totally amazing graphic elements that are powersports specific, to tracking and analysis tools, custom email sequences, and even heat mapping to see where exactly recipients are clicking in your emails. It's awesome, and we continue to improve on it almost daily. A good example is the extremely complex data hygiene process we've implemented to insure the highest levels of deliverability for our clients. The email landscape has changed dramatically over the past year, and we've worked very hard to make it easy for our clients to adhere to best practices.

After all this, it became clear in our leadership meetings that we needed one last piece to close the loop in our marketing circle. Websites. Enter the Firestorm Website platform, and you guessed it. It's our baby from the ground up. Arguably one of the coolest, most feature rich website platforms available. Designed with the ultimate goal of any website – to generate leads, Wwich our sites do better than the competition. We have the before and after data to prove it. And don't even get me started on website

tracking, the most amazing way to see WHO was on your site and WHAT they're interested in. Yeah, it does that.

With the addition of sites came the associated app that allows you to walk through the dealership taking pictures of units and IMMEDIATELY make them appear on your site from your phone.

Most recently, we've added Customer Connections, which provides the ability to enable texting on your website. It also allows you to generate reviews for your dealership by taking pictures with purchases and automatically post them to Facebook for customers to tag themselves. Before and after pictures can be added to show off upgrades or awesome repairs too. Struggling to get approvals for service work, or contact to get customers to pick units up? Customer Connections handles that too.

If you've stuck with me – good. I haven't even scratched the surface of what our products can do for a dealership. But here's the thing, we've created a SUITE of products that work amazingly well as stand alones – but when bolted together are a juggernaut for your dealership. They communicate with each other, share a common data silo of information, and integrate with your DMS for a seamless transfer of data to fuel each component for maximum ROI.

It was really cool to see all the pieces fall into place for our clients at the boot camp, as well as folks who hadn't worked with us before. If you weren't at this boot camp, don't worry, we're doing it again in the fall. If you're interested in finding out more about the suite of products we have available, reach out. We're happy to show you how we can generate leads for your dealership. If nothing else, you should be thinking about doing Sharp Shooters every month to supercharge sales this spring and summer. You won't be sorry.



IMPROVISE ADAPT OVERCOME

## IAO AWARD

Woah! Don't you love it when there are so many people doing amazing things that there's a tie for the IAO Award Our team cares deeply about taking care of each other and our clients, and these two stood out like shining stars this month. Taylor is one of our Marketing Coordinating super-ninjas, and Cory is one of our Code-masters. Their peers felt that they both knocked it out of the park with their level of outstanding performance. Nice job guys! You deserve it!

The IAO Award is a peer-voted award recognizing someone each month that embodies the 'Improvise, Adapt, and Overcome' philosophy. Check back each month to see if your favorite Powersports Marketing team member won the award.







## WEBINARS WITH TORY

Wednesdays @ 3:30pm Eastern - Customer Connections

- Customer Texting
- Reputation Management
- Social Media Posting & Boosting Engagement
- And more

### Thursdays @ 3:30pm Eastern - Email, Website Tracking & Automation

- Email Deliverability Best Practices
- Identify Anonymous Website Visitors
- Marketing Automation
- And more

Webinar Link: [www.join.me/psmtraining](http://www.join.me/psmtraining) | Dial-in: 213-226-1066 | ID: 274467152

**BUILT  
QUICK & EASY  
WITH  
FIRESTORM  
EMAIL**

**FEATURED DEALER  
EMAILS**



**LOCAL STAR  
LEADERBOARD**

Tish Williams & Amber Butler - Eagle Rock Indian MC



These ladies have set the bar for the team at Eagle Rock Indian Motorcycle. The dealership signed up for the Reputation Management program just 6 months ago, and these ladies are tied for having the most reviews for any new Reputation Management client in 2019! Woah! Nice job ladies. Way to set the tone right out of the gate. If they're leading the pack in less than 6 months, it'll be incredible to see what they can do with a full year (or more) under their belt. Keep up the great job of taking excellent care of your customers!

Want to see how your team ranks on the Leaderboard compared to some of the top powersports professionals in the country? Give us a call at 877-242-4472 and we'll let you know how you can participate in the only employee ranking program in the industry.



## DID YOU KNOW?

**FIRESTORM WEBSITES + FIRESTORM EMAIL = MARKETING POWERHOUSE**

Tia Robinson | Digital Marketing Manager

Did you know that the PRIMARY purpose of email marketing is to drive traffic to your website? It sounds so simple, but that tunnel-vision purpose is what gives email marketing one of the highest reported ROI consistently over most other media channels.

As I'm sure you know, at PSM we send a lot of marketing emails – both for our company and on our clients' behalf. So, we know how challenging it can be to continuously create emails that are engaging, compelling, and most importantly, drive traffic to your site.

That's why we created the Firestorm Email platform. Now this isn't just any email newsletter tool. It is the best in the industry for a few distinct reasons; here are just a few:

1. It is simple to use – Big, clear buttons. Lots of options that are simple and straight-forward.
2. It is designed for the Powersports industry – nothing generic, lame or boring about the themes you'll see in the Firestorm Email library.
3. It has killer reporting – You can see who's opening, clicking, what they are clicking on, and much more.

4. It has email hygiene built in! – This is a feature that is not available with any other email platform, and it comes complementary with Firestorm Email. This keeps bad emails (fat fingered in at the service counter) from causing your email reputation to tank – and it keeps your emails showing up in inboxes week-after-week.

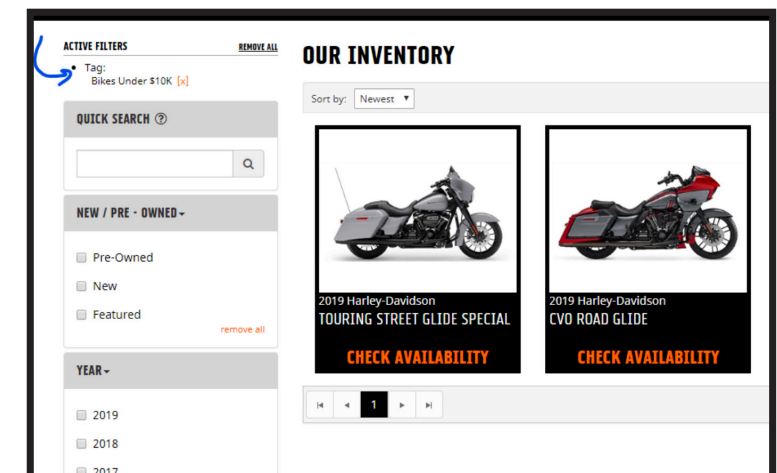
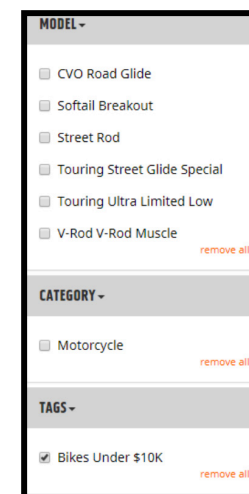
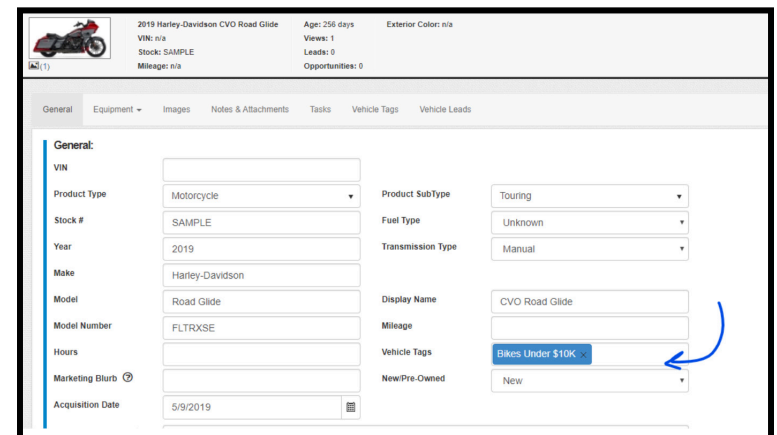
While Firestorm Email is an incredible email marketing platform in its own right, it gets SUPERCHARGED when bolted on to a Firestorm Website. Here's why: Every single vehicle you have in stock on your Firestorm Website is already linked up, with images to your Firestorm Email account! \*insert mind-blown emoji here.\*

That means no more saving images from your site to your computer, then uploading them to your email, then copying the link from the website and pasting it into a hyperlink on your email. We've done all that for you – automatically. But, we didn't stop there. We also connected all your homepage slider banner images to your Firestorm Email platform too....complete with links as well.

So, by combining Firestorm Email to your Firestorm Website, we've not only made sending emails more reliable, better looking and easier to create – we've also automated the process that takes the most time and generates the biggest ROI – linking your emails to your specific inventory pages.

Check out this video that shows you how simple this powerful feature is to use: <https://psmmarketing.com/umm> (Issue 123).

If you have a Firestorm Website and you're not using Firestorm Email, give us a call today at 877-242-4472 to get this powerful tool bolted on to your site and watch your email marketing efforts drive a huge boost of traffic to your site (which ultimately results in more leads, more sales, more money!).



Check out the video to learn how to create your own custom-tags for your Inventory Grid.

<https://youtu.be/ADhcup64Ddw>