

5 REASONS TO DO A SHARP SHOOTER IN FEBRUARY.



Tory Hornsby
EVP



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Peachtree City, GA 30269
Tel: (877) 242-4472



1. Tax returns. It's no secret that our entire industry is fueled by discretionary income. It's tax season, which means your Buying Base of customers and conquest prospects are about to have a lot of extra money to spend. If you're marketing to them, they're more likely to use it for down payments and upgrades at your dealership.

2. More than 70% of your customer database didn't do business with you in 2019. If you begin marketing to your inactive customers half-way through the year, you're missing out on a golden opportunity. By marketing to them and reactivating them earlier in 2020 you can greatly increase your Annual Customer Value (how much money they spend with you this year).

3. You're reaching the same people with your email and social media posts. Pay close attention to those who are engaging with you (i.e. opening email and engaging with your posts) and it's largely the same group of people. You can increase reach with a Sharp Shooter because we identify who is most likely to buy from you and then get their attention using several media.

4. New Customers. The Sharp Shooter program is the single best way go after new customers and get them to spend money with your dealership. Period. To find out how, call me at 877-242-4472.

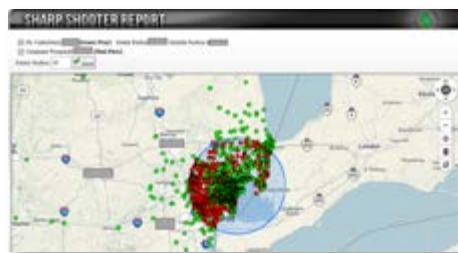
5. Increase business immediately AND prime the pump for a better spring selling season. I understand the urge to wait until the weather is better to begin your marketing efforts. This industry is largely solar-powered, but you can get a positive ROI on marketing dollars spent in February. Plus, you increase the pent-up-demand in your market area, which leads to a better spring selling season. We've proven this time and time again.

Now is the perfect time to start your marketing efforts, and did you know that you can track your results in real-time from our Control Panel?

Login at www.powersportsmarketing.com and click the Sharp Shooter tab.



We include a breakdown of your Buying Base so you can see the data yourself.



Then we list out your most recent campaigns.

Campaign Name	Start Date	End Date	Impressions	Clicks	Conversions
2020-01-01	2020-01-01	2020-01-01	1000000	10000	100
2020-01-02	2020-01-02	2020-01-02	1000000	10000	100
2020-01-03	2020-01-03	2020-01-03	1000000	10000	100
2020-01-04	2020-01-04	2020-01-04	1000000	10000	100
2020-01-05	2020-01-05	2020-01-05	1000000	10000	100

Clicking into any Campaign gives you the lead breakdown by department.



Clicking "Export Lead List" gives you an excel spreadsheet of the leads.

Lead ID	First Name	Last Name	Phone	Email	Address
1001	John	Doe	(555) 123-4567	john.doe@gmail.com	123 Main St, Anytown, NY 10001
1002	Jane	Doe	(555) 123-4567	jane.doe@gmail.com	123 Main St, Anytown, NY 10001
1003	John	Doe	(555) 123-4567	john.doe@gmail.com	123 Main St, Anytown, NY 10001
1004	Jane	Doe	(555) 123-4567	jane.doe@gmail.com	123 Main St, Anytown, NY 10001
1005	John	Doe	(555) 123-4567	john.doe@gmail.com	123 Main St, Anytown, NY 10001

To learn more, or to being planning your next campaign, give me a call at 877-242-4472.
-Tory

Email questions to marketing@psmmarketing.com



WHAT IS ADVANCED WEBSITE TRACKING AND HOW DOES IT BENEFIT ME?

Rod Stuckey | Founder & CEO



Often Dealerships refer to their website as a "virtual showroom" which is a pretty good analogy. As we all know today's customers usually research online prior to buying. With that in mind lets shift gears and talk about your actual brick and mortar showroom. When a "just looking" customer spends their valuable time to visit the dealership to look at, and sit on (or in) the unit of their choice, and then they leave without buying, what does a high performing sales staff do? They should follow up in some way right, maybe with an email and a phone call?

OEM studies have proven that the average customer experiences many, many, "touches" prior to buying. We've long championed a 52 to 104 touches per year approach. New information can lead to a new buying decision which is one of the many reasons that following up with a new reason to buy today is a proven best practice.

So, if following up with un-sold showroom customers is a best practice, why wouldn't you want to follow up with your website customers who visited a vehicle details page but didn't convert by filling out a form? Studies show that less than 3% of the average dealer's website traffic fills out a form. This means that more than 97% remain anonymous

visitors and you have no idea who they are, therefore following up hasn't been possible.

Until now. That's essentially what our advanced website tracking product does. It identifies anonymous website visitors and triggers calculated follow up from your dealership. Not just any old website visitor, but the ones who've engaged with your email marketing or website at some point (which is another reason they are a hotter lead.)

Here's how it works.

You send out a marketing email using our Firestorm email system. Our technology then identifies which of those "anonymous" email recipients (or previously tagged customers) visited your website. Everytime a customer visits one of your inventory pages they are "tagged" a sales department customer based on that "inventory" keyword. That's a nice feature, but it's what happens from here that is super trick.

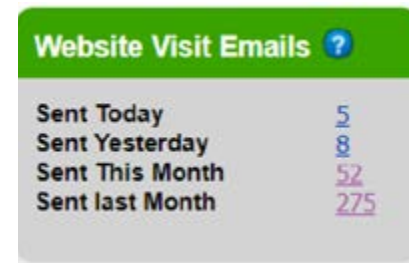
Our system will then send an automated one to one email to those who visited inventory pages with a very well crafted "buy back" or other "new information" offer from you or your sales manager.

On a side note: You can put a time frame on the automated triggered emails. So for example, if the time frame is set for 6 months, if the same customer visited inventory once a week they wouldn't keep receiving the same automated buy back email. They would only receive it once every 6 months.

Then your Sales Manager or BDC will receive a daily email with a list of customers who've viewed inventory pages the day before and received your custom crafted one to one automated email. You can even login to our contacts screen and see who's opened the email prior to calling them. Or better yet, have the daily email piped straight into your CRM.

Then at the end of the month when the Dealer Principal or GM is having his one on one with the Sales Manager he can pull the monthly summary report and go through the list and inspect that all of the hot leads are getting followed up with.

Our Website Tracking system will help you sell additional units every month to folks you wouldn't have otherwise even known were in the market. For more information call (877) 242-4472



Customer Name	Customer Phone	Email Name	Email Address	Date Sent	Date Opened	Date Clicked	Opt Out	Status
Ken Rabbit		On-boarded Customer - Inventory Website Visitor	rtellbacke@aol.com	1/5/2020 11:11:32 PM	1/6/2020 12:29:11 PM			OK
Paul J. Novick	(615) 969-7741	On-boarded Customer - Inventory Website Visitor	paulemail@yahoo.com	1/5/2020 6:31:35 PM				OK
Debra Simon		On-boarded Customer - Inventory Website Visitor	wronclan@rocketmail.com	1/5/2020 4:31:33 PM				OK
Paul J. Jevy	(615) 325-9008	On-boarded Customer - Inventory Website Visitor	paul.jevy225@gmail.com	1/5/2020 4:06:49 PM				OK
Guy M. Moscrop	(832) 588-7869	On-boarded Customer - Inventory Website Visitor	guymoscrop@yahoo.com	1/5/2020 1:26:45 PM	1/5/2020 4:05:42 PM			OK
Frank P. Poy	(615) 794-0585	On-boarded Customer - Inventory Website Visitor	frankp@slonewycle.com	1/5/2020 1:11:41 PM				OK



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IN THIS ISSUE:

Google Ads –
Don't try this at home.

by Brad Cannon

page 3



5 Reasons to do a Sharp Shooter in February.

by Tory Hornsby

page 8



Did You Know?
by Tia Robinson

page 5

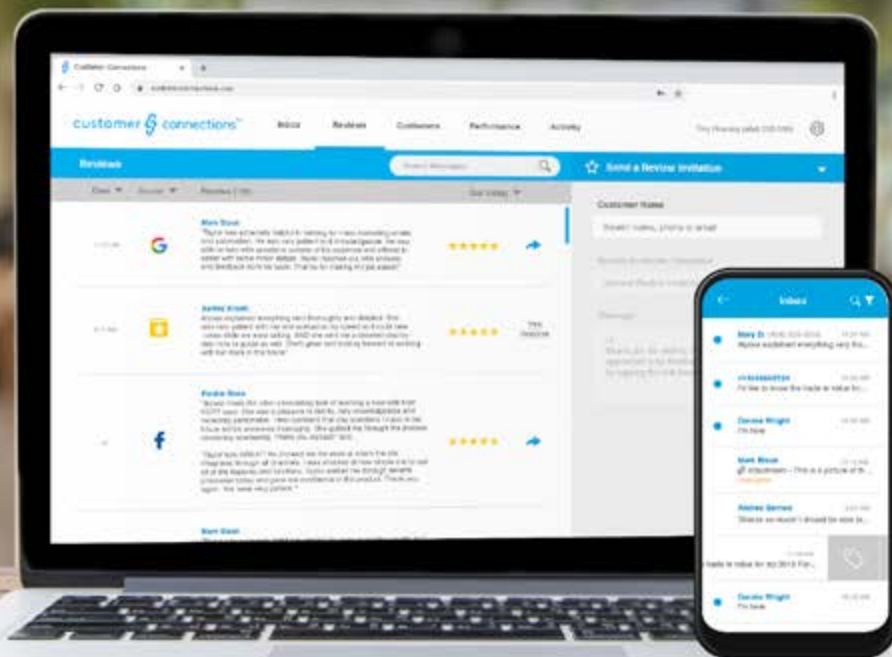


Google AdWords & Facebook/
Instagram Advertising

by Eric Pedretti

page 6





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

(877) 242-4472

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FIRESTORM WEBSITES

**More Leads. Higher Quality.
Each Month. Period.**

**FREE
DEMO**

**PSM is a
Certified Website
Provider for the
Harley-Davidson
Dealer Digital
Program!**



Register now for live demo at
www.PSMMarketingDemo.com



Life's most persistent and urgent question is,
'What are you doing for others?'

- MARTIN LUTHER KING, JR.



OUR MISSION:

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



GOOGLE ADWORDS & FACEBOOK/INSTAGRAM ADVERTISING

Eric Pedretti | Sales Director

Your marketing dollars should be focused on three key objectives: 1) Capture those riders immediately in the market to buy 2) Speed up the buying cycle for those who are considering an upgrade & 3) Create desire from those riders in your market who aren't considering an upgrade right now.

So where to start? Think about it this way. If 3% of every living and breathing soul in your market area ride, it means 97% do not and no matter how much money you spend to try to convince them otherwise, they probably never will ride. But you're not just looking for riders, right? You want to sell units and in order to sell units, you have to find the 1-2% of the 3% who are actually in the market to buy right now. It's like trying to find a needle in a haystack in a hayfield. So how do you do it?

One of the best ways is Google Ads. Google Ads is a reactive media; you are reacting to those riders who are searching for a unit you sell and lives in your market. This checks the box for the first of your three marketing objectives, 'Capture those immediately in the market to buy.'

What I personally love about Google Ads is your ads only appear for someone who lives in the specific zip codes where the majority of your sales come from and they are literally in front of a computer, tablet or smart phone Googling a unit you probably have in-stock. The best part? It doesn't cost you a penny when the customer or prospect sees the ad...the only time you're charged for that ad is when someone actually clicks on it and lands on your VDP Page where that unit lives on your website.

It'd be like asking your radio/TV/billboard rep to display your ad all month long for free and then telling them, "Every time you can prove to me my ad made my phone ring or drove someone to my website, I'll give you \$.82." Your rep would laugh at you, right? But that's exactly how Google Ads works and is exactly what we're doing for this dealer. As you can see, their ads appeared 4,844 times over the past 30 days for folks Googling something they sell and live within 20 miles of the dealership, for FREE. Of the folks who saw the ad, 611 clicked and landed on the relevant page on their website for a total cost of \$501.64 or just \$.82/click!



Now let's take a look at something together. Go ahead and open up a tab in Google, do a search for your dealership's name and read through all the results. What you're probably seeing is a bunch of results all about your dealership all over the first page of Google. Feels good doesn't it? You'll probably agree though, if the customer is Googling your dealership's name, they are probably already a customer, or they know they want to come see you and are checking for a phone number or hours. What about the folks who don't know where they want to go or aren't a loyal customer?

Now Google the Year, Make & Model of your best-selling unit. Scroll through all the results on the first page. If you're not doing Google Ads, what you're probably seeing are paid ads from the manufacturer and maybe from some competing dealers. As you scroll past the ads, you're going to see the organic search results including pictures and YouTube videos of the unit from the manufacturer. Then, you're going to see a lot of the big national sites like CycleTrader.com,

UltimateMotorCycling.com, MotorCyclistOnline.com, etc. ...but probably not your dealership. Why? Because organically you simply can't compete with the manufacturer and the big national sites. They get millions of visitors every year and you get thousands. However with the right Google Ads campaign, we can level the playing field and put your dealership in front of more in the market customers and prospects in your backyard, so you can generate more leads and sell more units.

Now let's talk about your second marketing objective, 'Speeding up the buying cycle for those who are considering an upgrade.' One of the best ways to do this is through Google ReTargeting. I'm sure you've been ReTargeted a lot in the past; you're looking at a website for something you're interested in and then leave and go to another site like Facebook, YouTube, etc. and you see an ad for what you were just looking at. That's ReTargeting and it's extremely effective. I'll give you an example. I was kicking around the idea of getting a new playground set for our kids this summer and every time I convinced myself I didn't need to spend the money, I'd see another ad for the damn thing, my emotions would kick back in and finally I pulled out the credit card and bought it! Same thing is true for your customers. Stay in front of folks who've recently looked at inventory on your website and you will get them to make the emotional decision to pull the trigger on their next ride faster. For the following dealer, their ads displayed 215,321 times for folks who had visited their website in the past 30 days and 1,373 clicked and went back to their website!

Campaign	Budget	Clicks	Imp.	CTR	Avg. CPC	Conversions	Conv. Rate	Search Imp.	Share	Cost
Remarketing	\$18.00/Wk	1375	215321	.64%	\$0.34	3	0.22%	--	--	\$498.58

Now on to the 3rd marketing objective, 'Creating desire from those riders in your market who aren't considering an upgrade right now.' One of the best ways to do this is through Facebook & Instagram Advertising. You can proactively target riders in your top performing zip codes with the latest and greatest Rebate & Finance Offers, Low Payment Options, New Model Release Information, Demo Events at the dealership and more. Most of the riders you'll be targeting don't have 'buy a unit' on their top 5 things to do this month but they do ride and that is a huge jumping off point. Stay in front of them consistently and you can get them to click on that ad or visit your dealership for an event and begin the process of getting them bit by the bug, so they start making plans to buy their next ride. Below is a snapshot of one of our clients Facebook Advertising results. As you can see, we've generated 26,570 impressions over the last 30 days with 490 clicks for a total budget of just \$142.51!



PSM is a Google Preferred Partner Company and has managed millions of dollars in AdSpend for hundreds of dealerships for the past decade and I guarantee if given the shot, we'll be able to outperform your previous provider. If you're not currently spending money in Google Ads & Facebook, make this a non-negotiable for your 2020 Marketing Plan because as a Powersports Dealer, this is one of the best ways you can spend your first dollar in advertising.

For more information on how PSM can help you move the needle for your business by managing turn-key Google & Facebook/Instagram Advertising, call me on my direct line at 877-242-4472 x 112. Happy selling.



GOOGLE ADS - DON'T TRY THIS AT HOME.

Brad Cannon | VP of Client Success

At this point it's pretty much a foregone conclusion that running Google ads (formerly known as AdWords) is a must. The only real question is how to actually do it.

There are a lot of ways you can handle Google Ads management, and you have to be careful because, frankly, many of them are bad.

GA can be very deceptive in that it's possible to get campaigns up and running quickly. Actually, it's pretty easy. That's part of the problem. Easy doesn't always equal good.

To run a campaign properly, there are many things that have to be considered. First, you have to define your objectives. Clicks or conversions? Things like geotargeting, key performance metrics, scheduling, bidding, and a lot of other variables come into play. All of them have a significant impact on cost and success. And cost and success aren't even necessarily directly related. It's complicated.

I've seen GA management handled in many different ways, but it usually boils down to one of three ways (or close variants). You can hire your nephew to manage your campaigns, ask your marketing manager to run them, or hire a professional.

I think it's easy to agree that someone hiring a friend/family member isn't taking GA seriously enough to begin with. I've been doing this for 13 years, and I can tell you that never ends well. Usually just makes Thanksgiving and Christmas awkward. Just don't.

Asking your Marketing Manager is an option, but often you're just setting them up for failure. It's not that they aren't good, or wouldn't try very hard, but they usually have a lot of other things on their plate and simply aren't able to devote the time it takes to get educated and up to speed to do the best job at it. It's not really fair to ask them to do it.

The most successful dealers hire professionals. Would you rather have an A level tech work

on your motorcycle, or your office manager? You can't just throw a body at a task and hope they can do it.

REAL success comes from the dealer principal and/or Marketing Manager setting some goals, and communicating with a Google Ads specialist what they want and expect. And I'm not talking about some Google Ads person who calls you and says they'll do an analysis of your business, and their next call is to the pet groomer. We're talking a real industry expert with years of experience. Like us.

Yeah, it's a bit of a shameless plug, but we have a long history of outperforming the competition. We've been doing this longer than any of them. Give us a shout and let us show you how we can help.





IMPROVISE ADAPT OVERCOME

IAO AWARD

Staci has earned this prestigious award two months in a row! She's incredibly creative, both with her killer designs and with her problem-solving ability. Staci's willingness to roll up her sleeves and just get stuff done is impressive. And she loves getting to help her co-workers look like super-heroes thanks to her amazing attention to detail and keen eye for cool designs. Nice Job Staci!

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.



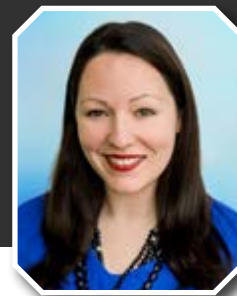


ASK TORY WEBINAR

Tuesdays at 2:00pm - 2:30pm

Tory's bi-weekly webinar which will be run free-style about all things digital marketing. Like talk radio where the guests determine the topic. It'll be a live version of "ASK TORY" where dealers can bring any questions about their product/service to the webinar.

Visit www.powersportsmarketing.com/calendar for the schedule.



DID YOU KNOW?

FIRESTORM WEBSITES > INVENTORY MANAGEMENT > CUSTOM VEHICLE TAGS & CUSTOM-FILTERED INVENTORY GRID

Tia Robinson | Digital Marketing Manager

One of the primary purposes of a dealer's website is to generate leads that lead to sales. Firestorm Websites helps ensure that a dealership marketing funnels prospective customers to the Inventory pages most relevant to their interests. In addition to the standard easy-to-use filters on the Inventory Grid, the Firestorm Website platform allows dealers to create custom tags for their vehicles and use those tags to help create custom-filtered landing pages. This enables the landing pages for any marketing efforts to generate easy-to-find vehicles that the dealer wants to focus on moving or bringing attention to such as: Bikes under \$10K, Factory Custom Bikes, Off-Road Vehicles, Newly Arrived Models, Limited Stock, Custom Colors, etc.

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

www.psm.com/umm

FEATURED DEALER EMAILS

2019 Harley-Davidson CVO Road Glide
VIN: n/a
Stock: SAMPLE
Mileage: n/a

Age: 254 days
Views: 1
Leads: 0
Opportunities: 1

General | Equipment | Images | Notes & Attachments | Tasks | Vehicle Tags | Vehicle Leads

General:

VIN:
Product Type: Motorcycle
Stock #: SAMPLE
Year: 2019
Make: Harley-Davidson
Model: Road Glide
Model Number: FLTRXSE
Hours:
Marketing Blurb:
Acquisition Date: 5/9/2019

Product SubType: Touring
Fuel Type: Unknown
Transmission Type: Manual
Display Name: CVO Road Glide
Mileage:
Vehicle Tags: **Bikes Under \$10K**
New/Pre-Owned: New

LOCAL STAR LEADERBOARD

Eileen Sullivan, F&I Manager - Carson City Motorsports

CARSON CITY
MOTORSPORTS

The Carson City Motorsports team started growing their reviews through a systematic reputation management system in December. In just one month, they've had exceptional results with Eileen leading the pack. She's earned eight of the dealer's total 27 reviews generated at www.carsoncitymotorsportsreviews.com. Representing 30% of the dealer's reviews is pretty impressive for one super-F&I Manager. She's setting the bar high for the team and the industry. Nice job Eileen! Keep impressing your customer and they'll keep saying things like: "Over a four-year period I've bought three new vehicles from CMS and I've always been treated like a king from Eileen in the finance department."

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.



MODEL -

- ☐ CVO Road Glide
- ☐ Softail Breakout
- ☐ Street Rod
- ☐ Touring Street Glide Special
- ☐ Touring Ultra Limited Low
- ☐ V-Rod V-Rod Muscle

CATEGORY -

- ☐ Motorcycle

TAGS -

- ☒ Bikes Under \$10K

ACTIVE FILTERS REMOVE ALL

Tag: Bikes Under \$10K [x]

Sort by: Newest

QUICK SEARCH

NEW / PRE-OWNED -

- ☐ Pre-Owned
- ☐ New
- ☐ Featured

YEAR -

- ☐ 2019
- ☐ 2018
- ☐ 2017

OUR INVENTORY

2019 Harley-Davidson
TOURING STREET GLIDE SPECIAL
CHECK AVAILABILITY

2019 Harley-Davidson
CVO ROAD GLIDE
CHECK AVAILABILITY