

## STOP GETTING LACKLUSTER RESULTS FROM YOUR DIGITAL MARKETING.



Tory Hornsby  
EVP

Discover a little-known multi-touch approach that utilizes only the best performing channels to increase business from your customer data base and your competitor's customers!

If you're like the other high-performing dealers we work with, you're probably tired of your digital advertising. Maybe you feel like you should be getting better results, or your ads are stale and haven't been updated in months. Perhaps the artwork and copy in your ads is lame.

If you feel like your ads aren't being updated or that they're lame... guess what? Your customers and prospects feel the same way, and it's reducing the effectiveness and results of your budget.

If you'd like to achieve better results, you've got to check out PSM's Integrated Digital Marketing Program. This program leverages Facebook, Instagram, YouTube and Google Remarketing so customers and prospects see you everywhere they go. Good digital advertising stays on you like a spider-monkey until you buy (thanks Ricky Bobby). You've probably looked at a product online, saw ads for it everywhere the following days, and ended up buying. We all have – that's why this program works so well.

With the Integrated Digital Marketing Program, you pick the categories you to focus on. You get four categories by default, and you can choose more for small increase in your monthly



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## ATTENTION: DEALER PRINCIPAL

amount. Most dealers choose the following: 1. The dealership; 2. An OEM (promo); 3. Parts special; 4. Service special. After you choose the categories, we go to work creating graphics and building the best digital ads that money can buy for your dealership.

The graphic creation was a big factor when we created the Integrated Digital Marketing Program. Over the years, we've picked up the fact that a lot of dealers struggle with whether they should hire a graphic artist.

The need for graphic updates is expounded because there aren't millions of people in your market area for you to target. This increases the importance of having new ads for them to see. When the small group of people see the same ad over and over, they learn to ignore you. We created the IDMP with this in mind.

Each month you have the flexibility to change the categories or keep them the same. If a big OEM promotion comes up and you want us to move in that direction, we'll jump on it. We update your graphics and optimize your ads monthly so your ads stay fresh and relevant.

On a side note, if you've not checked out Firestorm Email lately, we have over 200 themes and hundreds of Done-For-You graphics to choose from. Schedule a demo and check out our industry-leading open rates, marketing automation, and email hygiene system. It's a really incredible tool.

Back to the Integrated Digital Marketing Program. We invest your ad spend the very best

way possible... targeting actual customers and real prospects. Nothing's worse than wasting your budget on unqualified people who will never buy from you. That's why we go after your past customers and a lookalike group of competitor's customers. In other words, we strategically target the people who are most likely to respond and buy something from you.

Lastly, we often hear grumblings from new clients of painful experiences with their previous provider. If you hate dealing with under-performing people at big companies who treat you like you're just another number, PSM is for you. Our responsibility is to take care of our clients better than any other company can or will, and we take that seriously. We'll answer the phone when you call, do what we say we're going to do, and treat you like your business is appreciated. Because it is! Don't just take my word for it, do a quick google search and check our Google reviews, or visit [www.psmmarketingreviews.com](http://www.psmmarketingreviews.com).

So, if you're interested in a multi-touch approach using Facebook, Instagram, YouTube & Google Remarketing that targets customers and prospects to drive results in the categories that you choose every month and provides professional management with true monthly optimizations, then you'll love this program.

Schedule a demo by visiting [www.psmmarketing.com](http://www.psmmarketing.com) and clicking the 'Integrated Digital Marketing Program' button.

# ATTENTION: DEALER PRINCIPAL



## HOW TO DOUBLE AND EVEN TRIPLE YOUR WEBSITE LEADS WITHOUT FOCUSING ON DISCOUNTING

Rod Stuckey | Founder & CEO



Back in 1995, dealership websites were basically just online brochures that after viewed once, no-one ever had a reason to go back. I'll never forget in 1997 when my friend Craig Cervanka came into our dealership and showed me their "done for you" websites with all of the make and model information pre-loaded. It was slicker than Greased Lightning, a real game changer because no dealer could update all of that content on their own, which is why I signed up our two stores right there on the spot.

Looking back, I wonder why I was so hyper responsive. What was the purpose of those websites back then when most consumers only had dial up internet that was painfully slow and no consumers were really trained to research and shop online? Well, just as I was taught with most advertising back then, they said the purpose was to get our name out there and build our brand, to create top of mind awareness and show we were a progressive, leading-edge dealer. Most dealers back then, as well as the site providers, were still trying to figure out exactly how websites would be best utilized. We even went through a phase where it was almost like the dealer with the most buttons (or links) had the coolest sites. Apparently, at one point the providers even thought dealer websites would be for entertainment as they began adding games and puzzles to the sites... heck we even had guest registries for visitors to sign in like you were going to a wedding or a funeral.

I've watched, studied, and participated in the evolving of dealer websites for the last 20 years and something just continued to bother me. While sites did eventually transition to solid consumer research tools and quality lead generators, it still seemed that most dealer sites were very cluttered and busy with bright shiny stuff flashing all over

the place and pop ups opening everywhere out of control with units zooming across the screen towing checkered flags. Sound familiar?

And as usage has transitioned to nearly 80% mobile consumption over desktop, those types of experiences became even more frustrating for the consumer. Now picture that type of site... and then compare it to Google's homepage, the most popular and highly consumed website in the world. What does Google want you to do? They want you to engage and convert and their site is designed to do just that... and does it better than any other site on the planet. No clutter and no distractions, despite the temptations for millions in advertising revenue they could receive for displaying logos on their home page.

This brings me back to that ever so important question of, "What's the purpose of a dealership website?" Well it's certainly not to build your brand and get your name out there as I was once taught. That's all old school B.S. Isn't the purpose of your site to share useful content for consumer research and provide a pleasant user experience that will lead site visitors to a path of conversion, similar to the way that Google does it? Simply put, the purpose of your website is to generate leads.

Well, here at PSM we think that's a pretty good strategy, and since launching our Firestorm Website platform in 2016 we've consistently seen our sites generate over double, triple and even quadruple the leads compared to our client's previous providers. And best of all, we generate those additional leads without focusing on discounting. But, we're not just all about the leads, we want to make your life easier too, and that's why we developed the industry's first quick-add mobile app that allows you to take pictures of your inventory with your

smart phone and instantly upload those images straight to your site. No desktop required, it's easy and saves you time and money.

Additionally, as former dealership people, we treat you the way that we wanted to be treated. We don't do contracts, there are no long-term auto-renewals, and there's no fine print. This means our clients do business with us because they like the way we take care of them and love the results we generate... not because they're legally bound by a contract. We think that's a pretty fair way to do business.

With PSM Marketing, you're partnering with a privately held company that provides a boutique, personalized experience. We're not what some refer to as a, "big dumb company." When you call us, we answer the phone, and you can even get myself, the founder and CEO and our EVP (Tory Hornsby) on the phone if needed. This owner-involved culture has made PSM the highest Google-Rated website provider in the industry. Don't just take my word for it, check it out for yourself.

And, being privately-held also makes us more nimble. There's no red-tape for us to jump through, so it's easier for us to maintain the best technologies available and be FAST on updates. This gives our clients a better performing website that generates better results.

And best of all, switching to a Firestorm site is a breeze. Many dealers are trigger shy about going to a new provider because of a bad past experience, but the team here at PSM makes the process quick and easy. So pick up the phone today and give us a call or shoot us a text at 770-692-1750.



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### IN THIS ISSUE:

Super Search - A Game Changer

by Brad Cannon page 3



Integrated Digital Marketing Program

by Tory Hornsby page 8



Did You Know? by Tia Robinson

page 5



60 Units With Zero Face-to-Face Interaction

by Eric Pedretti page 6





  
Windows / Mac

 Download on the App Store

 GET IT ON Google Play

### 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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## FIRESTORM WEBSITES

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



**Register now** for live demo at  
[www.PSMMarketingDemo.com](http://www.PSMMarketingDemo.com)



“The top experts in the world are ardent students. The day you stop learning, you’re definitely not an expert.”  
- BRENDON BURCHARD



### OUR MISSION:

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



# 60 UNITS WITH ZERO FACE-TO-FACE INTERACTION

Eric Pedretti | Sales Director

Yup, you read that right. A couple months ago, we had a client sell 60 units through text with zero face-to-face interaction on 328 text conversations with Customer Connections with their showroom closed!

Customer Connections enables texting on your main business line so customers can text into the dealership to inquire about a unit, book service, order parts, and follow-up with customers using their preferred method of communication.

If you look at your Google Analytics, you'll probably find 80% of your website traffic is looking at inventory but only 1-2% actually fill out a form. We're proving customers are much more likely to text about a unit than fill out a web form because they know it will result in a phone call from the dealership; something they want to avoid at all costs. In the same month our client generated 328 text conversations, their website generated a total of 50 unit leads. The addition of Customer Connections generated a whopping 6 times the number of leads!

### Text Us!

- SALES
- SERVICE
- PARTS

### Customers Start the Conversation

Customers will start the conversation with you by choosing Sales, Service or Parts from your website.

Department texts are automatically routed to your individual department managers and their teams. First rep to answer it handles it!

### Desk Deals From Start to Finish



The pandemic has required many dealers to improvise, adapt and overcome to find creative ways to continue selling units. As dealers became overwhelmed with customers and leads this Spring and early Summer, Customer

Connections helped make their staff much more efficient. Think about it, how many phone calls can you handle at once? One of course. But the same sales rep can be working up to a dozen or more deals all at once! Grabbing a driver's license from one customer, texting a finance application to another, swapping photos of trades and the unit the customer is interested in with another, negotiating terms with another, or even giving driving directions to the dealership with another customer all at once! Check out the text thread on the left from one of our clients closing a deal through texting.

### Reach Thousands of New Prospects Through Social Media Integration

In addition to enabling texting on your website, Customer Connections also drastically increases your reach on social media with our Photo With Purchase feature. Did you know the average Facebook user has 281 friends? Every time you sell a unit, simply snap a photo of the happy customer and hit send. It automatically adds pictures of happy customers to social media and gives them directions to tag themselves in the photo, to get your dealership in front of their friends and family members to increase referrals and sell more units!



### Grow Google My Business Reviews

Last but not least, it will also automatically post that photo to your Google My Business Page and text customers asking for a review to grow your Google Reviews. Google recently increased the weight your GMB Reviews play in your primary website organic ranking by 20%! Google continues to move towards a zero click search results making it more important than ever before to be optimizing your page. Growing reviews and adding hundreds of smiling photos from happy customers who just purchased from you is the best way to do that, and all it takes is a quick photo and hitting the send button! You can also automatically grow reviews to other review sites online to make your dealership the obvious choice in your market to do business with.



### Call or Text (770) 692-1750 for a 10 Minute Demo!

Got 10 minutes to learn how we can help you generate more unit leads and sell more units? Call or text us now at (770) 692-1750! Happy selling.



# SUPER SEARCH - A GAME CHANGER!

Brad Cannon | VP of Client Success



I can't wait for this crazy pandemic to be over on November 4th, but in the meantime we've been using the time to come up with some amazing bolt-ons to our already amazing suite of products.

An example of this is something that we've just released for digital marketing that is totally cutting edge.

I've worked in the PPC space for at least 14 years. Google certified, premier partner, we've been flown out as guests to their headquarters, Hell, they even sent us a Google refrigerator. I didn't even know that was a thing...

Anyway, the point is, none of that is as exciting as what we have going now. If you've spent any time at all dealing with Google Ads, there are more than a few frustrations with keeping ads current, relevant, and most of all optimized correctly for the ever mysterious GOOGLE ALGORITHM. You know, the black box that can somehow, sometimes, reach out and slap you and make you invisible on the internet.

We've partnered up and integrated our Firestorm Websites with Google Ads for what is easily the most powerful search marketing in the powersports industry. In our business, the money is in the metal – unit sales – and because of this,

it's critical that your inventory has to be accurately advertised via Google Ads. This means that newly added units need to show up as soon as possible, and sold units no longer need to be advertised – also as soon as possible. The trouble is, historically that has been difficult to accomplish without incurring major expense, as well as a major investment in time. Trying to attempt that at the dealership level is impossible.

Well, we've integrated Firestorm Websites directly into Google Ads to provide them with our clients inventory four times per day for starters. It's automatic – no human error, no fat-fingers. Google knows what you have in inventory RIGHT NOW.

Not just that, although that is awesome. Instead of trying to crack the Google Algorithm code, our interface works with Google's algorithm, which attempts to provide the best possible results to searches. In other words, we have the most massive search platform working to find matches for our clients instead of screening them out. This is huge.

In our beta testing, we've analyzed the data. We've seen that when searchers are taken directly to vehicle display pages, they convert more than ever before. We've seen more conversions from what we refer to as "agnostic" searches. These are

searches where the person was looking for the bike – not a particular dealership, and they were taken straight to the vehicle page and converted. This is huge, because those often represent conquest leads. They weren't looking for you, but you had what they were looking for so your ad got served and converted.

When you combine automatic up-to-date inventory listings, dynamically generated ads, and the power of Google to push you to the front of the line, our new Inventory Based Marketing is an absolute no-brainer. Did I mention that your cost per click will often go down as well?

Display advertising and Facebook advertising are soon to follow doing the exact same thing, our guys are buttoning up those projects soon as well. I just couldn't help but squeak about the search marketing now though. We're working on bolting it on to third party website providers too, but with everything you get with a Firestorm Website already, I don't know why you wouldn't want to kill two birds with one stone.

Give us a shout, we'll get you hooked up: 770-692-1750.

Talk soon, Brad



# ALL YOUR MARKETING IN ONE PLACE.

NO LONG-TERM CONTRACTS | NO AUTO RENEWALS | NO FINE PRINT



## 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
- Marketing Automation
- Identify Anonymous Website Visitors
- And more

Webinar Link: [www.zoom.com/j/7706921750](http://www.zoom.com/j/7706921750)

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**QUICK & EASY**  
**WITH**  
**FIRESTORM**  
**EMAIL**

**FEATURED DEALER EMAILS**



## LOCAL STAR LEADERBOARD

F&I Manager, Eileen Sullivan



F&I Manager, Eileen Sullivan has set the bar for the team at Carson City Motorsports. The dealership signed up for the Reputation Management program just 6 months ago and Eileen has already earned 18 5-star reviews alone! Eileen's reviews make up 25% of the dealership's total reviews. Looks like customers really love Eileen. Way to go! 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 EMAIL WITH AUTOMATICALLY LINKED TITLE SECTIONS

Tia Robinson | Digital Marketing Manager

Which of these benefits is the NUMBER ONE purpose of Email Marketing?

- Get Your Name "Out There"
- Share Cool Stuff With Your Customers
- Send Promotional Information
- Drive Traffic To Your Website
- Make the OEMs Happy

sections that link to specific pages on your website automatically such as:

- Homepage
- New Inventory
- Used Inventory
- Parts & Accessories
- Apparel
- Service
- Events

While email marketing can (and often does) all of the above very well, the Primary Purpose of Email Marketing is to: D. Drive Traffic To Your Website The ROI on email marketing is astounding...IF it keeps that main goal front-of-mind while building an email.

This ensures that every email created, will effectively drive traffic to targeted pages of your website.

Our Firestorm Email Software makes sending emails and generating a huge ROI fast and easy. Plus, our creative graphics allow you to send Kick A\$\$ emails that don't just look good, but do their job (driving traffic to your site) really well.

Are you using an email marketing software that was designed specifically for dealerships? Does your email software include powerful traffic-boosting features like integrating with your website – which leads to conversions and ultimately sales?

Each one of the hundreds of themes available are pre-loaded with title

If you want to see what makes Firestorm Email such a dynamic Email Marketing Software, call or text us at 770-692-1750 for FREE Demo today.

