



# ASK TORY

Tory Hornsby  
EVP



To have a question featured in an  
upcoming article, email  
[marketing@powersportsmarketing.com](mailto:marketing@powersportsmarketing.com)

## Is there any way to tell if advertising will work before I agree to it?

There are 4 pillars in marketing that can be used to determine whether any advertisement you run will be a success or a failure. Here at PSM, every campaign we fulfill abides by the following:

1. Right Audience
2. Right Media
3. Right Message
4. Right Timing

You have to put a checkmark beside each of these pillars for any & all marketing you do. They're like the 4 legs of a stool, if even one leg is missing – it will fail!

For instance, you can use the perfect media mix, with a great message at the right time, but if you choose the wrong target audience... your campaign will NOT be successful.

Let's dive into the each of four pillars a little deeper

1. The Right Audience - To determine the right target audience I always start by answering the following question: Out of everyone in your market area, who is most likely to respond and buy from you?

The answer to this question helps avoid focusing strictly on psychographics and demographics, or what I like to call "lookalike marketing". For instance, your average customer may be a male between 28 and 45 years old that lives in a \$200k house and has a household income of \$75,000 per year. At face value that that seems like a pretty good list of folks to target, but it would end up in an utter failure. In other words, just because someone is a male between the ages of 28 & 45, lives in a \$200k house and earns \$75,000 per year doesn't mean they'll do business with you. In fact, only 6% of people in America ride, which means you'd be wasting 94% of your money from the start.

So, who is most likely to respond to your advertising? PSM Marketing only targets riders who live in your market area and are the most likely group of people to be in the market to buy right now. We not only identify past customers who are in the market, we also utilize a proprietary algorithm to create a list of conquest riders (new customers) and go after

both groups (customers & conquest). This list is a big winner and it produces sales for every dealer we work with.

2. Right Media – When you have a specific list to go after, it becomes easier to choose the right media. Mass media like radio, TV, newspaper and billboards are not the right choice for a dealer because they attempt to target everyone, while only approximately 6% of the population in your state are riders. Plus, mass media is easy to miss with more people utilizing DVRs, satellite radio, changing the station when commercials come on, driving past your billboard and not noticing it, etc. Instead, PSM utilizes 1-to-1 media like direct mail, email, phone calls, texts, online ads, and more. Media that can specifically target a person who rides.

3. Right Message – Message is all about your design and ad copy. Think of an ad as 'salesmanship in print'. You are selling prospects on why they should respond. NEVER to marketing that's designed to build your brand or get your name out there. The opposite of branding-style advertising is Direct Response advertising, meaning there is a call-to-action with a deadline. If you're not clear on exactly how you want someone to respond, they won't.

4. Right Time – PSM leverages major holidays to tap into the conversation going on in the heads of your customers and prospects to increase results. We also drip out several different media over a 10-day period that are all integrated into a single campaign - this really increases response rates. There's a lot more to share. Visit [www.psmmarketing.com](http://www.psmmarketing.com) or call 877-242-4472 for more information.

Give PSM Marketing a try... our campaigns are successful because we target the right audience, using the best media, with a compelling message delivered at just the right time.

- Tory

*P.S. Want to submit YOUR question for "Ask Tory"? Just email your question to [marketing@powersportsmarketing.com](mailto:marketing@powersportsmarketing.com) and let Tory know what question you'd like to have answered in a future issue of the UMM Newsletter.*



825 Highway 74 S. Suite 101  
Peachtree City, GA 30269  
Tel: (877) 242-4472



Rod Stuckey  
Founder & CEO

# IT'S TIME FOR A CABIN FEVER RELIEVER

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER  
.....  
ISSUE #114

March 20th is just around the corner and I'm beyond ready for the first day of Spring. Going on 25 years in the Powersports Industry and I still get grumpy with the cold, dark, wet, days of winter and the inherent seasonality of this business. Powersports customers truly are solar powered, and Cabin Fever is a real thing.

This year, March has five Saturdays in the month and that only happens a few times a year. In my dealership days I loved those months because I knew I had roughly 20% more opportunity to have a record-breaking month and/or smoke the numbers from the same month last year.

With that in mind... what are your plans to give your past, present, and future customers a compelling reason to shed the winter doldrums and get out of the house and have a little fun this spring?

What's more fun than being invited to and attending a party with likeminded people who share similar interests?

And speaking of fun, have you ever considered - *that's exactly what you're selling?*

Most dealerships start thinking about selling with the product features and benefits at the forefront of their strategy, as opposed to the deeper desires of what the customer is truly looking to accomplish.

The real secret to selling (with better margins than your competitor's) is to uncover your prospect's motivation for shopping.

In other words, why are they buying?

When you dig into a buyer's motive (in our industry), the majority of sales happen because the customer is looking to escape the day-to-day grind and have some fun. I know you can use an ATV or UTV for work, but that's still a fun and exciting tool to have on any job site.

The benefits of selling *results* <i.e. Fun> versus just selling the product can be - higher closing ratios, increased margins, more referrals, etc.

The challenge with focusing on the product - year, make, model, color, etc. – is that when comparing apples to apples

there is very little opportunity to illustrate the advantages of doing business with you versus your competitors. This is a commoditized approach, just as pizza is pizza.

Once the consumer is 100% product focused their natural instinct is to next focus on how good of a price they can get on the chosen product.

This is what made Domino's Pizza founder, Tom Monaghan's, original unique selling proposition (USP) so brilliant. He didn't sell pizza. He sold a fresh hot meal delivered in 30 minutes or less, guaranteed.

This is exactly what his target audience was looking for at the time, as meal delivery options were minimal.

When you de-commoditize your products by bundling them with the additional values offered at your place of business, you then begin to distance yourself from your competitors. This is one of the many reasons why I'm such a huge believer in events.

Events allow you to separate you and your team from your competitors by selling the results of what your customers are really looking for – a good time, and a reason to visit your dealership.

So now is the time, if you don't already have a Cabin Fever Reliever Event, St. Patrick's Day, or a Spring has Sprung shindig planned; It's time to get after it.

Dealers that don't believe in, or regularly execute, events usually have one of the following perspectives.

"They're too much work." Well, events do require effort. But, anything worthwhile does. As Thomas Edison famously said, "Opportunity is missed by most people because it's dressed in overalls and looks like work."

A simple event planning checklist and a meeting with your team can have you well on your way. And the cool thing about events is that when you begin to have them regularly you develop systems and the team gets trained and your events become more and more scalable.

I've also had plenty of dealers tell me: *"Events are too expensive, and I don't have the parking and staff anyway."*

When I first started having a BIG annual event at my Dealership I thought it was suppose to be a mini KISS concert with a band and 2,000 people there. I thought I needed to promote it via Radio and TV and have some celebrities on site signing autographs and stunt riders doing tricks in the parking lot.

No, No, No. I was totally missing the point. Those types of shindigs aren't practical and do cost too much and are impossible to staff for and have parking.

Eventually, I learned that having small boutique style monthly events that were marketed with affordable media were not only manageable but gave my monthly marketing a purpose. It was part of a bigger plan to "touch" my buying base 52 to 104 times per year which would keep my existing customers loyal and have them send referrals as well as provide me with a compelling message to say to new blood.

And lastly, I've heard, *"I've done events before and we didn't sell anymore units than a regular Saturday."*

While it's nice to have a record-breaking day, that's just not always going to happen. There are too many factors including, but not limited to, the weather, timing, inventory, etc. that impact the sales the day of the event. Let's just say you promote your event via direct mail, email, and social media to 10,000 people of which 2,000 view it. Of the 2,000, you get 100 to swing by over the course of the day. Guess what the other 1,900 think? *"I'm missing out, I wish I didn't have prior obligations, but I appreciate the invite and hope to make it to the next one."*

You've not only created a pipeline of future sales from those who've responded to your marketing, but you've also created future bank from those who haven't responded.

Now is the time to make hay because the sun is about to shine. Don't make excuses. Instead, make the choice to take action and get that Cabin Fever Reliever prescription to your customers and make this March your best ever!

Contact us today at [www.psmmarketing.com/sharp-shooter-program](http://www.psmmarketing.com/sharp-shooter-program) or at 877-242-4472 for more information on our done for you Sharp Shooter campaigns.



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# FIRESTORM WEBSITES

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

**FREE  
DEMO**



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



### Increase Website Leads

Precious marketing dollars are spent getting visitors to your site - don't let them go to waste! Firestorm Websites offer pinpoint conversion tools throughout the site with paired marketing automation so you can be sure to capture and market to each visitor.



### Manage Inventory from Mobile Device

Streamline your website inventory loading with the click of a button on your mobile device. Quickly capture photos and upload unit details so your online showroom is current and ready to move.



### Full Accessibility to Update Site

Now you can control the content on your site. Our easy to use platform allows you to log in and update content and inventory with simplicity.



### Highest Rated Dealer Support Team in the Industry

Don't get left hanging! Our top rated website specialists are ready to tackle your questions and help with anything your site needs. Prepare yourself for speedy responses and quality help.

# DON'T JUST TAKE OUR WORD...



I have worked with Bryana on a couple of Sharp Shooter Campaigns and she is WONDERFUL! She is always so pleasant and a complete joy to work with. On our last campaign we had a couple of minor changes and Bryana made sure they were handled quickly and correctly. I love working with her. She is AWESOME!

DEBBIE B.



I'd like to thank Bryana and Ray personally for their patience and attention to detail with my first Sharp Shooter! I was apprehensive with the undertaking of a campaign of this size, but they answered all my questions and requests thoroughly.....in short, they are my Marketing Rock Stars! Couldn't have done anything like this on our own, so I am very thankful they are on our team. Shoutout to Heather who changed our mailer at our request at the last minute and made it pop! Appreciate all the effort given to our dealership promotion! Thanks again!

TISH W.



They always go above and beyond to get things done that i need! Yall ROCK over there and the development team is quick and amazing!

ALICIA B.

### OUR MISSION:

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

You do not rise to the level of your goals. You fall to the level of your systems.

- JAMES CLEAR



PREMIER Google Partner

- Google Analytics IQ
- Shopping Advertising
- Search Advertising
- Mobile Advertising
- Video Ads
- Display Advertising
- Google Tag Manager



Kawasaki

POLARIS

KTM

ski-doo



TRIUMPH

YAMAHA

SUZUKI

can-am





Eric Pedretti

Sales Director

# SHARP SHOOTER CASE STUDY

LOESS HILLS HARLEY-DAVIDSON®

predictablegrowthformula



Brad Cannon

VP of Client Success

## Protect your Gold



If you don't already know that email marketing is one of – if not the most- efficient ways to market, particularly when combined with direct mail, you're living under a rock.

In our boot camps, we talk about your customer list being the hidden gold in your dealership, and the most valuable asset you have that your accountant won't tell you about. It's that important.

Unfortunately, oftentimes most of the discussion of list quality is about physical addresses. I think the reason why is because it's easy to draw a correlation between bad mailing data and our bank account. If you have a garbage mail file and spend money to send mail pieces to it, when that returned mail comes back there's a VERY direct line from that mail piece's postage to the bank account. That hurts. Sometimes badly.

So let's change it up a little this go around. Let's talk about our email list.

Let's start with the perspective that your email list is the marketing weapon in your arsenal that has the absolute highest ROI of all. It's that important.

Now consider a major difference between email marketing and direct mail marketing:

If you send direct mail out to a bad list, and a lot of it gets returned, you're out real money. That sucks, but only the folks for whom you had bad addresses were actually impacted. The post office doesn't really care either, because you paid to drop off mail pieces and have them delivered somewhere. Doesn't matter to them if the final destination is your customer or your desk. It was paid for either way, and their costs were covered when you bought the stamp.

Email is different. You have a reputation as a sender, and that reputation impacts your overall deliverability. To put this in perspective, if the number of bad email addresses you send to goes

over a certain threshold, the ISPs (internet service providers) will start throttling the number of emails they even attempt to deliver for you. And the more you send to bad addresses, the more you get throttled, until you eventually get blacklisted, and they just stop delivering your mail completely.

So while bad hygiene for direct mail matters, it's actually more important for email because with enough bad addresses, even the good ones can get rejected.

So how do we make sure the list we use is clean? It starts with the understanding that accuracy is critical. Make sure that the addresses are typed correctly. Read them back as they're being input to be sure they're right.

Whatever you do, DO NOT put a cute place holder in the email field. I've seen things like none@noemail.com in some files. Some managers tell people to put that there so they can see that the employee actually asked for the address. \*\*News Flash\*\* if you see that, there is a 98% chance they didn't ask and they just put that there to shut you up.

The real problem with doing something like this, is that many email programs and providers do a quick check to make sure you're attempting to deliver to a valid address by checking for the presence of an "@" and ".", which all emails have. Including the cute example above.

Almost 100% of email programs on the market will initially attempt to send to this address. It will hard bounce. It will register a ding on the senders reputation. Enough dings, good emails start getting throttled. Lost opportunity.

You also want to make sure things are spelled correctly. Some common misspellings of domains that we see are "yaho.com" "gmial.com" "sgbglobal.com" "comast.com", among many others. Those (and literally thousands of others) are all going to bounce and create reputation

problems for the senders. We have to get it right.

I'll also mention the thing nobody likes to talk about, spam traps. There are typo traps (that catch misspellings like I just mentioned), pristine traps (designed to catch people who unapologetically spam), and recycled traps (the ones most likely to impact you as a dealer).

Recycled traps are email addresses that at some point were legitimate addresses but were for some reason abandoned and reclaimed by the provider. The provider monitors who sends emails to those addresses. Here's the important part: they NEVER open any of the emails or engage in any way with the senders. They watch those senders over time, and if they keep receiving emails from them, their reputation takes a hit. Enough hits, and they stop accepting any emails from the sender at all.

Believe it or not, ISPs measure engagement with legitimate email addresses as well, and if you are sending to people who never open your emails, your deliverability can suffer in that way as well. Accuracy and engagement are critical.

So, while it's really easy to see how bad physical addresses impacts the bank account, email accuracy is no less important. Arguably, maybe more so because trouble with email deliverability not only impacts the specific bad emails and the dollars they could represent but can and WILL impact your opportunities and dollars from GOOD email prospects as well.

If you want to talk more about email, and what we can do to push your results up to the next level, give us a shout and we'll show you Firestorm. The only industry specific email platform designed by powersports enthusiasts for the powersports industry.

Talk again soon.

Brad



### Dealership:

Loess Hills H-D gets its name from the corrugated, sharp bluffs formed from the last ice age, they can see just east of the dealership located new the Nebraska/Iowa Borders and the Missouri River. Just a short drive from Omaha, Loess Hills H-D has a beautiful 30,000 square foot showroom, providing their customers with whatever they need to hit the road in style.

### Solution:

This dealership isn't new to the Sharp Shooter Program, in fact, they've been using PSM Marketing to help achieve their growth goals for years. Many dealers feel like they 'own' their past customers because they've purchased from them in the past. Loess Hills understands that even the best dealership in the country can increase frequency of visits, reactivate lost customers and increase their annual customer value. So, we identified past sales, service and parts customers who've spent money with the dealership in the last four years and lived closest to the store.

Once we identified the 'Right Audience', we went after them with the 'Right Media'. We utilized over a dozen direct-marketing strategies to guarantee the target audience is reached multiple times leading up to the event. This drastically increases traffic and response to the survey site where we gather two pieces of information: 1) Contact Information and 2) What they want to buy from the dealership. This typically generates tons of leads for not only unit sales, but parts & accessories, Motorclothes and service as well.

Most marketers would tell Loess Hills H-D, that in order to sell more units, they would have to have a sale. The challenge with focusing on the sale, is that you alienate the 99% of customers who didn't have 'Buy a new bike' on their 'Top 5-things to do

list' that week. By focusing on their Ink And Iron Event Party, they got more folks to respond, and created many more sales opportunities for all departments and they got to hold more margin along the way.

### February Event:

This was their third 'Iron & Ink Party' Sharp Shooter Campaign. There were 81 surveys completed, which created a total of 72 sales opportunities in P&A, service, and riding gear, PLUS 12 responses for a new or used bike. Skin Mechanix was there for the event and ended up doing over 40 on-site tattoos! They even rolled 7 units in February in Iowa!



### Looking Forward:

What's next? Spring. March means Spring Kickoff Parties, St. Patrick's Day, Bike Week and many more reasons to kick off the Spring Riding Season. If you've missed out on January and February, this is what you've been waiting for. For more information on how the Sharp Shooter Program can help kickoff your Spring Season with a bang, give me a ring on my direct line at 877-242-4472 ext: 112 or check out more options at [www.PSMMarketing.com/Sample-Campaigns](http://www.PSMMarketing.com/Sample-Campaigns). Happy selling.

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

**Organized. Structured. Dependable. Creative. Positive. Clever.....the list of Heather's attributes are as numbered as the ocean is wide. She rolls up her sleeves every day to bring her absolute best to the team and to our clients. She does so with a quiet determination and sense of talent and design that is inspiring. Her scrupulous approach to her role sets the bar high for the whole team and is just one of the many reason her team has once again voted Graphic Designer, Heather Anthony, as this month's IAO Award winner.**

**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.**



Heather Anthony  
Graphic Designer

# The Voice of Customer Excellence Award Program



The Reviews & Rankings Score is a dynamic calculation that helps you identify where your dealership ranks in comparison to other dealers in the Powersports industry.

As part of the Local Web Dominator program, dealers are able to generate reviews via email or text message from their customers to proactively improve their level of service. Additionally, dealers are able to see how their team ranks against one another with the employee ranking dashboard on every review site.

Don't miss your chance for the prestige and recognition as one of the top performing dealers in the Powersports industry!

(National average is 5.10)



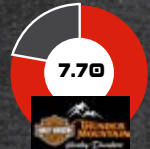
## THE PODIUM



WOLVERINE H-D®  
1st



RONNIE'S MAIL ORDER  
2nd



THUNDER MOUNTAIN  
HARLEY-DAVIDSON®  
3rd

TOP 3/10

4th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.32
5th	ENGELHART MOTORSPORTS - Madison, WI	7.19
6th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.16
7th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.01
8th	COWBOY HARLEY-DAVIDSON® OF AUSTIN - Austin, TX	6.95
9th	LINCOLN POWER SPORTS - Moscow Mills, CO	6.93
10th	HOT ROD HARLEY-DAVIDSON® - Muskegon, MI	6.93

## REVIEWS & RANKINGS LOCAL STAR: JEFF G.

## CHAMPION MOTORSPORTS ROSWELL, NM



Jeff is one the top 5% of Parts & Accessories associates in the entire industry. With over 135 5-star customer reviews, Jeff is not only outshining most of the P&A professionals across the country, but he's also setting the bar high for his peers in the dealership. One happy customer said about Jeff, "Jeff is always helpful every time I either call him or go in the store. He is extremely knowledgeable about the products and their vendors. When I do have to call in he is very responsive in getting back with me (unusual in today's day and time). - Bart" Nice job Jeff! Keep up the great work!

What do your customers say about your P&A team? Want to see how your employees rank 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.**

LOCAL WEB  
DOMINATOR

# SLOAN'S MOTORCYCLE & ATV

MURFREESBORO, TN



Tia Robinson

Digital Marketing  
Manager

## OBJECTIVE

Sloan's has been serving the Nashville area for more than 58 years. They pride themselves on not only providing the best selection of powersports toys for competitive pricing, but they also take great care of their customers after the sale. It's part of the magic that makes their customers so loyal and makes Sloan's such an industry icon. But, it's just a part of what goes into continuing to grow and build a successful customer-focused business in the powersports industry. Curtis Sloan is constantly looking for ways to innovate and drive high quality ROI for any programs or resources brought into the dealership. He's looking to drive sales & profits for the dealership, so his team can continue to provide outstanding products and service to their local customers.

## SOLUTION

Sloan's has been a long-time client of PSM Marketing, implementing different elements of the direct-marketing initiatives available for powersports dealers. Sometimes, Curtis will use all the marketing levers available to him, including the Sharp Shooter Program, the LWD program and the Firestorm website. Other times, he'll modify the levers he uses to ensure the highest balance of budget and lead generation (and follow-through) for the dealership. One of the most powerful combinations for ROI that Sloan's consistently uses is the Automated Emails through Firestorm Email, combined with the Onboarding element on his Firestorm Website.

Through the Onboarding technology, when a customer visits an inventory page on [www.SloansMotorcycle.com](http://www.SloansMotorcycle.com), they will get a dropped into an automated marketing email sequence. This gives the Sloan's team multiple opportunities to reach out a customer who has not yet filled out a form on their site but who is placed further down the sales funnel based on their website browsing history.

And then the automated marketing does the heavy lifting by emailing customers and inviting them into the dealership – without the sales and marketing folks having to lift a finger. It's all set up and running seamlessly in the background to continue generating more and higher quality leads for the dealership.

## RESULTS

The team at Sloan's can see every onboarded customer who visited their site and track their activity. This technology allows the team to see that this customer "George" recently purchased a Goldwing (customer photo taken with the Reviews & Rankings Mobile App).

But, since buying this bike last summer, George has been on [www.SloansMotorcycle.com](http://www.SloansMotorcycle.com) over 100 times in the past 30 days. In the Onboarding screen of the LWD program, the sales team can see EXACTLY which vehicles George is looking at and what pages he's visiting.

Plus, George is getting automated emails sent to him as part of the Marketing Automation email sequence set up in the Firestorm email platform – which encourages George to return to the website and to visit the dealership.

Most of the challenges with marketing is the time to implement. With the onboarding technology linked up with Firestorm Email platform, Curtis is able to hyper-target his marketing to people who are most likely to make a vehicle purchase...soon

This is just one example of the 600+ customers that have been browsing the site in the past 30 days alone. Does your email marketing platform and website combination provide you with this level of killer customer and lead content? If not, we'd love to show you how this technology works.

Give us a call today to schedule a FREE Demo of the Firestorm Website platform: 877-242-4472 or visit us online at [www.PSMmarketing.com](http://www.PSMmarketing.com).

