



# ASK TORY

Tory Hornsby  
EVP



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

**We quantify the results of individual marketing campaigns, but it feels like we're missing something.**

It sounds like you're on the right track with individual campaign tracking... keep it up. What you're missing is tracking the bigger picture. This reminds me of one of my past experiences.

In the late 90's, as a young Tory, I became the Sales Manager of a Powersports dealership. I was so pumped and ready to jump in and make a difference from day one. I had read books, consistently absorbed info from the industry trade magazines, and learned a lot about what to do from my previous Sales Managers. Of course, they also taught me a ton about what NOT to do.

I still remember my very first sales meeting. I wanted it to be perfect. I had been taught the importance of having a written agenda for every meeting, so I printed out a copy for each attendee. The agenda included product knowledge, sales training, an overview of current incentives, and monthly goal setting.

During the goal setting session, I asked each of my salespeople, "How many units you gonna sell this month?" The first one said, "32 units." He had never sold over 30 units before, so we all celebrated this big goal! We hooted and hollered, and I excitedly wrote down his 32-unit goal on the board and moved on to the next salesperson.

When I asked salesperson two, I could see his wheels spinning because he normally sold more than the first guy. So now... there was no way he could say less than 32. He said, "put me down for 37 units!" That was also more than he'd ever manage to get out the door, so we hooted and hollered again, and I wrote down his 37-unit goal on the board.

Once we finished the individual goal setting exercise, we set the dealership's monthly goal. As you can imagine, it was HUGE. We worked so hard, pushing every unit out the door we possibly could to hit that goal and when the dust settled at the end of the month.... we didn't even come close!

We had set an unrealistic goal that was based on hype and feelings instead of facts and data. Over the next couple of months, I learned that there were only 2 ways a salesperson can increase their sales, and setting an unrealistic goal wasn't one of them.

1. Work with more customers.

If a salesperson normally works with 100 customers, increasing that to 120 will result in more units sold. This can be accomplished by being hungrier and getting more showroom ups, answering the phone more often, following-up with Be-Backs (the Be-Back bus usually doesn't come back



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Rod Stuckey  
Founder & CEO

# APRIL SHOWERS BRING MAY HORSEPOWER

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER

ISSUE #115

I'm a big fan of persistence and stick-with-it-ness. The U.S. Military Academy conducted a study of what the top characteristics were for the highest performing elite military personnel, and it wasn't their I.Q. or athletic ability. It was GRIT, which they defined as: Perseverance and Passion for Long Term Goals.

Unfortunately, all persistence isn't created equal. Many folks believe if they just show up day-in and day-out and keep doing what they've been doing things will fall into line and eventually improve. This approach of "more, longer, harder," and "more of the same" is badly flawed.

Edison's light bulb, Ford's automobile, and Watts' steam engine are all examples of smart persistence. Spending days trying to push a 750-pound iron sled up a mountain until eventually dying of exhaustion is not smart persistence. A different approach of say, working on a conveyor or pulley system is likely the better method.

Investing grit and stick-with-it-ness in a futile and failing endeavor is not admirable or productive, but it is very expensive. Just look behind the curtains at our government for plenty of examples, they have this down to a science.

I see a stubborn and ignorant persistence in dealership advertising all the time. It's being generous to say that 90% of the overall population doesn't ride motorcycles. It's likely more like 95%. And every bright-eyed green pea advertising peddler (and unfortunately some naïve OEM execs) out there think targeting that 95% of non-riders is the secret sauce for growing our industry. Wrong. Wrong. Wrong. Futile. Futile. Futile.

It's statistically proven that the influence of friends and family is what grows new riders. And, it's statistically proven that within our 5% of existing riders we have a lot of churn, folks coming and going for a multitude of factors including the inherent risk and expense of our sport.

Like most in the industry, I too have concerns about our next generation of riders, or lack thereof. And, I don't completely blame video games and social media (like I often hear). My

son plays motocross video games when he's not riding, and his Instagram feed is nothing but motorcycles. That's not necessarily a bad thing for our industry. The only time I got to see a motorcycle on TV was when Chips came on.

But I had something he'll never experience as a young rider. All my closest neighborhood buddies had motorcycles and ATV's (influence of friends). Nearly every day we'd meet up at the local vacant lot or construction site and shred it up. I grew up 15 minutes south of the Atlanta airport and we had riding areas everywhere. The 50 acres or so behind the church around the corner was epic, the land that now holds the local Home Depot used to be a favorite track of mine. I could go on and on with all of the "ask forgiveness, not permission" places that I rode back in the 80's. By the way, I started riding because of my Dad and Uncles.

Fast forward to today and land is scarce in most suburban areas which eliminates possible riding spots. And even if there was land, nobody in their right mind would knowingly allow riders due to the ambulance chasing attorneys who've created an environment where liability and exposure are top of mind.

A large portion of street bikes sold are to Gen X'ers and Boomers who rode dirt bikes as a kid. Those adults have it in their system and have a solid riding foundation. Selling a full-size street bike to someone who has never ridden before happens less than you may think, and when it does it's always sketchy watching them ride out of the parking lot.

Getting kids involved in the sport today has a big impact on the health of the industry 20 to 30 years from now. I know we have striders with electric batteries and throttles and that's cool. And the industry is hoping electric motorcycles will combat some of my previous points, but we all know the purists are going to put up a fight. But, I digress...

My point is being persistent and gritty targeting non-riders, hoping that you'll convert them into riders, is just plain ineffective. As opposed to (smart) persistence of targeting known riders in your backyard with a one-to-one, compelling, and relevant message inviting them down to the

dealership for a shindig to hang out with other known riders. This strategy, when stuck to for an extended period, begins to combat churn and increase retention. It can also help grow new riders because riders invite their friends and family to join them, and many will even bring their kids along.

No this isn't a magic bullet or a quick fix, but small smart choices plus time can impact big change over the long haul. And if every dealership in the nation focused on creating a fun and exciting experience for their customers, we'd see interest from kids and new riders and increase the retention of existing riders. It would be a rising tide that raises all ships. So be gritty and be persistent with your advertising decisions this spring selling season and beyond by targeting known riders!

For more information on how Powersports Marketing can help you sell more units and have more fun, contact us today at [www.psmmarketing.com](http://www.psmmarketing.com) or at 877-242-4472.

BEING PERSISTENT AND GRITTY  
TARGETING NON-RIDERS,  
HOPING THAT YOU'LL CONVERT  
THEM INTO RIDERS, IS JUST  
PLAIN INEFFECTIVE.

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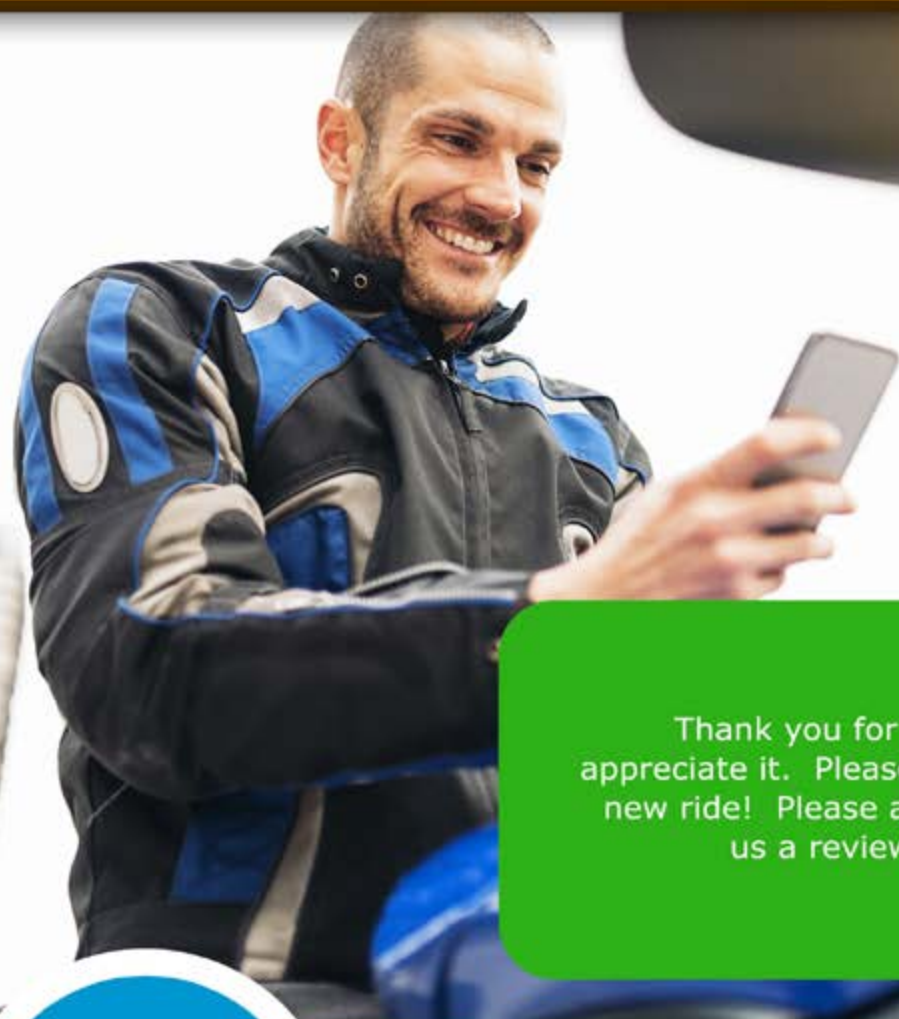
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## CASE STUDIES:





## Grow 5-Star Reviews Through Text or Email



Matt,

Thank you for your business. We really appreciate it. Please enjoy this photo of your new ride! Please also visit this URL to leave us a review: [www.reviewsiteurl.com](http://www.reviewsiteurl.com).

Thanks, Randy

**FREE  
DEMO**

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



## DON'T JUST TAKE OUR WORD...



I've been working with Taylor on and off for the last year as our dealership has implemented more and more PSM into our marketing strategy. Taylor is always prompt to respond to any questions I may have in regards to their products/services, and goes above and beyond when it comes to making sure we are taken care of. I would give a 10 star if I could

DALTON D.



Allison is like a google ninja! She knows the game she is playing and plays it very well!!!

RYAN S.



Thanks for the GREAT EVENT & ALL your SUPPORT! 10/10 5 stars!

DOUGLAS B.

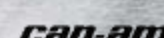
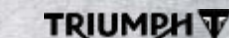
### OUR MISSION:

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

“One form of perseverance is the daily discipline of trying to do things better than we did yesterday.”  
-ANGELA DUCKWORTH,  
GRIT: THE POWER OF PASSION  
AND PERSEVERANCE



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







**Eric Pedretti**  
Sales Director

# SHARP SHOOTER CASE STUDY

BAY CYCLE POWERSPORTS

predictablegrowthformula



## Dealership:

Founded in 1966, Bay Cycle Powersports is Eastern and Mid-Michigan's award-winning Honda and Arctic Cat dealership. For over fifty years they've been taking pride in bringing the area the best in sales, service, parts and accessories. Their modern facility and knowledgeable staff make it fun and easy to shop for their customer's dream ride or utility vehicle.

## Solution:

For their first Sharp Shooter Event, they decided to market to 2,500 past customers. Using a nice mix of active and inactive customers, they knew they could reactivate customers who hadn't spent money with them in the previous year and start the process of increasing frequency of visits of their active customers. Long-term, the Sharp Shooter Program increases the number of customers actively spending money with them and how much they spend, by getting them all to walk through the door more often.

One of the biggest challenges in marketing in the Powersports Industry is getting the message in the hands of the right people. The Sharp Shooter Program ensures the message isn't delivered once, but multiple times by utilizing up to 12 direct marketing touches. By giving customers more opportunities to respond to the marketing, we increased the amount of traffic on event day and the number of leads being generated. Bigger picture, we've learned Powersports Dealers need to touch their Buying Base a minimum of 52-104 times per year to increase retention and grow market share. The more you touch your customer base, the more responsive they become and over the course of the year, more of them walk through the dealership's doors more often and the business grows.

The message we utilize is focused on inviting customers to a party. By focusing on what the customer wants (things like food, drinks, door prizes and demo rides), the dealership gets more of what they want (more P&A, service and gear sales and a few

more units out the door). The reverse is also true: focus on the sale and you will alienate the 99.99% of customers who don't have 'buy a motorcycle' on their list of things to do this weekend. Long-term, customers never get tired of being invited to a party so they end up walking through the doors more often and when they're there, they can't help themselves but to spend more money.

With so much marketing going out the doors, it's important to have it hit customers at just the right time to really maximize the response from each media. Our marketing begins hitting customers roughly 10 days before the event and gives them a different opportunity to respond to the survey site (to generate leads for every department) almost every day leading up to event day.

## Results:

Over their 3-day event last month (Thursday-Saturday), Jennie said, "We sold 4 units on Friday, 2-3 on Saturday, parts had a really big day and our other departments saw an increase as well." They've already picked out their campaign for April.



Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 143 responses including 101 sales opportunities in Clothing, P&A and Service, PLUS 37 responses for a new or used unit!

## Looking Forward:

April is one of the best months to market to your buying base all year! Spring will have finally arrived in every corner of the country, and after the winter we had this year, cabin fever will be at an all-time high. Take advantage of emotions running high and invite them into the dealership with a Sharp Shooter Campaign. You'll thank me later. For more information on how the Sharp Shooter Program can help with your growth goals for 2019, 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.



**Brad Cannon**

## VP of Client Success

Last month I talked about email list hygiene, and explained why it matters. I also touched on engagement, and I'd like to talk a little about that this month.

So what is engagement?

Engagement is when a recipient takes some action on an email. They can be both good and bad.

Good engagements are opens, clicks, forwards, re-opens, movement to sub-folders from the inbox, and prints. Yes, they know when you print emails. Creepy? Yeah.

All of these types of engagement are positive, and help improve your reputation as a sender with the IPS (internet service providers).

There are bad engagements as well. Movement to the junk folder, unsubscribes, and of course spam reports, will all harm your reputation with various providers and can lead to your emails being undelivered or delivered straight to the junk folder.

No engagement at all is also bad. Providers see this as you sending emails to people who either aren't expecting to get emails from you, or don't care about what you're sending.

We oversee the sending of over 12 million emails per month, and as you might suspect I get to see the good, bad, and ugly. We have high quality senders who have great open and engagement rates, and some who seem to be trying to put on a clinic of how not to do email.

Let's walk through a couple of the basics of good email.

First – people want to hear from people. The WORST POSSIBLE “from” address is

## It's All About Engagement



“donotreply@”. Don't do it. Although not nearly as bad – but still not good – is “sales@” or “marketing@”. These are not people. Make your email from a person and you'll see a bump in open rates. Better still, we've proven with the data that emails coming from a female get an even better bump.

Second – your subject line needs to make people want to open your email. We have some dealers who think that the secret to getting people to open emails is TO TYPE THE ENTIRE SUBJECT LINE IN ALL CAPS WITH LOTS OF EXCLAMATION POINTS!! AND ONLY MENTION ZERO % FINANCING RIGHT NOW!!!

For the love of God, please stop. Stop yelling at me. At any given point in time, a small fraction of your buying base is ready to get a new unit, and they were just put off by the all caps subject line. As the recipient, it makes your emails remind me of the used car salesman on TV who runs around slapping hoods, yelling at me. Never bought anything from him either.

Great subject lines use one of the proven drivers of response in a smart way. Curiosity, desire for gain, and fear of loss are where magic happens. Rather than the all caps, veins sticking out screaming headline, it would be better to try something like

- 5 things to get your ride ready for Spring
- Look what's just in
- We're celebrating this weekend!
- The 3 most important safety checks

The idea is to create headlines that make folks want to click to see more. If you have subject lines that basically give out the content – and the

content is a shallow sales message – they've seen all they need to in order to ignore it.

Once we get people to actually look at your email, we want to get them to take some additional action. Click something. It shows better engagement, and hey, could lead to a sale!

There seems to be a practice that is beginning to spread, and it's a bad one. There are folks who are creating emails that are just banner graphic after banner graphic, like a stack of little billboards one after the other. Many times, they aren't linked to anything to take you anywhere, and if they are, you wouldn't know it because there's no call to action.

Your content needs to have text, not necessarily tons of it, but there needs to be text. Say something.

There needs to be a call to action, or better yet, several of them. For different departments. Cast a broad net to catch a lot of fish. We give webinars every week that show you how to do this and generate leads for every department.

Good practice leads to good deliverability, good engagement, and the real goal, which is sales.

Spend the time to get your email sending up to snuff, and you'll find that it will reward you with the best ROI of nearly any marketing you can do.

Give us a shout and get your invite to one of our Firestorm Email webinars where we show you the best practices in action, and how they can impact your dealership.

Talk soon.

Brad

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Alyssa is one of those people that makes the hard stuff seem easy. She's the newest member of the Firestorm Website team and this chick is a freaking sponge with an impressively positive outlook on everything. She jumped in feet-first and started making such huge contributions in a very busy & unpredictable environment. She's unflappable; Calm and cool as a cucumber. The team loves her and our clients are in for a treat as they get more of an opportunity to work with Alyssa in the near future.

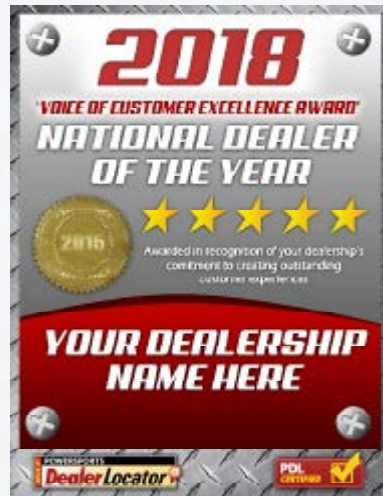
The IAO Award is a peer-voted award recognizing someone each month that embodies the 'Improvise, Adapt, and Overcome' philosophy. Check back each month to see if your favorite Powersports Marketing team member won the award.



**Alyssa Hines**  
Digital Marketing  
Coordinator



# 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.

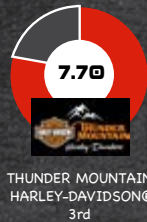
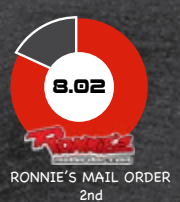
As part of the Local Web Dominator program, dealers are able to generate reviews via email or text message from their customers to proactively improve their level of service. Additionally, dealers are able to see how their team ranks against one another with the employee ranking dashboard on every review 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 5.06)



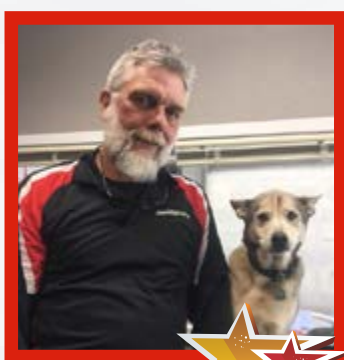
## THE PODIUM



TOP 3/10

4th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.33
5th	ENGELHART MOTORSPORTS - Madison, WI	7.17
6th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.16
7th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.01
8th	LINCOLN POWER SPORTS - Moscow Mills, CO	6.94
9th	COWBOY HARLEY-DAVIDSON® OF AUSTIN - Austin, TX	6.94
10th	HOT ROD HARLEY-DAVIDSON® - Muskegon, MI	6.93

## REVIEWS & RANKINGS LOCAL STAR: GREG L'HEUREUX



Greg has joined the ranks of the nation's highest ranked professionals in the Powersports Industry. As the Service Manager, he is setting the example for his team and for Service professionals across the country. His customers are more likely to be repeat service customers thanks to the 5-star service they get from Greg at Coleman Powersports Woodbridge. With over 125 authentic customer reviews, Greg's team has the bar set pretty high for them with his example. Nice job, Greg!

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.**



## DALE'S FUN CENTER

VICTORIA, TX



Tia Robinson

Digital Marketing Manager

### OBJECTIVE

Dale's Fun Center has been a family owned business since 1980. Dale & Janet Stubbs created a dealership in Victoria, Texas to bring the passion and joy of riding to all their customers. They proudly sell and service Kawasaki and Honda motorcycles, ATVs, Jet Skis, and UTVs.

While their dealership has a small family feel to it, they want to be able to share their enthusiasm and passion for the powersports industry with as many people as possible. In fact, that's part of Dale's mission. And to do so, they know that they need to help potential customers discover Dale's Fun Center through the number one means of searching - Google.

### SOLUTION

Dale's Fun Center started a Google Ads campaign when signing up for the Local Web Dominator program. By targeting their local market with keywords that are relevant to their brands and product lines, they are able to attract new customers searching for what they sell and who live in their backyard.

When customers know about Dale's Fun Center they can simply search for the dealership name or visit the site directly. In those cases, Google Ads don't provide much value, so running a campaign that features their business name as a keyword wouldn't yield a very solid ROI.

However, the powersports enthusiasts that do not yet know about Dale's Fun Center - but are searching for what they sell - are able to consider Dale's thanks to a targeted Google Search campaign that includes brand and product keywords, such as Honda Rancher or Kawasaki Mule, etc.

### RESULTS

By targeting the local market with product-specific keywords, Dale's Google Ad campaign is able to generate a HUGE ROI - quantifiably. Over the past 30 days, the campaign was seen by over 7,000 powersports enthusiasts searching for Kawasaki or Honda products in their back yard. Of those potential customers, 452 clicked an ad and visited the DalesFunCenter.com website. That's just over 6% Click Through Rate...which is pretty solid.

But, the real magic happens in the conversions (those are people who did more than just click an ad - they called the dealership or filled out a form). In the past 30 days alone, the Dale's Fun Center campaign has generated 57 conversions! Of the 57 conversions, 44 of them were form submissions on their website and 8 of them were phone calls to the dealership. In just 30 days! With a 10% closing ratio, the team at Dale's Fun Center could have sold 4-5 units in the past month just from their Google Ads campaign. Woah!

Does your advertising provide that level of quantifiable ROI? Are your Google Ads campaigns generating that many quality conversions for you each month? Give us a call today to learn how our team of Digital Marketing Specialists are able to generate those kind of results consistently for our clients: 877-242-4472 or visit us online at [www.PSMmarketing.com](http://www.PSMmarketing.com).

