



ASK TORY

Tory Hornsby
EVP



To have a question featured in an upcoming article, email marketing@powersportsmarketing.com

How do can I market to my website visitors if they don't fill out a form?

Did you know that 80% of a powersports dealer's website page views are of their in-stock inventory, 15% is their home page and 5% is all other pages combined?

There's a lot to be done with this data, but I want to focus on where the majority of your traffic goes. Here's why... 80% of your page views are of inventory, but only 2% of visitors fill out a lead form and become a lead. It's really unbelievable if you think about it.

What's happening to 78% of your website prospects?!

If you think they're just wasting time kicking tires online, think again. People don't waste time shopping for things they're not interested in. When's the last time you looked at performance hot rod parts on www.summitracing.com. For me it was recently, and I'll buy from them (or Jeg's Performance) in the near future. If you were browsing on Summit Racing's website, you're extremely likely to join me.

Again, people don't shop for things they're not interested in, and when someone is on your website, there's a desire or need and they're likely to buy something in the near future. The question is, what can you do to increase the odds that it will be from your dealership instead of from a competitor?

A few years back, Harley-Davidson disclosed that their average customer had to have 29 impressions (or touches) before they bought. They defined these touches as a dealership visit, a website visit, direct mail, email, phone calls, online ads, when prospects engage on social media, etc. The best way to increase the likelihood of gaining business from the 78% of prospects who are browsing your inventory but leave without filling out a form is multiple touches. Stay on them and give them a real reason to respond.

Wait a minute... if they leave your website without filling out a form, there's no way to know who they are. How could you market to them?



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Founder & CEO

USING CLEAN DATA TO IMPROVE MARKETING TO YOUR MOST VIABLE AUDIENCE

ULTRA
MARKETING
MACHINE
NEWSLETTER
.....
ISSUE #116

Running a dealership is damn hard. Parts and Accessories, Service, New Sales, Used Sales, and F&I can each be viewed as a business within the business; and none of them are easy businesses to run. Then you have the Accounting department, another critical department that requires time and attention. And while Marketing may not be a department, it is another very real and important responsibility of the Dealer Principal.

But wait, there's more... whether you realize it or not, you're also responsible for managing your Sales Prevention and Loss Prevention departments.

If you're like most dealers, you spend countless hours trying to figure out ways to boost sales across all departments. But the reality is, there's a difference in doing deals, and doing clean deals. And, there is a difference in making money, and keeping that money.

Unfortunately, all businesses have a Sales Prevention department. It's that one person who answers the phone in a rude voice tone. It's that other employee who doesn't return a phone call as promised. It's the sales person who doesn't follow the process and loses the deal. It's the Parts Manager who doesn't replenish stocking items in a timely manner; the examples go on and on.

Then there is your Loss Prevention department. And, I'm not just talking about shop lifting and employee theft.

There are countless different ways a dealer can have holes in the bottom of the bucket.

Warranties not being filed in a timely manner and parts not getting returned, co-op improperly filed or not filed at all, obsolete P&A, and parts returns to vendors missing deadlines and losing eligibility, ancient and over-appraised used inventory, abandoned service units, contracts funding, and on and on. These are all tough best practices to master, but they are at least on the radar of most good operators.

However, the Loss Prevention department has many challenges that even the best operators can overlook. One we often see here at PSM is no capture of customer or prospects

name, physical address, and email address. In analyzing over 800 dealer data bases the average dealer has 43% with missing or inaccurate physical mailing address, meaning they only capture this information 57% of the time. Email is only captured at 25% of total records, leaving a 75% shortfall, and on average the phone number is only accurately captured 56% of the time.

When you invest in your website, facility, and other advertising you're not just paying for the customers who buy from you, you're paying for every walk in, phone up, and web lead regardless of whether they buy or not. As I've said in this newsletter a hundred times, your customer database is your number one asset.

You would think that for this reason, regular database maintenance (hygiene) would be normal and customary. But, it's not. It's usually just too far down the list.

And if maintaining your DMS database isn't enough of a headache, now the ISP's (Internet Service Providers) are cracking down on email marketers in an effort to combat the excessive and never-ending spammers and junk email. I won't get into all of the details, but it's safe to say that if you keep sending email blasts to your entire list and don't start performing proper email list hygiene, your list will get the attention of the ISP's and your deliverability and opens will be dramatically impacted (for more detail read Brad's article on page 3).

Several great entrepreneurs have been quoted as saying some variation of, "You can take away all of my money, my wealth and my assets, but leave me my customer list and I will have it all back in short order."

This is why capturing and maintaining customer data is so important.

Your existing customers who have spent money with you in the past are the most likely to spend money with you in the future. This is the number one target audience you have with regards to your marketing. The 2nd most accurate target audience to market to is those who've visited your brick and

mortar and/or website but have yet to make a purchase from you. The 3rd group is very far behind because you don't have any data on them. This is that group of customers who are enthusiasts of the products you sell but have never been to your store or your site. This is the most elusive and expensive group to earn their business. Except for going after non-enthusiasts and trying to convert them, which as we've talked about is just plain dumb.

The most effective media to market to your customer base is email, direct mail, and the telephone. Social media is okay, but it doesn't have the 1-to-1 personal messaging capabilities, and without boosting posts nowadays, very few posts are actually seen by your followers.

Recruiting, hiring, and training, team members to manage Sales, Parts, Service, F&I and Accounting are not easy, but are do-able as there are lots of resources available for these positions.

Hiring a marketing expert who understands the unique intricacies of the motorcycle business is very, very, rare. The goal of your marketing is NOT to just spray and pray a, "Wanna Buy a New Vehicle From Us?" message every month.

Your marketing should be prioritized to build solid relationships with your most viable target audience and generate a steady flow of sales opportunities for every department in the dealership.

And our Local Web Dominator program featuring reputation management and automated email marketing as well as our Sharp Shooter marketing system all include the most viable media, to the most viable market, with the most relevant and compelling message.

To learn more contact us at 877-242-4472.

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IN THIS ISSUE:



Page 3

**DIGITAL
MARKETING:**
Breaking up is hard
to do.

**REVIEWS & RANKINGS
LOCAL STAR:**
Angel Ortiz
Empire Harley-Davidson®

Page 4



Page 8

ASK TORY:
How do can I market
to my website visitors
if they don't fill out a
form?



HARSH OUTDOORS
EATON, CO
Page 5



HONDA OF COVINGTON POWERSPORTS
COVINGTON, LA
Page 6

CASE STUDIES:



FIRESTORM WEBSITES

More Leads. Higher Quality. Each Month. Period.

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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...



Appreciate PSM Marketing Staff! Everyone at PSM Marketing has been great to work with. However, I have dealt with Taylor on a regular basis and will leave this review about him specifically. He is an awesome combination of knowledge and patience. As a new salesperson, I have found the two characteristics to be refreshing in the training of the utilization of the PSM tools.

BETH H.



I'd like to thank [the PSM team] 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.



Great Customer Service! Alyssa did a great job of adjusting settings on our new Website. The Website looks great and has definitely increased traffic to our online presence. Thanks for the quick response time and inviting new website presence!

JOAN H.

OUR MISSION:

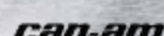
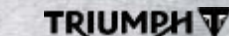
To enrich lives by providing powerful turnkey marketing, so people, businesses and our economy can thrive!

We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.

-WALT DISNEY



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





Eric Pedretti
Sales Director

SHARP SHOOTER CASE STUDY

HONDA OF COVINGTON POWERSPORTS

predictablegrowthformula



Brad Cannon

VP of Client Success

Breaking up is hard to do.



Breaking up is always tough. But sometimes you have to do it for your own best interest. Take email, for example. Sometimes you just have to let folks go. It's for your own best interest.

There's been a common mindset over the years that email is basically free, and all you need to do is grow your list, send them emails forever, and you're good to go.

But your list is like an apple tree. And you have to treat it like one.

As an apple tree grows, it begins to produce fruit. Kind of a no-brainer, right? But as the tree matures, and the branches get bigger, longer, and new branches grow, something happens. The new branches grow in every direction. They point up, down, back towards the trunk, away from the trunk – it's very organic and chaotic. As the tree continues along this path of growth, your natural thought might be that with all those branches, it would produce a lot more fruit.

And you'd be wrong.

All that uncontrolled growth over time actually reduces the amount of fruit the tree can produce. What the tree needs is an apple farmer.

The apple farmer steps in and as the tree grows, manages the growth by thinning the branches, cutting off the ones that point in crazy directions that could never bear fruit and may actually harm the tree by rubbing against other, good fruit bearing branches and damaging them - ruining the harvest. He makes sure only branches that point away from the trunk and are healthy remain on the tree. Doing so insures that each tree bears the most fruit possible.

Your email list is the same. Most lists are grown organically, from newsletter sign up forms,

marketing initiatives, counter sales, quote requests, and a hundred other ways. That's great, and how it needs to happen. But just as in the case of the apple tree, that list needs to be pruned occasionally to maximize its potential. Your list needs to be pruned.

I wrote last month about engagement, and that is one topic that importance can't be overemphasized. ISPs (Internet Service Providers) use engagement metrics (opens, clicks) to determine if you are a good sender or not. If you're sending emails that never get opened or clicked, they assume that the recipients don't want to receive your messages, and therefore you must be a spammer. You don't want to be put in that category.

Over the past decade, email SPAM has become a very expensive problem in the internet community that service providers have been forced to deal with. According to M3AAWG (Messaging Malware Mobile Anti-Abuse Work Group – the ultimate email regulatory authority recognized by service providers) in 2014 90% of all email traffic was SPAM, with an estimated actual cost of over \$20.5 BILLION dollars worldwide. The estimate at that time was that if allowed to grow at the same rate, within four years the cost would balloon to \$198 BILLION annually.

Needless to say, over the past five years, service providers have been significantly tightening down on email senders and traffic in an effort to combat the astronomical rise in the cost of SPAM by implementing a litany of new checks and balances to make sure that senders are legitimate, and recipients actually wish to receive emails sent.

If you're put into the SPAMMER bucket by ISPs, you could see a reduction in open rates and clicks. This is because while your emails aren't bouncing (the addresses exist), the ISP's internal filters are

either quarantining your emails or sending them to junk folders – but you won't know that directly. ISP's won't report that back to you, because if you really are a spammer, they don't want to let you know they're on to you.

So how do you 'prune' your list?

The first thing you can do is remove people who haven't opened an email from you in a long time, and clearly won't be any time soon. If you send weekly emails, and someone hasn't opened and/or clicked one in a year, it's time to make a decision on what to do with them. The first step is to send them an email asking if they still want to receive your emails. Ask them to click a link in the email if the answer is yes, or click an opt out link (or do nothing) if not. Clicking the yes option is engagement, clicking no or doing nothing tells you what you need to know as well to make a good decision.

The second thing you can do is send messages that appeal to your whole list and make them want to open them. I wrote about that last month, and you can see that article on www.powersportsmarketing.com in the articles drop down on the marketing best practices tab. I've still got a lot more to say on that subject though, so stay tuned.

The bottom line is that having an active, engaged list is absolutely foundational to insure that your messages get where they need to go, and bear the most fruit for you. If the list is bad and doesn't get delivered to, the message doesn't matter.

Need help? Give us a call: 877-242-4472.

Talk soon.

Brad



Dealership:

Honda of Covington Powersports is a Honda Powerhouse Dealer located on the Northshore in Louisiana. They are a three-time proud recipient of the prestigious Council of Excellence Award. Managing Partner and General Manager Laurie McCants showcases their commitment to their customers by stating, "At Honda, our philosophy has always been centered on strong customer focus and we look forward to working with all the outdoor enthusiasts." She leads a team of Powersports specialists with many years of expertise and knowledge, ready to assist any type of rider.

Solution:

For their first Honda Demo Event on April 20th, they decided to market to 3,000 past customers and 1,000 conquest prospects who ride what they sell, live in their backyard but hadn't bought from them. Using a nice mix of active, inactive and conquest prospects, they knew they could reactivate customers who hadn't spent money with them in the previous year and drive some new blood through the door. The ultimate goal is to increase the number of customers spending money with them over the next year and increase how much they spend, by getting them all to walk through the door more often.

The Sharp Shooter Program uses up to 12 direct marketing touches to guarantee the marketing isn't getting delivered just once, but multiple times. By giving customers more opportunities to respond to the marketing, we increase 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.

Many marketers believe in order to sell something, you have to have 'A Sale.' We don't buy into that. 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% of customers who don't have 'buy a unit' 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're like kids in a candy store...they can't help themselves but to spend more money.

Timing is critical with so much marketing going out the doors, so it's extremely important to have it hit customers at just the right time to 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 Custom URL (to generate leads for every department) almost every day leading up to event day.

Results:

Jason Wilson, Honda of Covington's Operations Manager, said, "We had BIG turnout and the traffic was a little overwhelming...ended up selling 23 units between Friday & Saturday with a good number of demos on the new Honda Talon on Friday." Jason and the team are already planning their next campaign.

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 123 responses including 108 sales opportunities in Clothing, P&A and Service, PLUS 43 responses for a new or used unit!



Looking Forward:

May is one of the best months to market to your buying base! Spring will have finally arrived in every corner of the country, plus you have Mother's Day and Memorial Day. What more could you ask for? Check out the inserts for some killer campaign options and for more information on how the Sharp Shooter Program can help you achieve your growth goals in 2019, call me on my direct line 877-242-4472 ext: 112. Happy selling.

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

According to Webster's, GRIT is: "courage and resolve; strength of character." Well, that is still an understatement when you think about all that our Developer, Cory Harkins does for our team. He literally tackles all the challenges we throw at him every day. Then brushes himself off and says, 'Thank you sir. May I have another!' This guy has some grit, that's for sure. It's one of the many reason Cory continues to grace the hall-of-fame for IOA Award Winners. Great Job, Cory. Keep smiling!

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.



Cory Harkins
Web Developer

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 5.02)



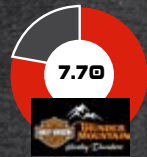
THE PODIUM



WOLVERINE H-D@
1st



RONNIE'S MAIL ORDER
2nd

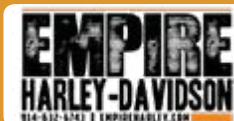


THUNDER MOUNTAIN
HARLEY-DAVIDSON@
3rd

TOP 3/10

4th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.33
5th	ENGELHART MOTORSPORTS - Madison, WI	7.22
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	6.97
9th	COWBOY HARLEY-DAVIDSON® OF AUSTIN - Austin, TX	6.95
10th	INTERSTATE HONDA - Fort Collins, CO	6.90

REVIEWS & RANKINGS LOCAL STAR: ANGEL ORTIZ

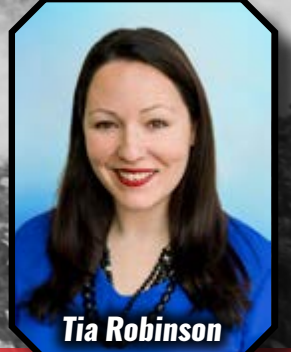


We featured Angel, the Assistant Sales Manager at Empire Harley-Davidson, a few years ago as one of the top 5 highest rated Sales Professionals in the Powersports industry. Fast-forward 3 years and Angel is now THE HIGHEST customer rated sales professional in the entire country! WOAHA! With over 375 customer reviews, no other sales professional has generated more love from his customers Angel has. And the number of happy customer reviews keeps growing. Way to smash through the National Leaderboard and set the bar sky-high for your peers in the industry. Keep up the great work, Angel. Can't wait to see your reviews in 3 more years!

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.**

LOCAL WEB
DOMINATOR

HARSH OUTDOORS



Tia Robinson

Digital Marketing
Manager

EATON, CO

OBJECTIVE

Harsh Outdoors is committed to the prospect that your work is FUN and your FUN is OUTSTANDING. Their football-field sized showroom is built to house all the accessories for the huge variety of vehicles, equipment and gear to have fun and get the job done.

One unique point about the team at Harsh is that they customize the buying experience and the product recommendations to best fit the unique needs of each customer. They foster a relationship with their customers to help ensure whatever they buy fits all their needs.

Because that unique, hard-working, relationship-building atmosphere is part of their culture at the dealership, the folks at Harsh Outdoors want to ensure their marketing and digital presence mirror that as well, most importantly that their website shows who they are and how they are able to serve their customers.

SOLUTION

Jim Brown, the Dealer Principal, wanted to take his generic website and create something that – like his team – would wow their customers. So, he chose the Firestorm Website platform that enabled him to have a totally custom web design, not something soulless and cookie-cutter, while using a format that was proven to generate leads.

Harsh Outdoors has huge and eclectic selection of products and brands that they offer for all outdoor enthusiasts. It was important to the team that those were all clearly displayed on the new website, while maintaining a clear, easy-to-navigate, experience for his customers.

And, Jim recognized that the primary function of his website was to generate leads for his team, so the Firestorm Website platform created a win-win opportunity for him.

RESULTS

By creating a streamlined browsing experience with a clean, clear call-to-action, the team at Harsh Outdoors has seen a 1,000% increase in leads for the past 10 months, compared to the same 10 months the year prior.

Nope. That's not a type-o. That's a One Thousand Percent increase in leads on the Firestorm Website platform....on average (that means some months saw an even larger increase).

The transition to Firestorm Website allowed Jim and his team to show their Huge selection of product types, while keeping their site clean and easy to navigate. They also get to have a fully customized design that illustrates the culture of their dealership and, best of all, keeps the sales team busy following up on leads and generating sales for the dealership.

Now, a 1,000% increase in leads may not be typical for every dealership, most Firestorm Website clients do see an average of 30% increase in leads year-over-year. Would your dealership benefit from breaking out from the crowd and having a site that was built to generate higher quality and quantity leads for your sales team? Want to see what makes the Firestorm Website platform different? Give us a call today for a FREE demo: 877-242-4472 or visit us online at www.PSMMarketing.com/Firestorm-Websites