



# ASK TORY

Tory Hornsby  
EVP



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

## What's the big deal? Aren't we at a time where website options are all pretty close to the same thing?

Have you heard the news? PSM Marketing is now a Certified Vendor for Harley-Davidson! We're excited to partner with even more H-D dealers across the country providing high-performing websites and supplying the highest-rated dealer support in the powersports industry. If you're not a Harley dealer, we're happy to earn your business as well, and I highly recommend you reach out to your OEM rep and request that Firestorm Websites be added as an option for them as well.

But Tory, what's the big deal? Aren't we at a time where website options are all pretty close to the same thing? Not even close. Not only are there often technological differences and support issues, but there are also big differences in each provider's purpose. Below are a few reasons that dealers take advantage of a Firestorm Website, starting with our purpose.

It's our responsibility to build a website that better matches your dealership's culture, geography, branding and OEM(s), while utilizing high-performing marketing strategies to increase web leads. The metric that demonstrates when a website is performing better is increased leads. We concentrate on lead generation, which is why Firestorm Website clients experience an increase of 30% to over 1,000%! You read that right... we see lead gains of over 1,000% when compared to a previous provider. Contact us to see some dealership case studies.

These days, SEO is a real issue, but it's often misunderstood. Firestorm Websites contain an enhanced SEO foundation that includes an upgraded URL structure on inventory pages. This upgrade better matches your website to your dealership's location and the units you sell, meaning you're more likely to appear in the results when a local prospect does a Google search. On top of this, we offer monthly and bi-weekly SEO management services to further increase ranking/results.

Firestorm Websites also offer full, open access to our back office CMS (Content Management System). This is a client-favorite feature that enables dealers to control and adjust your website without having to contact us. Dealers have become accustomed to waiting days, or even weeks for a simple request. However, if you'd rather reach out and have us help, we have an incredible support team. In fact, compare PSM Marketing's Google reviews with other website providers.

In addition, our mobile app enables dealers to manage their inventory



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Rod Stuckey

Founder & CEO

# WHAT GETS INSPECTED GETS RESPECTED

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER  
.....  
ISSUE #117

Every Friday morning here at PSM we do a company-wide meeting with our entire team focused on our performance. We review a scorecard for each department and how it compares to last year. We cover our reviews leader board, we recognize team members' birthdays and work-aversaries, and my favorite part is our show-and-tell. This is where a client's results are put into a PowerPoint and presented by a member of each department. We also show off new features in our software and new campaigns, graphics, etc. All on display.

I've been out of the office the past few Fridays and perhaps that's the reason this morning's meeting felt so compelling to me. Taylor McCullough, our in-house Firestorm Email guru, shared how one email he built and deployed for a new client was the 3rd highest source of traffic to that dealer's site; out of 43 total sources.



Exhibit 1

Check out exhibit 1. One single (well done) email sent more traffic to this dealer's site than Google pay-per-click, Bing organic, cycletrader.com, Facebook and 30 plus other referring sites. Hot damn! That's proof that properly executed email marketing gives you a solid bang for the buck.

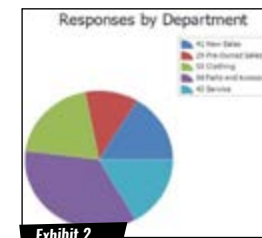


Exhibit 2

Our Campaign Coordinator Manager, Sabrina Deyoe, was up next. She shared the results of an east coast Ducati dealer who we did a grand opening Sharp Shooter campaign for. Check out Exhibit 2. We generated 41 new unit leads, 29 pre-owned leads, 50 interested in clothing, 88 in parts and accessories and 42 service leads. All this from a sourced list with a Euro select criteria. This is remarkable, and I couldn't believe these results!

Feb - 18		Feb - 19	379
Jan - 18	100	Jan - 19	281
Dec - 17	70	Dec - 18	127
Nov - 17	64	Nov - 18	117
Oct - 17	99	Oct - 18	158
Sep - 17	109	Sep - 18	137
Aug - 17	122	Aug - 18	182
Jul - 17	104	Jul - 18	101
Jun - 17	136	Jun - 18	173
May - 17	153	May - 18	173
Apr - 17	152	Apr - 18	162
Mar - 17	135	Mar - 18	155
Feb - 17	89	Feb - 18	70

Exhibit 3

After Sabrina shared the results of the Ducati Grand Opening event, Tory opened up a spreadsheet that displayed all of the leads generated this year same month compared to last year same month for all of our Firestorm website clients. Exhibit 3 is real data from a metric store whose PSM Firestorm Website is averaging a 54% increase in leads. This was just one example, there were dozens of sites that had increases much higher. This is what sets Firestorm Websites apart from our competitors. Our focus is on conversions. We feel strongly that your site is intended to be much more than an online showroom or brochure, we feel its purpose is to generate leads and our sites do that better than any in the industry. And by the way, our sites inventory integrates seamlessly with Firestorm Email so you can send kick ass emails in a hurry.

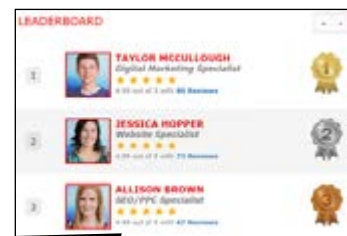


Exhibit 4

Exhibit 4 is a screen grab of our review Leaderboard. You can jump over to [www.psmmarketingreviews.com](http://www.psmmarketingreviews.com) to check it out. We also cover this in our Friday meetings to create a fun and competitive environment that encourages our team to send invitations to our clients to leave reviews. This consistent focus on reviews has earned us 558 reviews with an average star rating of 4.8 on our review site. It's also the engine for creating another 150 plus 5-star reviews on Google. Our reviews and rankings app is much more than just a review acquisition system though. It's marketing automation that boosts your CSI score by automatically sending, "Thanks for your new purchase!" emails and texts with customer photos.

How many website visitors did you have last month versus same month last year? How many website leads did you have last month versus same month last year? Who was the number one referrer of website traffic to your website last month?

How many door swings did you have last month versus same month last year? How many logs in your CRM did you have last month versus same month last year?

How much do you REALLY know about your business? Reality, data, and hard facts trump perception, emotion, and gut feeling. Whether your net is up or down, it's important to understand the key performance indicators that drive those bottom-line results.

One thing that makes PSM different than any other marketing company out there is that if we can not provide you with some type of quantitative way to measure the performance of what we're doing for you, then we won't do it. From websites to email to direct mail and reputation management, we'd love the opportunity to earn your business and show you what we can do. Give us a try at 877-242-4472.

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### CASE STUDIES:





# 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...



PSM is the absolute BEST! When I was hired at Van's Motorsports, one of the tasks assigned to me was to get a new website going for our company. The website we currently had was bland, basic, and overall uninformative. I knew that our website needed to look good, and be easy to use. Over the course of four months, I had phone conferences with 5 different website building companies, and there was never a doubt in my mind that choosing PSM was the best option. The examples they showed me of sites they had built for other customers, as well as how easy it was to navigate behind the scenes had me completely impressed! When I was on the phone with the design team to explain my vision for the website, I had a few very specific requests as well as a few very vague ideas. I think my exact words where I need the atmosphere of the website to feel outdoorsy, but with a nod to our racing heritage. How they managed to pinpoint EXACTLY what I was going for is completely beyond me! Haha. The entire team was great to work with. Any request I had (regarding design, page layout, imaging, etc) was met beyond my expectations. I was very impressed with the compliance of the design team in fixing literally EVERY issue that's popped up. The team has been quick to respond to any issues that popped up in the beginning, as there will be with any new site! The app is amazing, and it is SO easy to keep our new and used inventory accurate. I am so glad that we chose to choose PSM Marketing for our site! I would HIGHLY RECOMMEND! :)

BRITTANY E.

### OUR MISSION:

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

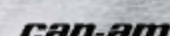
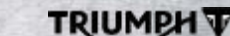
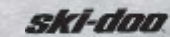
There are no secrets to success. It is the result of preparation, hard work, and learning from failure.

- COLIN POWELL

- 1 PERSONAL RESPONSIBILITY AND ACCOUNTABILITY**  
"DO WHAT YOU SAY YOU'RE GONNA DO."
- 2 W.E.M.G.D.**  
WHAT GETS MEASURED GETS DONE
- 3 ATTITUDE - 100%**  
1+20+20+9+20+21+4+5 = 100
- 4 COMMITMENT TO TEAMWORK AND SYSTEMS**
- 5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE**



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







Eric Pedretti

Sales Director

# SHARP SHOOTER CASE STUDY

FORT FREMONT MARINE

predictablegrowthformula



Brad Cannon

VP of Client Success

## The White Screen of Death



I think at this point, everyone on the planet has either heard of, or experienced the Microsoft Blue Screen of Death. It's the one where Windows (pick your version) crashes, and all you have is this blue error screen that means you have to reboot and have likely lost whatever you were working on. It'll drive you nuts.

There's another screen of death though that is frustrating, and difficult to deal with. I'm calling it the White Screen of Death.

This occurs when you need to write an email to your customers, so you sit down in front of your computer and are faced with a blank, white screen. More often than not, it's an accurate representation of what is in your head as far as the content of that email you need to write.

So what happens? Often times, we fall back to the kinds of emails we've seen others send. Most of the time, that's not a good idea. What often ends up happening, is that an email gets composed that screams some kind of awful sales only message – many times in all caps, offering “Low, Low” interest rates or rebates. Basically, a message that will appeal to maybe 2% of your list who are looking to buy today. Not to mention the fact that a headline like that shouts an invitation to the least attractive part of the entire buying experience... financing and negotiation. Good times.

Another worst practice that we engage in is taking the lazy way out. After all, we're

in a hurry, got lot's to do, and need to get something thrown together quickly. So we take a bunch of OEM banner ads and string them together – and call it done. We may (or may not) actually go the extra mile to link those images to a page somewhere, but it's still a worst practice.

The problem with composing emails like these is that almost nobody wants to see them. They ALWAYS look “spammy” and if they get more than a passing glance it's a miracle.

It's a major reason why we created the Firestorm Email platform. It's a powersports-specific platform, designed by enthusiasts, for enthusiasts, who hate starting off with a blank, white screen.

Constant Contact, Mail Chimp, and other platforms are designed for anyone to use them, so they have pre-designed templates that are generic, and more work has to be done to try and make them relevant to our industry than it's worth.

Firestorm has HUNDREDS of templates that are pre-designed for every relevant, fun message imaginable – and they are powersports specific. You can't beat that.

Unless, of course, you want to take into account that it can be integrated directly with your inventory if you are also a Firestorm Website client.

If you want to have an actively engaged customer base, there are a lot of pieces that

need to work together, but it all has to start with a foundation that gives you everything you need to build on. Firestorm Email does that by handling 95% of the look and feel for you.

Firestorm Email has graphics designed so that you can feature every department in the dealership in a single email, and by doing so, engage the broadest number of your customers – not just the guy who is in the final stages of shopping for a unit. Every department in the dealership is (or should be) a profit center. They need to get promotional attention as well.

There are also ways to add content like “5 tips for winter storage” or “Top 5 safety checks before you hit the road” – which would also make WAY more compelling subject lines for the email and position you as the experts that you are.

If you haven't seen Firestorm Email, reach out and let us show you how crazy simple it is to use. We've got folks here who can walk you through the email creation process.

Talk Soon,

Brad

### Dealership:

Fort Fremont Marine was established in 1969 by Dave & John Thomson, and the Thomson Family along with the help of their tenured staff is still taking care of business. Located right on the Wolf River, allows their customers every opportunity to test just about anything they sell on the water. Initially concentrating on waterskiing, high-performance boats and Crest Pontoon Boats (one of the oldest Crest Dealers in WI), they have since grown to add Polaris, FLOE, Hewitt, Mercury, Moomba, Supra & Tuffy Boats.

### Solution:

Fort Fremont has been experiencing the benefits of our Firestorm Website and Local Web Dominator Solutions for some time, but had not tried a Sharp Shooter Event yet. For their 50th Anniversary in business, they wanted to go all out with a campaign to make sure their party went off with a bang! For this event, they decided to market to 2,000 past customers and 2,000 conquest prospects who own 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 the 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 demos), 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 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:

Luke Mitchell, Sales Manager, said, “HOLY HELL! WHAT A DAY. This place was packed all day long. One boat for sure! I would call it a success.”

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 228 responses including 208 sales opportunities in Clothing, P&A and Service, PLUS 63 responses for a new or used unit!



### Looking Forward:

The arrival of June means the arrival of Summer and the prime riding season! For most dealers, they have a few short months to sell 80%+ of units they need to in order to hit their goal. June means the kickoff of summer - one of the best reasons all year to market to your buying base. Don't miss out on this chance to drive traffic through your doors, generate hundreds of leads and sell more units and make more money this summer! 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

Scotty Z wins the hearts of his peers again this month. According to a teammate, “so much of what he does goes under the radar because he's just constantly putting out fires and testing without any fuss. He's like the wizard behind the curtain. He's such a good influence on our culture and what it means to go above and beyond.” Nice Job, Scott!

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.



Scott Zinkel

Development AQ/Front End 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!

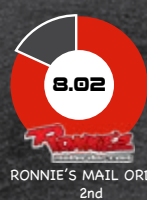
(National average is 5.08)



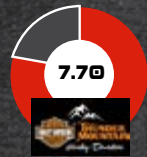
## THE PODIUM



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	7.22
6th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.13
7th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.01
8th	LINCOLN POWER SPORTS - Moscow Mills, CO	7.00
9th	COWBOY HARLEY-DAVIDSON® OF AUSTIN - Austin, TX	6.95
10th	INTERSTATE HONDA - Fort Collins, CO	6.90

## REVIEWS & RANKINGS LOCAL STAR: KELLY TAYLOR & RAY SULLIVAN



It's unusual that we feature TWO employees at the same time, but these two are neck-and-neck for the title of Highest Customer Rated Service professional in the Country...and they are both at Harley-Davidson of Atlanta! Woah! There must be something in the water at that dealership.

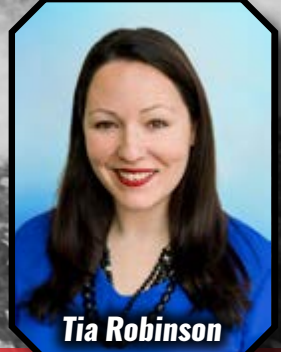
Kelly and Ray both have over 270 customer reviews each and have both been featured individually before over the past couple years due to their stellar customer service. Way to smash through the National Leaderboard and set the bar sky-high for your peers in the industry. Keep up the great work, you guys!

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.**



## CAMPER'S RV CENTER

EATON, CO



Tia Robinson

Digital Marketing  
Manager

### OBJECTIVE

For more than 30 years, Campers RV Center has been the Ark-La-Tex's only full-service RV dealer, and they're the only dealer that has a campground on site. When customers buy an ATV, Boat, RV, UTV or PWC from Campers RV Center they can feel confident that they're dealing with some of the most knowledgeable folks in the industry.

As part of their commitment to providing their local customers the best in all things outdoor fun, they make sure their marketing efforts mirror the kind of quality, inventory and service customers can expect.

### SOLUTION

JR Liverman, the Chief Operating Officer and Carey Brown, the Marketing Manager worked closely with the Firestorm Website support team to build and launch their custom website at the beginning of the year. After seeing about a 25% boost in leads each month with their new Firestorm Website, they wanted to take advantage of the Marketing Automation element of their Digital Marketing program as well.

By combining Firestorm Email to their Firestorm Website, they are able to have emails automatically sent to their customer list every week showcasing their Featured inventory for the week.

This feature is set up to run automatically and drive major traffic to their site each week, all without lifting a finger.

### RESULTS

By activating the Automated Inventory emails through Firestorm Email, the Campers RV Center website has seen a boost of an addition 250+ website visitors in just 2 weeks!

That's an extra 250 people on the Inventory pages of their website browsing featured units that are being prompted by an email that is chalked-full of featured inventory images and single, clear call to action driving traffic to the site.

Email continues to be one of the highest ROI's in direct-marketing channels, and it's even more powerful when it is done-for-you on a consistent basis and increases website traffic to drive more leads.

Does your website send automatic inventory emails to your customers? Do you have an email platform with marketing automation features that increase website traffic and drive quantifiable leads? If not, give us a call today. We'd love to show you how Firestorm Websites combined with the Firestorm Email platform can save you time, increase website traffic and generate more leads at a higher quality: 877-242-4472.

