



ASK TORY

Tory Hornsby
EVP



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

I'm looking for something new for my marketing... what do you recommend that really works?

Have you heard about our new Bullseye program?

Most marketing is 'spray and pray' that's designed to get your name out there and build your brand, and targets everyone. Instead, our Bullseye program only goes after the people who are most likely to buy from you. After all, only 5 to 6% of the population are powersports enthusiasts. That's it. So, the best way to grow your dealership is to target enthusiasts who ride what you sell, buy the stuff you sell and who live in your backyard.

The Bullseye program goes after 3 groups of people... 1) Active Customers – These are the guys that have spent money with your store in the last 12 months. They're already active, so our job is to keep them engaged with your dealership because let's face it, your competitors are trying to steal them from you. 2) Inactive Past Customers – While these ARE past customers, they haven't spent money with you the last 12 months. They're lost, and our job is to reactivate them. 3) Conquest Prospects – These are the people who ride what you sell, live in your top-performing zip codes but have never spent money in your store. Our job is to grow new customers for your dealership by getting them to give you a try. Between these three groups, this is where the vast majority of your sales are going to come from over the next 12-months.

So, we have the right list of people to go after, now let's look at how we reach them. We start by targeting folks on Google and social media. We're able to show ads specifically to the customers and prospects in the 3 groups mentioned above, so as they're browsing the web, searching on Google and checking out social media they'll see your ad.

We also send out 3 Programmatic Emails during the campaign to increase results and drive additional traffic to your website. Programmatic email means that once a customer has opened or clicked in the email, we can track every page of your website they visit, forever. With this technology we're able to create more leads by monitoring who views inventory pages on your website. Then, our system automatically sends them a 1-to-1 email with a buy back offer from your Sales Manager.

We also utilize direct mail because it's the best way to conquest new customers, and it's the most noticed media. While people can easily miss an ad on the radio, TV or a billboard (and other media), nearly 100% of people check their

mail on a regular basis. They look at each piece of mail they receive, and they have to decide what to do with it. And when an enthusiast gets something powersports related with a good offer they pay attention and it drives results. Plus, there's zero waste because everyone we target is already an enthusiast.

In addition, we add a web banner to your website, activate our lead generation pop-up, and provide you with signage and fliers for promotion in the dealership.

Harley-Davidson released a study few years ago that showed it took an average of 29 touches before someone purchased. A touch can be seeing an ad, an email, receiving direct mail, visiting your website, stopping by the dealership, and more. The Bullseye program is designed to maximize touches over a 2 to 3-week timeframe. We drive traffic to your website, generate leads, send personalized Buy Back Emails, push people through the sales funnel faster, and then we take it to the next level by incorporating the power of the phone.

Our in-house call center will make live calls to the leads we generate, and we also call the prospects who view inventory pages from all the additional traffic we drive to your website. We set appointments for your sales team to knock down, and generate Hot Leads, which are prospects interested in buying, but for whatever reason they can't commit to a specific appointment time.

So, to recap, the Bullseye program puts your dealership in-front of thousands of your most viable prospects by utilizing several online and offline strategies. We boost traffic to your website. We get prospects to self-identify if they're interested in buying something from you right now. We automatically send your website inventory visitors a buy-back email. Then our internal call center picks up the phone and sets appointments and generates Hot Leads for your team.

For more information about our Bullseye program, call 1-877-242-4472.

- Tory

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



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Rod Stuckey

Founder & CEO

HIT THE BULLSEYE WITH YOUR 3RD QUARTER MARKETING

ULTRA
MARKETING
MACHINE
NEWSLETTER
.....
ISSUE #118

Some experts are saying we're currently in an economic boom like no other in American history. Unemployment is the lowest it's been in 50 years, the stock market is strong, and we're not experiencing the high inflation of previous era's growing economies. I've been spending most of my weekends at the motocross track with family, and the races have been absolutely packed. And this is a different crowd than I experienced back in the 80's and 90's. Back then you had dirt bikes in the back of pick-up trucks and the occasional 3-railed trailers. The modern-day races are full of campers, RV's, Totorhomes (yes, that is a real thing), enclosed trailers, plus UTV's and golf carts because you have to navigate the pits in style. And, all the racers have multiple bikes instead of just one. It's all remarkable to me, considering that land scarcity, liability and exposure, and other factors make the barrier to entry for off-road riding seemingly more difficult.

According to the most recent Powersports Business, major unit sales are up 8.3% from January to April of 2019 compared to the same period last year. It's obvious to me that business is good and consumers are spending money right now. In particular, I notice the blue-collar crowd really has that expendable income from the economy being in a good place. Builders, welders, oil rig workers, plumbers, HVAC guys, etc. They have the money and are spending it.

It is reminiscent of an era from 1994 through 2006 when our industry experienced 14 years of consecutive growth, 13 of which were double-digit. That's nearly the exact window I was a dealer of multiple stores in the Atlanta area.

I've had many of my old Dealer Principal friends say that we must have had a crystal ball in that we sold our

stores at just the right time. I always snicker to myself and think, yeah we may have sold at just the right time, but it sure wasn't the optimal time to launch a ground-up new venture at that time called Dealership University™, which was done right at the beginning of the great recession.

At Dealership University™ our target audience was obviously powersports dealerships and at that time there were roughly 7,500 franchised dealers that we felt were qualified prospects. Well... as old Murphy would have it, within a handful of years the dealer network shrunk down to nearly half of that number. Dealers were disappearing left and right as the market was correcting itself.

We were fortunate that we developed several OEM clients that were key in our ability to navigate through these troubled waters. But something else was happening. The internet had busted onto the scene and was totally disrupting all previously held beliefs on what effective marketing was for a motorcycle dealer. We immediately went 'all in' with our studies of internet marketing and how best practices could be applied to our clients so that we could build the best training possible.

With only 3% to 6% of the population being motorcycle enthusiast and therefore a viable target audience for our clients, trying to create effective marketing programs that don't include paying for a lot of waste can be tricky. But we did it, and our clients liked the best practices we developed so much that they asked us to do it for them. Hence, the birth of Powersports Marketing™.

One of my big takeaways from the great recession was that in good times it's easy to get sloppy and have "good business" hide a plethora of operating and marketing sins. In some ways we were fortunate that the thinning of the

herd that occurred left us with a smaller group of dealers to work with, but they were, and many still are, the gritty operators who changed with the times.

What has made us different than industry outsiders all these years, is we stand for zero-waste marketing. We don't believe in 'spray and pray', branding type advertising; we focus on the most targeted viable prospects in your back yard that are most likely to do business with you. And if I wouldn't spend my own money on it, we don't sell it.

My spidey senses are tingling a little as I'm once again starting to see many dealers doing some really sloppy and wasteful advertising. With the election talk already heating up I can't help but to get paranoid that we're going to see a dip in consumer confidence in the near future and all be forced to tighten our belts.

It's for this reason and more, that I'm pleased to announce we've just launched a new product called the BULLSEYE program designed to give you the highest ROI on your advertising spend with quantifiable results and zero waste. Don't get lured into copycatting the same ineffective, non-measurable advertising you see from your competitors. Pick up the phone and give us a call so we can show you how the BULLSEYE can get your 3rd quarter primed so you can finish the year strong without the waste. 877.242.4472



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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...



Alyssa made the often intimidating task of learning a new webhost VERY easy. She was a pleasure to talk to, very knowledgeable and incredibly personable. I feel confident that any questions I have in the future will be answered thoroughly. She guided me through the process absolutely seamlessly. Thank you Alyssa!!

POOKIE R.



Taylor helped me figure out a few issues the past few days, and together we created a plan to get these issues resolved. He is a great asset to the company and very knowledgeable. Taylor took the time to explain things and confirmed I understood before we even set the resolution in motion. This guy is going places, please be sure you keep him on board and take good care of him.

JOE S.



John is a pro. I have been working with him for several years in Harley business in two major markets. He brings a great understanding of the market and puts it into effective advertising. Never pushy and always flexible. John and his team always put together a great program for us here at Cowboy Harley of Austin, Texas.

KEVIN F.

OUR MISSION:

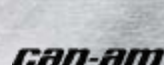
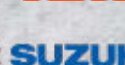
To enrich lives by providing powerful turnkey marketing, so people, businesses and our economy can thrive!

Weakness of attitude becomes weakness of character.

-ALBERT EINSTEIN



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





Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

ROSSITER'S HARLEY-DAVIDSON®

predictablegrowthformula



Brad Cannon

VP of Client Success

...In with the New



There's a new buzz of excitement around the office here in Atlanta. For nearly a decade, we've cranked out the single best way to drive traffic to dealerships in the industry – the Sharp Shooter program. It's worked week in, week out, month-to-month, year-to-year, during the riding season and outside the riding season. The Sharp Shooter has been amazing, and we have the data to prove it. Back in 2009 when we first launched the Sharp Shooter, we had done all the research and combined the best of all marketing worlds at the time to craft a program that incorporated marketing best practices to cover all 4 bases for a perfect campaign: right market, right media, right message, at just the right time. And it worked.

It was revolutionary in the industry, and we were all very proud of how we were able to provide a valuable service to dealers, handling the marketing end of their dealerships so they could focus their energy on selling more units and making more money.

Fast forward a decade, and now we have a new program we're rolling out that we think is as exciting as the Sharp Shooter was. It's called the Bullseye program. Because we're fun like that.

You know what else is fun? More leads. And the Bullseye program gets them.

Over the past several years, dealers have shared with us the pain points they have when marketing, and we've developed this program to help.

The Sharp Shooter is event based marketing – which is a great way to market, but not all dealers can successfully host events. Sometimes staffing is an issue, parking lot size, location, weather, and a host of other things can come into play that make events difficult for some.

The Bullseye is targeted in much the same way as the Sharp Shooter, but doesn't have to be event driven. This helps dealers for whom hosting events is a hardship.

The media methods used are a little different with this program as well. We still use direct mail – easily one of the best marketing media on the planet – and it isn't permission based, so it makes conquest easy. But instead of callblasts (like with the Sharp Shooter) we use a combination of Google Ads and social media to reach out to prospects.

Side note here: there's nobody in the business better at using Google and Facebook to market powersports dealerships than PSM Marketing. Yeah, I said that.

We've been partnered up with Google for over a decade. We're Google award-winning

Premier Partners. We participate in Google focus groups, beta new Ads and Analytics functionality, and participate in new product reviews.

Another pain point for many dealers that we've been hearing about for a long time is lead follow-up. We generate leads for dealers. A lot of them. For many dealers, efficiently following up with leads and turning them into sales is a challenge. As part of this program, we can use our in-house call center to follow up with your leads, set appointments for your sales team, and let them focus on what they're good at – sales.

This program is a total game changer. It's exciting because it leverages marketing best practices to generate leads, and we handle the hard part of follow up for you. You don't have to be a big dealership with a lot of staff, we can help you be successful with a program that doesn't break the bank, and drives leads into your dealership in a manageable fashion, so you can maximize every opportunity.

Give us a shout and we can cover the program in more detail and show you how it can work for your dealership.

Talk soon,
Brad

Dealership:

Rossiter's Harley-Davidson has been owned and operated by Rick Rossiter for over 25 years. They encourage you to stop in with attractions for everyone! From unique art sculptures to the owner's personal collection of early model motorcycles and a super friendly staff.

Solution:

Two of the biggest challenges in marketing for a Powersports Dealership is finding the right target audience and then actually getting a message delivered to them. Many dealerships rely strictly on Social Media and Email Marketing only to accomplish this. Here's why this is a challenge:

Facebook: Without boosting your post, only about 5% of customers will see it. So if your page has 5,000 followers, you're talking about only reaching 250 people.

Email: The average dealership collects 25% emails at the point of purchase. An excellent email open rate is 15%. So for example, a dealership with 10,000 customers in their database will roughly have 2,500 emails. If they are able to achieve a 15% open rate, that means they'll reach 375 people.

This is the biggest reason the average dealership has roughly 70% of their database not actively spending money with them: they simply aren't hearing from them. When customers stop hearing from you (regardless of your effort), they develop a sense of apathy and stop coming around.

To combat this, the Sharp Shooter Program focuses on a three-part data strategy. 1st, we focus on your Active Customers, people who've spent money with you in the past 12 months. Our job is to keep them active and increase the number of times they visit your dealership this year so they spend more money. The 2nd group we target are your Inactive Customers. This is the single biggest opportunity dealers have to grow their business. As I mentioned above, the average dealership has less than 30% of their customer base actively spending money with them. We know the average customer in the powersports industry spends \$750 per year in Parts, Accessories & Service... which means, if they didn't spend it with you, there's probably a good chance they spent it with someone else. Our job is to reactivate them so they begin spending money with you again. Lastly, we go after Conquest prospects. These are people who ride what you sell, live in your backyard, but have never bought from you. Essentially, these are your competitor's customers and other orphan owners in your market area. Stop and think about this... between these three groups of people, they should really make up the majority of the proven riders in your backyard and ultimately the majority of your sales over the next 12 months.

Once we identify the right target audience, we put a 12-month marketing plan to touch your buying base 52-104 times per year. We know at that frequency, we increase

the number of visits to your dealership they'll make each year, therefore increasing their Annual Customer Value. We'll also reactivate those customers who haven't spent money with you in the last 12 months and drive new blood through the door. We use up to 12 different, direct marketing strategies to guarantee your message isn't getting delivered once, but multiple times per campaign. By simply giving customers more opportunities to respond, we drastically increase response. Each media channel incentivizes folks to complete a survey to tell us who they are and what they want to buy from you...generating leads for every department in the dealership. As long as your message focuses on what's in it for the customer and you commit to the process, you will absolutely own this group of customers and make them immune to other offers from other dealers.

Results:

Lori said we had a, "Huge crowd...parking lot stayed full all day with gorgeous weather. Sold 15 bikes since Friday, which is great because things had gotten stagnant and we need the boost. Over the counter sales were so good, they were as much as when we did our Christmas party!"

There were 211 surveys completed, which created a total of 201 in P&A, Service, and MotorClothes, PLUS 50 responses for a new or used bike.



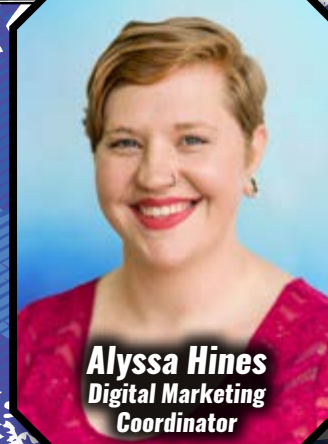
What's Next?:

Next step is to call us so we can pull your numbers and show you the opportunity that exists in your database to grow your business predictably. We can kick off your Annual Predictable Growth System in July with a Christmas in July campaign, Sizzlin Summer or Independence Celebration. There are many more options where those came from and with just six short months to go in the year, it's more important now than ever to drive as much traffic through the doors and generate as many leads as possible this summer! Check out the insert for killer campaign options for July/August and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2019, call me on my direct line 877-242-4472 ext: 112. Happy selling.

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

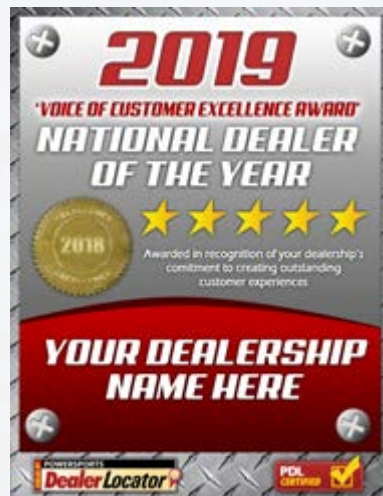
Alyssa has made such a big impact in such a short time. It's hard to believe she's still relatively new to the team, because she's a pro at helping our website clients' success. She is always eager & ready to help. And, her positive attitude that is contagious! Her team can count on her and her clients trust her good judgement and pleasant communication. Well done for joining the IAO Award Winner ranks again this month, Alyssa!

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!

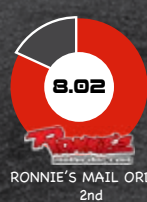
(National average is 5.09)



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	7.28
6th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.13
7th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.00
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: JOSHUA HOWARD



When a Parts Professional gets over 100 5-star reviews from their loyal customers, you know they are doing something right. Customers aren't usually quite as enthusiastic about leaving a review from their parts purchase as they are when they buy a new bike. But, Joshua Howard at Red Rock Harley-Davidson is definitely doing something right. He's got over 120 5-star customer reviews on the dealership's review site: www.RedRockHarleyReviews.com. Keep up the great work, Joshua. You're setting a high bar for your industry peers!

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.**



MATT'S ATV AND OFFROAD

TULSA, OK



Tia Robinson

Digital Marketing
Manager

OBJECTIVE

Matt's ATV & Offroad is locally owned and operated in Tulsa, Oklahoma. Matt is living his dream by helping the local community keep their powersports toys running in tip-top shape. Plus, he provides quality new and pre-owned motorcycles & ATVs for his market. He's got the passion and drive of a scrappy business owner who loves what he does and the community that he serves.

Since starting his business, Matt's continued to see increased growth and demand for his products and services. His passion and commitment to quality are building quite a reputation for him and a growing market share. But, he knows that his quality reputation is paramount to his continued success, he must be proactive in his direct-marketing to reach prospective customers that haven't yet been influenced by word-of-mouth from his loyal customers.

SOLUTION

Matt met with PSM Account Executive, John Ambuehl in late-2018. They worked together to create a digital marketing plan that would target prospective customers in Matt's backyard who were searching on Google or browsing Facebook. The ad campaign was crafted to match Matt's budget while still having a major impact in his local market.

John and Matt were able to customize a plan to give Matt's ATV & Offroad the kind of ROI that a small-to-medium business owner must get when they are putting together a marketing plan. PSM's history of creating SEM campaigns for dealerships all over North America at all different sizes, brands, and marketing goals, allowed their team to create the perfect fit for Matt's dealership. There was never a feeling of trying to force him into a templated solution created for a generic "powersports dealer."

RESULTS

The customize campaign kicked off in January 2019 and has seen extremely positive results. Over 11,000 people in the Tulsa, OK area have seen Matt's ad on Google. His campaign has over a 16% CTR (Google considers a 2-3% CTR to be a strong campaign). But, even better is the almost 7% conversion rate. That means 120 people in Matt's backyard have seen his ad, visited his website and then...FILLED OUT A FORM, generating quantifiable leads for Matt and his team each month.

Google ADWORDS		From: 1/1/2019 To: 5/24/2019 Refresh		EXPORT SEARCH AD REPORT FOR CO-OP CLAIMS		EXPORT SEARCH KEYWORD REPORT FOR CO-OP CLAIMS	
All Adts Campaigns Ad Groups Ads Keywords							
Total Clicks	1,818	Impressions	11,091	Avg Position	1.4	Conversion Rate	6.93 %
CTR	16.39 %	Cost Per Click	\$0.95	Total Cost		Total Conversions	126
						Lead Submit (All Web Site Data):	94
						Financing (All Web Site Data):	26
						Calls from ads:	6

In fact, here's what Matt had to say about the level of service he received from John during the set-up process and how the campaign is performing for his dealership:

"John went above and beyond during the sign-up process with digital. He explained everything in detail and left nothing in the dark. We have been with them 6 months now and our sales have sky rocketed!!! Thank you John and PSM team!!"

Does your advertising budget create a quantifiable ROI for your dealership? Do you get to work with a team that builds a customize campaign to fit your dealership's needs, or are you stuffed into a generate template that runs the same ads for all their clients? Want to work with a company that is scrappy and passionate about our industry, just like you? Give us a call to learn more about our Digital Marketing products - we'd love to help you like we've helped Matt and hundreds of other dealerships: 877-242-4472.