



ASK TORY

Tory Hornsby
EVP



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

Business is good! You really think I should continue my marketing efforts?

I've written about this before, but there are only 2 types of dealers:

1. Market-Driven Dealers. Their success is almost strictly dependent upon their market, location, and having a hot OEM in a good economy. This is where a lot of dealers are right now... especially on the metric side. Business grows outside of their control, so they can't replicate it, which leaves them extremely vulnerable.

2. Marketing-Driven Dealers. This type of dealer controls (and therefore creates) their own success by marketing to their buying base with the right media and good message every single month. I'll jump into the buying base subject below.

While there's no denying a great economy, a great location and a hot OEM make a difference, being a Marketing-Driven dealer is still the way to go. In fact, the best combination is to be a Marketing-Driven Dealer with a hot OEM when the market is booming! The challenge is you can't control the economy. There are peaks and there are valleys. And no dealer can impact the national popularity of the OEM they sell. You can hope these things work in your favor, but hope is not a strategy.

Have you ever read Stephen Covey's book, "7 Habits of Highly Successful People"?

My favorite of the seven habits is the first one... Be Proactive. It's all about taking responsibility for your life. You see, life doesn't just happen. Whether you know it or not, your life is completely designed by you. The choices, after all, are yours. You choose happiness. You choose sadness. You choose decisiveness. You choose ambivalence. You choose success. You choose failure. You choose courage. You choose fear. Every moment, every situation, provides a new choice. And in doing so, it gives you the perfect opportunity to do things differently to produce more positive results.

Unsuccessful people really struggle with that concept. I mean, they would never choose to be unhappy or unsuccessful, so it must be something or somebody else's fault. Business is like this too... we get to choose our actions, good or bad, but our choices have consequences, good or bad.

All of the problems, challenges, and opportunities we face fall into two areas. The Circle of Concern and the Circle of Influence.

The Circle of Concern represents all the things over which a person has little

or no control, but yet impacts their life. Unsuccessful people focus their time and energy here. They must find something to complain about! Again, they'd never choose to be unhappy or unsuccessful, so their 'bad luck' could never be their fault. Here's a word to the wise... if you can't change it, MOVE ON!

The Circle of Influence represents all the things in your life that you CAN do something about. This is where successful people focus their time and energy. It just so happens that marketing falls in this area. That's why you've got to make the decision to consistently market to the right people using the right media with a good message, and this is being a Marketing-Driven Dealer.

It starts with your buying base. As a refresher, these are the folks who live close to your dealership and fall into 3 buckets: 1) Active Customers – these guys have spent money with your store in the last 12 months. 2) Inactive Past Customers – they're past customers, but they haven't spent money with you the last 12 months. 3) Conquest Prospects – these are the enthusiasts who live in your top-performing zip codes, but they've never spent money with your dealership.

The majority of your sales over the next 12-months will come from these 3 groups, and the key is consistently staying in front of them, so YOU earn their business when they begin to shop.

Our new Bullseye program is designed to scientifically go after these folks and give them a reason to respond, provide their name, email address, phone number and tell you what they're most interested in purchasing right now. Then, our staff picks up the phone and calls to set appointments for your sales team so you can sell more units and make more money!

We also utilize our Onboarding System to identify which customers are viewing inventory on your website, email them an approved buy-back offer, and our internal Call Center makes live calls to these folks too.

I've got more to share with you about our Bullseye program and how it predictably grows your sales. For more information give me a shout at 1-877-242-4472 or visit www.psmmarketing.com.

- 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

FIVE BACK TO SCHOOL LESSONS FOR HIGH PERFORMING DEALERS

ULTRA
MARKETING
MACHINE
NEWSLETTER

ISSUE #119

It's hard to believe Summer is winding down and school is cranking back up. Every year around this time I remind myself of the importance of sticking with the fundamentals in business and marketing. The basics of "blocking and tackling" are not as fun and attractive as the trick plays, but in the long run they always pay off.

Often, we have dealers tell us things like: "Social media is where it's at," "We only do digital marketing," "Direct mail doesn't work," and "YouTube is the place to be," etc. The fundamental truth is that the media chosen is just one part of the equation. Just because it's new or bright and shiny doesn't necessarily make it the best way to invest your limited marketing budget.

But, I'm getting ahead of myself. Let's look at **back-to-school lesson one:** Determine what the goal of your marketing is (this particular marketing campaign or month, quarter, year).

The only four ways your Dealership can grow is:

1. Increase the number of new prospects generated.
2. Improve the frequency of visits from regular customers and reactivate lost customers.
3. Boost the conversion rate of prospects to customers.
4. Raise the average value of each customer.

With quality marketing, plus quality training, all four ways can be accomplished simultaneously. By focusing on these four objectives when making your plan you can begin to gain clarity and focus in an otherwise overwhelming and cluttered plethora of options.

Back-to-school lesson two: Don't make the mistake of focusing all your efforts and budget just trying to accomplish #1, getting new customers.

This is so common. Dealers assume that their existing customers are already loyal and no additional marketing to them is required. Wrong, wrong, wrong. A significant portion of your budget should be allocated to #2. Your

customers want to feel like they belong to something, that their business is appreciated, and if left untouched can feel apathy and easily be lured away by your competitors.

Back-to-school lesson three: Your online reputation matters. Consider this. Nearly everyone of your customers is researching your products and services online prior to purchasing. Even if they are an existing customer and stumble upon multiple negative reviews it could impact your business. The consumer's ability to post online reviews on their smart phones while still standing in your showroom floor creates a very transparent customer satisfaction environment. All other advertising, whether intentional or not, usually directs your customers and prospects to the web. Therefore, if your online reviews are negative, then all other marketing dollars are wasted. If you don't have a pro-active reputation management service like we offer you need to get one.

Back-to-school lesson four: All marketing must focus on the right message, to the right target audience, via the right media, at the right time.

We call these four critical components of your marketing the Four-Legged Stool. If one leg of your marketing falters it can easily collapse your entire effort. First is a compelling message. It's what you say about your dealership, yourself, and your products and how you say it. The features, the benefits, the offer, the call to action, and the deadline are all critical pieces of your message. Why should your customer buy from you versus any and every other available option?

The next leg in the stool is your target audience. Who specifically are you trying to reach? With less than 6% of households owning a powersports product it's very easy waste a lot of money marketing to those not interested. How can you most effectively ensure that the money you're spending on marketing is reaching those most likely to respond?

The third leg in the stool is the method of delivery. The media choices are overwhelming from radio, TV, movie theater commercials, direct mail, social media, Google

Ads, etc. What media will you choose to send your message in an efficient and affordable manner without wasting money marketing through in-effective and wasteful media to those disinterested?

And the final leg is timing. By hitching your wagon to relevant information in the customer's day-to-day life and current ownership cycle you can significantly boost your response by making the message much more compelling. Holidays, birthdays, service reminders, new product launches, etc. are all timing related messages that can significantly strengthen response.

Back-to-school lesson five: Your marketing should be designed to not only capitalize on those in the market to buy now, but to also establish the desire for purchase for those NOT currently in the market.

In today's market many of your prospects are not just undecided about whether or not to buy from you, but *undecided about whether or not to buy at all.*

And this is one reason that most dealer (and OEM) advertising has a serious flaw. The ad is built under the assumption that the person is already committed to, or is currently shopping for a new vehicle. Thus, the advertising assumes the decision to buy and focuses on product, place, and price. Few back up one very important step to first establish the desire, and therefore ad spend is underutilized. It is the equivalent of trying to sell burgers to an audience with no appetite.

This is one of the BIG differences in our new Bullseye multi-channel marketing system. It not only accomplishes the critical objective of backing up one step to establish the desire for new and used units, but does it for P & A, MotorClothes® and Service too. All in one integrated campaign.

Here at Powersports Marketing we're committed to these basics in everything we do. If we can't incorporate these fundamentals, we don't do it. Period. For more information contact us at 877-242-4472.



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Done-For-You 90 Day Marketing Plan



• GOOGLE & SOCIAL MEDIA
TARGETED ADS ACTIVATED

• DIRECT MAIL SENT TO
PROSPECTS & CUSTOMERS

• PROGRAMMATIC EMAILS SENT
TO PAST CUSTOMERS

• PROSPECTS SELF-IDENTIFY IF
THEY'RE IN THE MARKET

• WEBSITE TRACKING IDENTIFIES
ANONYMOUS VISITORS

• INVENTORY PAGE VISITORS ARE
SENT A 1-TO-1 BUY BACK EMAIL

• LIVE CALLS TO SET
APPOINTMENTS AND GENERATE
HOT LEADS FOR YOUR SALES
TEAM



GENERATE MORE LEADS FROM **PROVEN**
IN-THE-MARKET CUSTOMERS



DON'T JUST TAKE OUR WORD...



Jess and the team at PSM designed an awesome new website and our customers are loving it! We couldn't be happier with the professional service PSM is providing!

JARED L.



KILLER CREEK
HARLEY-DAVIDSON
YOUR HOME FOR HORSEPOWER

Digital Marketing Bad A!

Allison is a wizard at what she does. I'm thankful to have her on the team at Powersports Marketing so I could pick her brain about SEO and content strategies. She was super eager on the phone, was quick to answer any questions I had and put my mind at ease. Not only that... but she has taught me a few things, too. She has connected me to phenomenal resources online where I can continue to learn. I'm forever thankful for people who take their time to teach others what they know. She is my go-to person for SEO from now on. No more crafty sales pitches from Marketing firms. She is the real deal. Thanks again, Allison!!

KELSEY T.



Yay for easy platforms! Taylor was GREAT! He showed me the ease at which the site integrates through all channels. I was shocked at how simple it is to use all of the features and functions. Taylor walked me through several processes today and gave me confidence in this product. Thank you again. You were very patient

POOKIE R.

OUR MISSION:

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

Doing the best at this moment puts you in the best place for the next moment.

- OPRAH WINFREY



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



Kawasaki

POLARIS

KTM

ski-doo



TRIUMPH

YAMAHA

SUZUKI

can-am





Eric Pedretti

Sales Director

BULLSEYE CASE STUDY

HARLEY AND METRIC

predictablegrowthformula

Dealership:

After rolling out the Bullseye Program, I wanted to do something a little different this month and feature one Metric Dealership & one Harley Dealership who just experienced their first Bullseye Campaign.

Solution:

PSM is never going to be the company who goes after the masses. It is our firm belief that marketing does not create enthusiasts. However, with the right marketing, you can drive customer retention and carve off market share with a three-part data strategy. The first group of folks the Bullseye Program focuses on is 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 is 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 a Dealership's Buying Base, we carve them up into unique thirds and target the first 1/3 in month one, a different 1/3 in month two and the final 1/3 in month three. This allows us to touch every real opportunity a dealership has to sell a unit in their market once per quarter, four times per year. By rotating through your Buying Base, it ensures you drive new and different traffic each month into the dealership, generate new and different leads and load your sales staff up with new and different Sales Appointments & Hot Leads each and every month of the year (more on that later). We call this an 'Evergreen Strategy' because it will continue to produce new opportunities every single month of the year.

Unlike the Sharp Shooter Program, the Bullseye Program runs over a 2-3 week period and you can choose to anchor it with an event or without one. Once we have the data strategy in-place, we begin by targeting these folks on Google & Facebook, but in a different way than what you've probably experienced in the past. We can now target a specific mail file & email file, which allows us to serve an ad to exactly the right customers and prospects over the two-week campaign.

We also target your Buying Base with direct mail. We send millions of pieces of mail every year on behalf of hundreds of dealerships and we know when you put a good offer in the hands of a Powersports Enthusiast, it gets results. Direct Mail triggers a more emotional response because of physical touch: customers have to pick it up, hold it in their hands and decide what to do with it. Plus, it's one of the only legal ways to target someone who rides what you sell, lives in your backyard but hasn't bought from you and it's a proven winner.

Past customers get three Programmatic Emails featuring multiple new & used units, your best rebate and finance offers, a service special (if you desire) and a P&A offer. With over 20 links taking people back to your website, expect the Bullseye Program to seriously increase traffic to your site over the course of the campaign.

Anyone who clicks into one of the emails or fills out a survey is Onboarded: meaning we connect their device to their contact information. This allows us to track every page they visit on your website forever. When our system sees one of your customers or prospects hits an inventory page, we automatically send them a one-to-one Buyback Email.

Then our in-house Call Center picks up the phone and sets Sales Appointments and identifies Hot Leads for your team to knock down (folks who said they're interested in upgrading their ride but couldn't set a specific time to do so).

Results:

This H-D Dealer finished with over 55,593 impressions to riders in their backyard, over 200 leads for their Sales, Parts & Service Departments, almost 1,200 visitors to their website, over 350 Newly Onboarded Customers and 43 Sales Appointments & Hot Leads! Needless to say, they finished the month strong.



This Metric Dealer finished their campaign with over 93,000 impressions to riders in their backyard, over 200 leads generated for their Sales, Service & Parts Departments (including 94 Unit Leads!), almost 1,700 website visitors, 428 Newly Onboarded Customers, over 1,800 Buyback Emails sent and 63 Sales Appointments & Hot Leads!



What's Next?:

Next step is to call us so we can build your Buying Base and develop a marketing plan to finish 2019 strong! August provides some perfect excuses to kickoff a 90-Day Bullseye Campaign with New Models, Dog Days of Summer & a push to Labor Day. With just five 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 August and for more information on how the Bullseye Program can help you achieve your marketing goals in 2019, call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success



3 R's of Email

As I am writing this, school is getting ready to start back up, so I thought I'd jump on the bandwagon and talk about the 3 R's of email: 'Readin', 'Ritin', and 'Rithmatic'.

There's an art to effective email, but it's more like finger painting than Da Vinci. If you stick with the fundamentals, you can make some really neat things happen. But you have to stick to good, basic, fundamentals.

'Readin' – The very first goal of your email is for it to be read. If it doesn't get read, you've wasted your time.

We live and work in a niche market. Only a small percentage of people ride. Given this, it's important for emails we send to appeal to that whole group each time we send one. If you want to set yourself up for failure, only send emails out referencing special financing on new units. That's about as close to a bullet in the head as you can do to your email program.

Only a VERY small percentage of people in your email list are interested in buying a new unit at any given time. Like maybe 2%.

The best practice is to have content in your email that corresponds with each department in your dealership. Mention your parts department with an offer or two, and service. Show a used unit, and for those Harley guys reading this, Motorclothes.

The point is, you have more than one department in your dealership, and each represents an opportunity to pique the interest of, and create a sale to a customer. Each needs to be represented in your marketing. If the only thing you're sending me is email offers for 0% on new units, I'm going to get bored of you really quickly and either stop opening your emails, unsubscribe, or mark you as spam.

'Ritin' – There are some foundational best (and

worst) practices when it comes to the actual writing of emails. Let me go ahead and get 2 of the biggest writing worst practices out on the table first....

SUBJECT LINES IN ALL CAPS WITH LOTS OF EXCLAMATION POINTS!!!!!!

Just knock that the hell off for the love of God. That was cool for like 15 minutes back in the mid-nineties, but since then anyone who receives emails like that has an immediate visceral bad reaction and is significantly less likely to open it than if it were just typed and not SCREAMED. All caps is understood by literally everyone on the internet as yelling, and throwing 14 exclamation points at the end comes off with the same level of desperation as that ex that can't understand, "Why can't you just love me?" Stop it. We want our emails to be friendly, not creepy or off-putting.

The absolute best email subject lines create curiosity, or appeal to the desire for gain, or fear of loss. Here's a couple of good ones:

- Want a free <premium>?
- Check out what's happening at <dealership> this weekend!
- Top 5 things to check before you go riding this Spring
- Top tips on storing your motorcycle for the winter

Cardinal Sin #2 is creating emails that are nothing more than one banner image after another. There are a couple of reasons this is awful.

First, it reeks of being thrown together. Like I told my mom about my science project the night before it was due kind of thrown together. Don't do that.

There's an additional fun fact that may not be as well known: email service providers hate them. Your deliverability WILL suffer (from both sins I mention here). Have a good balance of images and text. You'll have better open and response rates.

Extra party foul points for not linking the images to anything. In doing this, we've literally emailed a billboard out....

Best practice in creating emails is, as I mentioned earlier, presenting every department, so that no matter where a customer is in the life/buying cycle, there's potentially an offer that will appeal to them. In crafting emails this way, your customers will begin to open your emails, and even look forward to doing so because there will be a reason to do so if it's not always about special financing.

Bonus points if you include small blurbs, or a paragraph or two of content in each email that passes on best practices for riders, or interesting local or dealership info.

It doesn't have to be a lot to be interesting.

'Rithmatic' – All of this leads to this part: The math. Following best practices leads to better numbers overall. You get better open rates, click rates, and my favorite math – bank deposits.

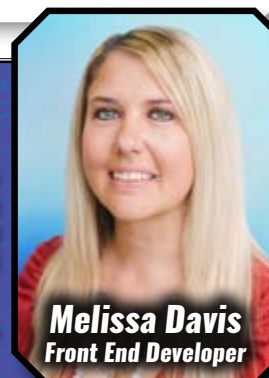
Firestorm email goes a long way towards helping you create better emails with hundreds of different powersports-centric designs that contain the building blocks for great emails. If you haven't seen Firestorm email yet, give us a call and let us walk you through it: 877-242-4472

Talk soon,
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Melissa brings an incredible creativity to everything she touches. She also brightens the room with her quirky humor, her ridiculously weird fascination with animals, and her terrible singing. But, most of all, Melissa is the go-to girl for all things web design. She build incredible sites for our clients and is able to turn any vision into a beautiful, functional, and unique site. And she does so with lightening fast response times. Her co-workers would be lost without her. Which is why, yet again, Melissa is the peer voted IAO Award winner. Way to Go Melissa! Keep killin' it!

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.



Melissa Davis
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!

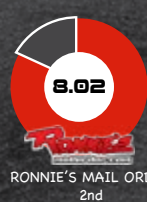
(National average is 5.10)



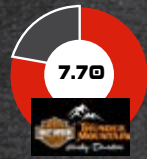
THE PODIUM



WOLVERINE H-D@
1st



RONNIE'S MAIL ORDER
2nd



THUNDER MOUNTAIN
HARLEY-DAVIDSON@
3rd

TOP 3/10

| | | |
|------|----------------------------------------------------|------|
| 4th | MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY | 7.36 |
| 5th | ENGELHART MOTORSPORTS - Madison, WI | 7.31 |
| 6th | GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO | 7.07 |
| 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 | 6.89 |

REVIEWS & RANKINGS LOCAL STAR: JERRY GAMBINO



Jerry Gambino is well-loved among his customers according to the 124 5-star reviews he's generated. He's one of the top ranked Service Writers in the industry and the 3rd highest rated employee at Cowboy Harley-Davidson of Austin. Nice Job Jerry

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.**

DIGITAL MARKETING CASE STUDY



Tia Robinson

Digital Marketing
Manager

ALL AMERICAN HARLEY

OBJECTIVE

All American Harley-Davidson is a dealer with a 35,000 square foot state of the art dealership building located in Southern Maryland. Located just southeast of Washington, DC, not only are they a great riding destination, but their highly trained team makes customers feel like they are home away from home and love sharing the excitement of the Harley brand with locals and travelers alike.

The team at All American H-D knows that taking care of the customers better than their competition creates loyal and repeat customers. Plus, when their current customers are happy and well cared for, they help create NEW customers through word of mouth and positive reviews. What customers say about their dealership is more powerful than anything that they can say about themselves.

SOLUTION

Lyndon Abell and Jessica Zadlo met with PSM Account Executive, Christopher Baugh to create a plan for converting their happy customers into an increased online reputation and to grow their business. They signed up for the full Digital Marketing package including: Reputation Management, Email Marketing with Marketing Automation and a Firestorm Website.



Each product on its own is major player in a dealer's marketing tool-belt. But when they are combined the effect is extremely powerful.

RESULTS

All American Harley-Davidson launched their Digital Marketing products through PSM in January 2019. Since then, they've grown their Google reviews from 101 to 169. That's about 10 new reviews per month, every month. Additionally, they generated 96 new customer reviews on their custom review site: allamericanharleyreviews.com

The cool factor is that these reviews, along with the customer photo appear on the homepage of their Firestorm Website as a scrolling review widget for prospective customers to see. It is automatically updated as new reviews roll.

And, when a dealer uses the Reviews Mobile App (which is included in the Reputation Management package) the customers get a text & email thanking them for their purchase and including a picture of them with their new bike - which then shows next to the review that the customer leaves for the dealership. Talk about some killer authentic social proof! And it's all integrated to work together seamlessly.

Does your marketing plan integrate to create a seamless experience for your customers and your team? Want to see how the Digital Marketing packages can help grow your business while making your life much easier? Give us a call to learn more about our Digital Marketing products - we'd love to help you like we've helped hundreds of other dealerships: 877-242-4472.

BEFORE:



AFTER:

