



ASK TORY

Tory Hornsby
EVP



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

Business has fallen off the past couple of months and we're down; any tips on boosting sales?

Out of anyone in the world, who's most likely to buy a unit from you right now? Hands down, it's the prospect standing on your showroom floor.

Who is the second most likely person to buy a unit from you right now? It's the folks browsing inventory on your website (your virtual showroom).

While I have a lot to say about increasing your closing ratio for customers who are already at the dealership, in this article we'll hone in on the second type – people browsing inventory on your virtual showroom. I'll warn you that this is an advanced subject, but if you'll follow me for a minute you'll discover a new type of lead that's grossly underutilized.

On average, only about 2% of your website traffic fills out a form and identifies who they are, and not all of them are sales leads. Do the math and that's 98% of your website traffic that remains anonymous. You have no idea who's on your website unless they fill out a form.

Here's the crazy compelling part... here is breakdown of pageviews for the typical dealership:

- Inventory/Sales Pages: 80%
- Home Page: 15%
- All Other Pages Combined: 5%

Bingo! Of the 98% who don't fill out a form, most of them are looking at your inventory!

Based on the huge gap between the 80% of prospects viewing inventory pages on your website and the 2% who fill out a form, we realized something had to be done. Therefore, we developed our Firestorm Onboarding system.

Once activated, we're able to begin identifying past customers who are browsing inventory on your website, even if they don't fill out a form! Whether your website generates 20 leads per month or more than 200, we'll identify hundreds of additional customers looking at inventory.

This is exciting because all customers fall into 3 phases:

Phase 1: Ready to buy right now, just waiting for the right moment. With good marketing, they're more likely make a move and buy from you.

Phase 2: Planning to buy somewhere between 2 weeks and 12 months. Left to their own timeline they'll procrastinate, but with good marketing you can advance their buying cycle.

Phase 3: Will not be buying another unit for at least 1 year out.

Of these 3 phases, which ones would be browsing inventory on your website?

It's not Phase 3 customers because they're at least a year out from purchasing. So, they're not really doing any research yet. That means it must be customers in phases 1 and 2, which makes complete sense. People don't often waste time researching/browsing things they're not interested in buying in the near future. Our Firestorm Onboarding system sends you a list every day of the Phase 1 & 2 customers we've identified so you can market to them and increase the chances they buy from you. In fact, we automatically email these folks a Buy Back email, or another customized message.

These emails are sent out automatically every day only to customers who've visited inventory pages on your website. You don't have to lift a finger. The email comes from a person at your dealership, usually the Sales Manager, with an offer you've approved. Then, our most successful clients take the next step of having a salesperson follow-up to make sure they received the email and move them to the next step, which is hopefully a visit to the dealership.

While the email is triggered by a website visit, we don't mention it. Both the email and the phone call have the feeling of, "we're reaching out to some of our customers and you were next on my list." We even provide a script and training to the Salesperson who'll be following-up with this new type of lead.

If you want to quantifiably sell more units and make more money, schedule a demo of our Firestorm Onboarding system. We make what could be very complicated, easy to implement. Give us a call at 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.



825 Highway 74 S. Suite 101
Peachtree City, GA 30269
Tel: (877) 242-4472



Rod Stuckey

Founder & CEO

SEO AND REVIEWS COMBINED WILL BOOST YOUR SITE RANKINGS

ULTRA
MARKETING
MACHINE
NEWSLETTER
.....
ISSUE #120

It's hard to believe that it's been nearly 10 years since we launched the Powersports Industry's first online reputation management solution. In that time, we've systematically generated over 160,000 authentic customer reviews for hundreds of dealers in every corner of the country and aggregated them on www.powersportsdealerlocator.com. Way back then, we were a little ahead of our time with only the most progressive dealers understanding the importance of their online reputation. Fast forward to today, thanks to Amazon, Google, Facebook, and others and every astute dealer understands the need for an online reputation management solution.

But, the lay of the land continues to evolve and there are still many misunderstandings about the importance of consistently earning reviews for your dealership. One of them is SEO (Search Engine Optimization). When we first entered the website business and launched Firestorm Websites, we didn't offer a separate SEO package as most of the other providers did. This is because we felt so strongly that we engineered SEO local business best practices into our platform. Things like link signals, on-page signals, GMB signals, Schema, etc. And I'm pleased to report that our Firestorm Website clients are experiencing excellent, and in most cases a boost in, traffic and leads compared to previous providers; validating that our architecture is on point.

But what we didn't predict was that there would be an influx of digital marketing firms using cheap "ambulance chaser" type tactics in an attempt to scare dealers into using their services. This is what I'm talking about... I get one or two of these types of emails a week:

Hello firestormwebsites.com,

My name is Patrice Barnes, and I represent a California based company.

I was on your firestormwebsites.com and found certain issues on the design and development area which might be one of

the reasons for the bounce rate and the decreased traffic on your firestormwebsites.com.

Here, I have two plans for you.

Remove all the technical issues on your firestormwebsites.com, make it SEO Friendly and promote the same to improve your online visibility and attract more traffic.

Redesign your firestormwebsites.com altogether making it SEO friendly from the start and promote the same.

If this is something you are interested in, please revert back so that we can communicate further and proceed on the mission to improve your firestormwebsites.com rank and its online visibility.

I'd be happy to send you our package, pricing and past work details, if you'd like to assess our work.

Waiting for your response.

*Best Regards,
Patrice Barnes, Digital Marketing Specialist*

Well, shame on Patrice. This is completely bogus and whoever is behind this nonsense is a complete low life. While we do own that URL it isn't even a live site and is redirected to PSMMarketing.com/Firestorm-Websites. This person has certainly never visited this site as they claim. It's just a variable templated email that they are using to illegally spam businesses. It's bogus and its BS. And what's also BS is the obscure and manipulative tactics they use to prove your site isn't performing. I should probably clarify; these tactics aren't used by our competitors in the powersports industry (at least that I'm aware of). It's outsiders and other fake businesses who are willing to stoop to this nonsense.

Here's what these bums wouldn't ever tell you. While Google is quite secretive about their search algorithms,

one thing we do know is that 3rd party online reviews rank in the top 5(!) most important factors in local SEO. The local search experts at Moz concluded this in their most recent study, noting a 21.5% increase in importance from the same study conducted in 2015. This validates that online reviews are continuing to trend upwards in their importance for local business. Dealers can spend hours, days and even months analyzing their inbound anchor text, citation volume, page load speed, and hundreds of other SEO components that these unethical 'Digital Marketing Specialists' claim are causing site issues, or dealers can just go out and consistently and ethically harvest new reviews and out rank their local competitors the right way to boost quality local site traffic.

This is why ongoing and consistently harvesting new reviews is a journey and not a destination. Rankings aren't just based on the number of reviews and ranking, but also the recency of reviews.

With this in mind, we've just rolled out a brand new feature on our Firestorm Websites that is an industry first. We're integrating our reviews platform with our website platform to create amazing SEO and compelling social proof of your customers doing business with you and being displayed on your website. It's in beta right now, and we're looking for a few good dealers to help us pilot this exciting new feature. If you're interested give us a call at 877-242-4472 or shoot us an email at marketing@psmmarketing.com



IN THIS ISSUE:

REVIEWS & RANKINGS
LOCAL STAR:
Tish Williams &
Amber Butler



Page 4



ASK TORY:
Business has fallen
off the past couple of
months and we're down;
any tips on boosting
sales?

Page 8

CASE STUDIES:



THUNDER HARLEY®
SHARON, PA
Page 3

DIGITAL
MARKETING



BULLSEYE PROGRAM
HAWKEYE MOTOR WORKS
Page 6

Publisher's Notice

Copyright © 2019 Powersports Marketing by Dealership University™. All rights reserved. Dealership University™ expressly disclaims all warranties as to the contents of this publication including, without limitation, the implied warranties of merchantability, fitness for a particular purpose and on-infringement, and makes no warranty as to the results that may be achieved by using the information contained in this publication. Dealership University™ will not be responsible for any damages (including, without limitation, indirect, consequential, special, or punitive damages) suffered or incurred by any person arising out of such person's use or reliance on this publication or the information contained herein.

Reproduction or translation of any part of this work beyond that permitted by section 107 or 108 of the 1976 United States Copyright Act without permission of the copyright owner is unlawful. Requests for permission or further information should be addressed the Dealership University™.



FIRESTORM WEBSITES

More Leads. Higher Quality. Each Month. Period.

**FREE
DEMO**

**PSM is a
Certified
Website Provider
for the
Harley-Davidson
& Polaris Dealer
Digital
Program!**



Register now for live demo at
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...



I have been involved with Powersports Marketing and John as our point man since 2012. That's seven years with the same company and fortunately the same Sales Ninja though probably only a brown belt at the time. Over the course of seven years we have shared in many success stories, from call blasts, many sharpshooter programs, the introduction of the Firestorm email program to the introduction of our review site which currently has over 500 great reviews! Now to the present, we have experienced many challenges this year, staffing, changing markets and marketing approaches, limited budgets, but we are proud to say that we have overcome most obstacles in this changing market and are finding success! John's dedication and resources have been a pivotal part of that. As of now we are involved in a new month long marketing campaign targeted at many events and all departments of the dealership. All I can say is a simple Thanks to John (which is probably a third degree black belt badass by now) and to the staff at Powersports Marketing for help over the past years making Interstate Honda a success story

GREG D.

OUR MISSION:

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

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

-JEFF BEZOS

- 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

BULLSEYE CASE STUDY

HAWKEYE MOTOR WORKS

predictablegrowthformula

Dealership:

Hawkeye Motor Works is a family owned Honda Powerhouse Dealership in Davenport, IA. Situated in a massive 30,000 square foot facility and headed by Joel Reno who has over 31 years' experience in the industry. Honda Powerhouse. All Honda. All the time!

Solution:

As a past Sharp Shooter client, Hawkeye wanted to give our new Bullseye Program a shot and they're sure glad they did. Many dealers are taught that their advertising dollars should 'Get their name out there' or 'Build their brand'. Those are decent enough ideas of course, but to who? Who do you want to get your name out to? Who do you want to identify with your brand? And ultimately...don't you want more from your marketing dollars?

The Bullseye Program has three key goals: 1) Create desire from proven riders & enthusiasts in your backyard 2) Speed up the buying cycle for those considering an upgrade & 3) Generate leads from those who are actively in the market.

Building your brand and getting your name out there are happy bi-products of good, direct-response marketing, which is exactly what this program is. Think about this for a second, what else do you want your marketing to accomplish for you?

We start by focusing on the 3-6% of riders who live in your immediate backyard and we utilize a three-part data strategy to identify them. The first group of folks we focus 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 are your Inactive Customers. The average dealership has less than 30% of their customer base actively spending money with them. 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. These three groups of people should make up the majority of the 3-6% of proven riders in your backyard and ultimately where the majority of your sales should come from 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.

The Bullseye Program is a 16-day campaign making you less susceptible to the weather on a single day and ensuring your staff isn't overwhelmed so you're better able to maximize the opportunities we create. Because this is an integrated multi-channel direct marketing campaign, the timing of when everything drops is very important. We mail on a Thursday, which is when your Custom Landing Page goes live, Onboarding is setup, and your marketing materials are sent to you. Your mail hits homes on Monday, then on Tuesday we send the first email, as well as launch your Facebook and Instagram Targeted Ads. The next day, we begin making Live Calls to the first 100 leads, making up to 3 attempts to reach them over the next few days. On Thursday we send the second email out. On Friday you'll receive a campaign update report to show you how were doing. The following Wednesday we send out the third email, and the campaign ends that Saturday. Then, we send you a Campaign Wrap Up report the following Monday.



Results:

Hawkeye Motor Works finished their campaign with over 93,000 impressions to riders in their backyard, over 160 leads generated for their Sales, Service & Parts Departments (including 91 Unit Leads!), an additional 436 website visitors, 253 Newly Onboarded Customers and 31 Sales Appointments & Hot Leads!

Josh, the Sales Manager said, "It was seamless and effective. For me, it was organized and easy; I sat back and the leads came in. Excited to do another one with an upcoming giveaway."



What's Next?:

Call us right now at 877-242-4472 so we can build your Buying Base and develop a marketing plan for the 4th quarter. I highly recommend setting up a 'Hallow-Thanks-Mas' campaign. Halloween, Thanksgiving (Black Friday) and Christmas provides the perfect excuse to kick-off a 90-Day Bullseye Campaign. This will ensure you are creating desire with the proven riders in your backyard, speeding up the buying cycle of those considering an upgrade and capturing those actively in the market during a critical 90 day period where the average household in your market will spend more than 70% of their entire annual discretionary budget.

The only question is, how much of that wallet-share are you going to capture? This program guarantees you set your dealership up for success now through the end of the year. Check out the insert for killer campaign options 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.

DIGITAL MARKETING CASE STUDY



Tia Robinson

Digital Marketing Manager

THUNDER HARLEY

OBJECTIVE

Thunder Harley-Davidson is one of those dealerships that prides themselves on bringing quality products, service and relationships to their community. This is articulated in their mission statement: "Building lasting relationships with our partners and employees while serving the recreational and travel community. Our core values shall be based on honesty and integrity and service to the Community."

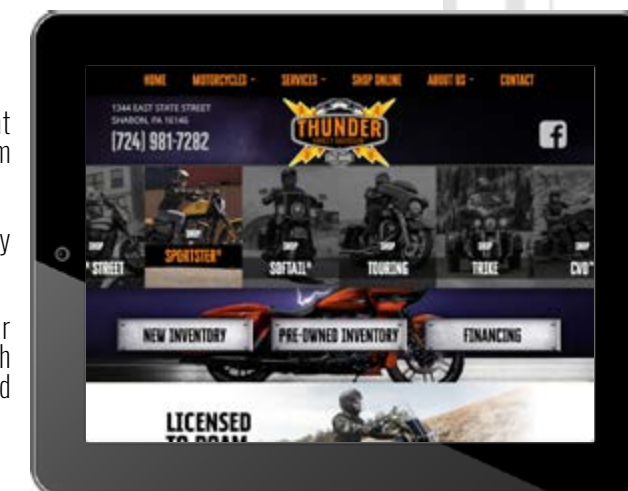
So, while they have customer relationship part handled with their incredible staff, General Manager, Jared Lautzenheise knows that they need to ensure that their prospective customers find exactly what they are looking for BEFORE they ever step into the dealership.

SOLUTION

Jeff took advantage of the Harley Digital program and worked with PSM Account Executive, John Ambuehl to create a plan to migrate their website to the Firestorm Website platform.

They wanted a site that had a look and feel that celebrated their 25th Anniversary and played on their name: Thunder Harley-Davidson.

But, they also wanted a site that generated more leads and was easy for their team to maintain. They are in the business of creating lasting relationships with Harley enthusiasts, so maintaining their website was not something they wanted to create headache or heartache for anyone.



RESULTS

In just over 3 weeks, Jared had a brand new website, with a totally new logo that has the cool thunderbolts and lightening and nods to the longstanding heritage of the dealership.

And even better, their leads have sky-rocketed. In the last quarter, **their leads have more than doubled every month** since the new site has been live. Jared's team gets to focus on creating more of those WOW customer experiences with more leads coming in the dealership each month. And, they can do what they love most: share the Harley experience, because as a Certified Harley Website provider, the heavy lifting of updating promotions and model year updates, etc are all done for them.

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.

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Woah! Don't you love it when there are so many people doing amazing things that their's a tie for the IAO Award? Our team cares deeply about taking care of each other and our clients, and these two guys stood out like shining stars this month. Taylor is one of our Digital Marketing super-ninja, and Cory is one of our Code-masters. And their peers felt that they both knocked it out of the park with their level of outstanding performance. Nice job guys! You deserve 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.



Cory Harkins
Web Developer



Taylor McCullough
Digital Marketing Specialist

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.

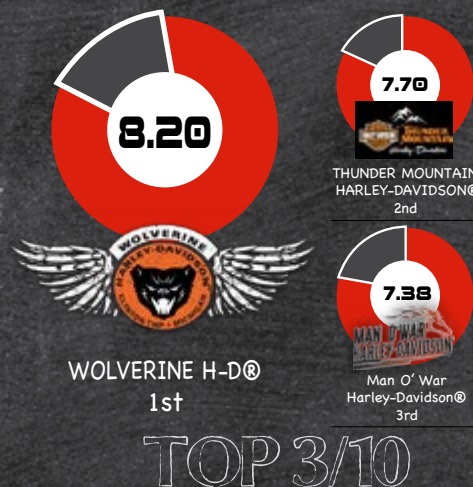
As part of the Local Web Dominator program, dealers are able to generate reviews via email or text message from their customers to proactively improve their level of service. Additionally, dealers are able to see how their team ranks against one another with the employee ranking dashboard on every review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



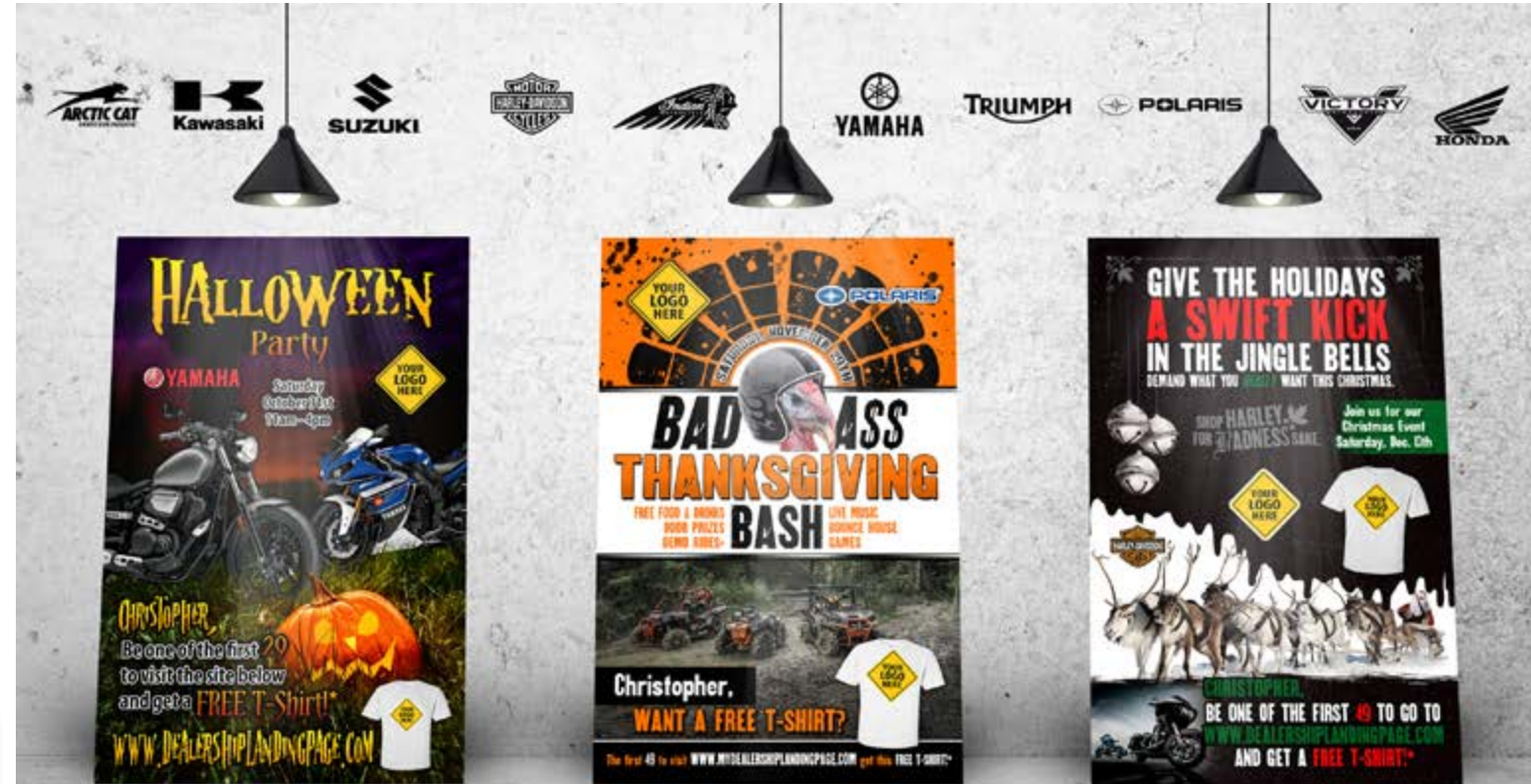
4th	ENGELHART MOTORSPORTS - Madison, WI	7.28
5th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.07
6th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.00
7th	LINCOLN POWER SPORTS - Moscow Mills, CO	6.99
8th	COWBOY HARLEY-DAVIDSON® OF AUSTIN - Austin, TX	6.95
9th	BIG SKY HARLEY-DAVIDSON® - Great Falls, MT	6.95
10th	RED ROCK HARLEY-DAVIDSON® - Las Vegas, NV	6.95

REVIEWS & RANKINGS LOCAL STAR: TISH WILLIAMS & AMBER BUTLER



These ladies have set the bar for the team at Eagle Rock Indian Motorcycle. The dealership signed up for the Reputation Management program just 6 months ago, and these ladies are tied for having the most reviews for any new Reputation Management client in 2019! Woah! Nice job ladies. Way to set the tone right out of the gate. If they're leading the pack in less than 6 months, it'll be incredible to see what they can do with a full year (or more) under their belt. Keep up the great job of taking excellent care of your customers!

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.**



HAPPY HALLOW-THANKS-MAS!

- your 4th quarter marketing plan -

Here's how it works: simply choose how many people you want to reach for each holiday. Then we will market to your buying base each month for Halloween, Thanksgiving, and Christmas (the "Hallow-Thanks-Mas" Program) via our done-for-you Sharp Shooter multi-channel system.



Register now: 877-242-4472 or psmmarketing.com/hallow-thanks-mas



DEADLINE TO REGISTER IS OCTOBER 14TH!