

FEATURED INVENTORY & MARKETING AUTOMATION



Tory Hornsby
EVP

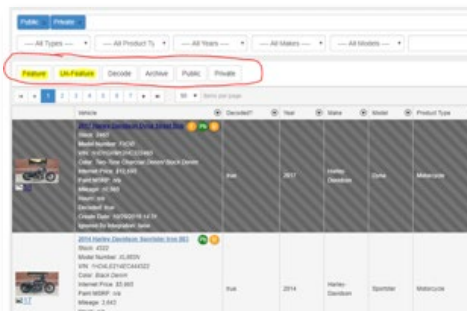


825 Highway 74 S. Suite 101
Peachtree City, GA 30269
Tel: (877) 242-4472

AWARD WINNING
Inc.
5000
COMPANY

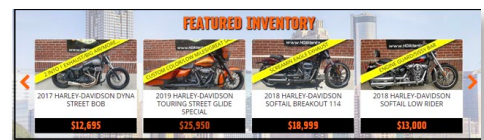
PREMIER Google
Partner

Firestorm Websites take Featured Inventory to the next level by combining an easy-to-use interface with a leading-edge marketing automation system. You can Feature and Un-Feature inventory in our Back Office one-by-one, or in bulk in a matter of seconds.

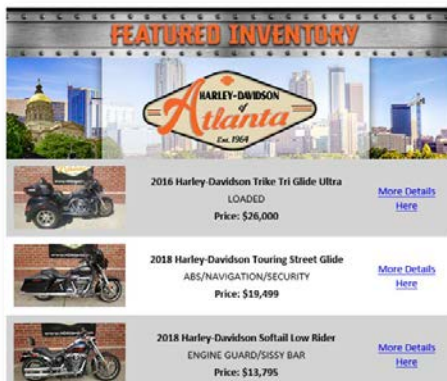


Once a unit is Featured, it's immediately showcased on your website.

Plus, dealers who have access to Firestorm



Email are taking advantage of the 'Marketing Automation' where our system automatically sends a Featured Inventory email to their entire list (or list segments). This increases website visits directly to inventory pages, which increases leads!



You can adjust how frequently these Automated Featured Inventory Emails send out, how many units they include, which day they send, what time they send, who the email is from, and even more... All without having to lift a finger. Once set up, the system runs automatically, saving you time and money while driving traffic to your site and increasing leads!



I've recorded a short video with some more details on this process; check it out at: www.psmmarketing.com/videos

If you want to generate more traffic, leads and unit sales, consider getting a Firestorm Website. Give us a call for a quick demo at (877) 242-4472.

-Tory



A PICTURE IS WORTH A THOUSAND WORDS!

Rod Stuckey | Founder & CEO

ULTRA
MARKETING
MACHINE
NEWSLETTER
.....
ISSUE #121

I'm excited about a new feature we've added to our Firestorm Website platform. This is truly an industry first.

Have you ever noticed how every dealer's service department web page is pretty much the same? Typically, you'll see a service appointment request form and a little ad copy about the state-of-the-art facility and certified techs, etc. That's pretty much all we've had on our client's Firestorm websites as well, but not for long. We've just released a new beta product for Service "before and after" Jobs.

Here's how it works.

A cruiser customer comes in and wants to have a windshield and saddlebags installed. Your service advisor (or tech) snaps a quick "before" the work photo with his phone. The work is then performed and an "after" photo is taken. Now before you say, "My service guys won't do that!" stay with me.

Utilizing our Reviews and Rankings app on a mobile device here's what happens:

- The customer receives a text and/or email with the "before & after" photos, thanking them for their business.

- The customer receives a text and/or email with an invitation to leave an online review.

- The before and after photos are automatically posted to your dealership's Facebook page.

- The before and after photos, with SEO rich content are added to the Service Department page of your dealership's website.

I've spent many years running dealerships, so I never underestimate just how hard it is to implement best practices. As a Dealer Principal, I'd always ask myself, "Is this a hill I wanna die on?" And inevitably the answer to that questions lies in what are going to be the benefits of successful execution and how will it make the dealership more money. So, consider these benefits:

- Sending a customer photos of work performed with a "thanks for your business" message creates a premium experience which is excellent for CSI scores.

- 95% of buyers read online reviews prior to making a major purchase.* Reviews boost your websites SEO big

time, and the recency and frequency of those reviews are very important.

- There are additional SEO benefits as you can easily input the customer's location and work performed, which will show on your dealership's service page, giving you an ongoing system for generating quality search engine friendly content.

- As your customers photos are posted to your dealership's website, Facebook page and review sites through our app, you create web-based "Social Proof" and multiply your overall reach to prospective customers and dramatically increase online visibility.

By the way, this is the same marketing automation app that allows you to take photos with purchase of your customers and send them a "Congratulations" text and email on their new bike, and post that to your Facebook page. Think about fitness ads & infomercials. It's all about testimonials and before and after photos because there is no more compelling content for a business than social proof.

A picture really is worth a thousand words. If you sell 100 units a month and every customer had 100 Facebook friends to share their photo with, you could be increasing online visibility to 120,000 more friends and family of riders each year.

But... back to implementation. This will not be an "easy button" install with your staff, rarely anything new ever is, right?

Here are some ideas:

- Start by sharing the "why" and the benefits. Let techs and advisors know they personally can earn reviews and be featured on your dealership's leaderboard. Everyone likes a little recognition.

- Take the roll-out seriously by covering in a manager meeting and store-wide meeting. Create a contest with prizes or spiffs for the staff member who sends the most photos with review invitations to customers.

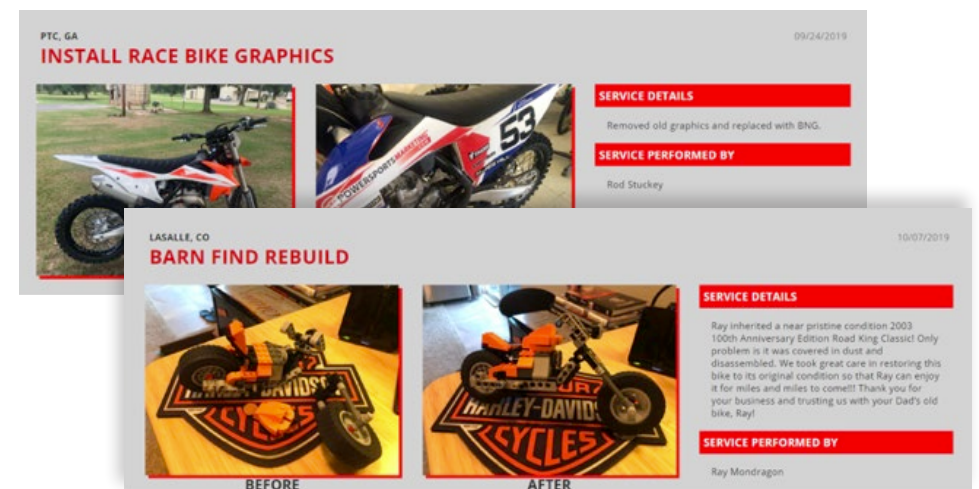
- Inspect what you expect. Login to the system and view the leaderboard and set goals for team members and cover in regular staff meetings.

- Utilize the tool of repetitive communication by sending email reminders and provide friendly verbal reminders.

- Regularly reward and recognize publicly your highest performers.

To see this app live in action go to:
www.powersportsmarketing.com/UMM

This new feature is now live and we're looking for a few progressive Firestorm Website dealers who wanna try it out. Give us a call at 877-242-4472 or email us at marketing@psmmarketing.com if you'd like to participate in our beta group.



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IN THIS ISSUE:

Pull Back the Curtain
by Brad Cannon

page 3



**Featured Inventory
& Marketing Automation**

by Tory Hornsby

page 8



Did You Know?
by Tia Robinson

page 5



**Firestorm Email
Case Study**

by Eric Pedretti

page 6



PSM MARKETING'S 2020 MARKETING BOOT CAMP & USER SUMMIT

WWW.POWERSPORTSMARKETING.COM/BOOT-CAMP OR (877) 242-4472

- POWERSPORTS SALES BEST PRACTICE • GROWING YOUR CUSTOMER LIST
- HOW TO IMPLEMENT YOUR PREDICTABLE GROWTH FORMULA
- SEARCH ENGINE • SOCIAL MEDIA MARKETING • & MORE!



FEBRUARY
3rd-5th, 2020

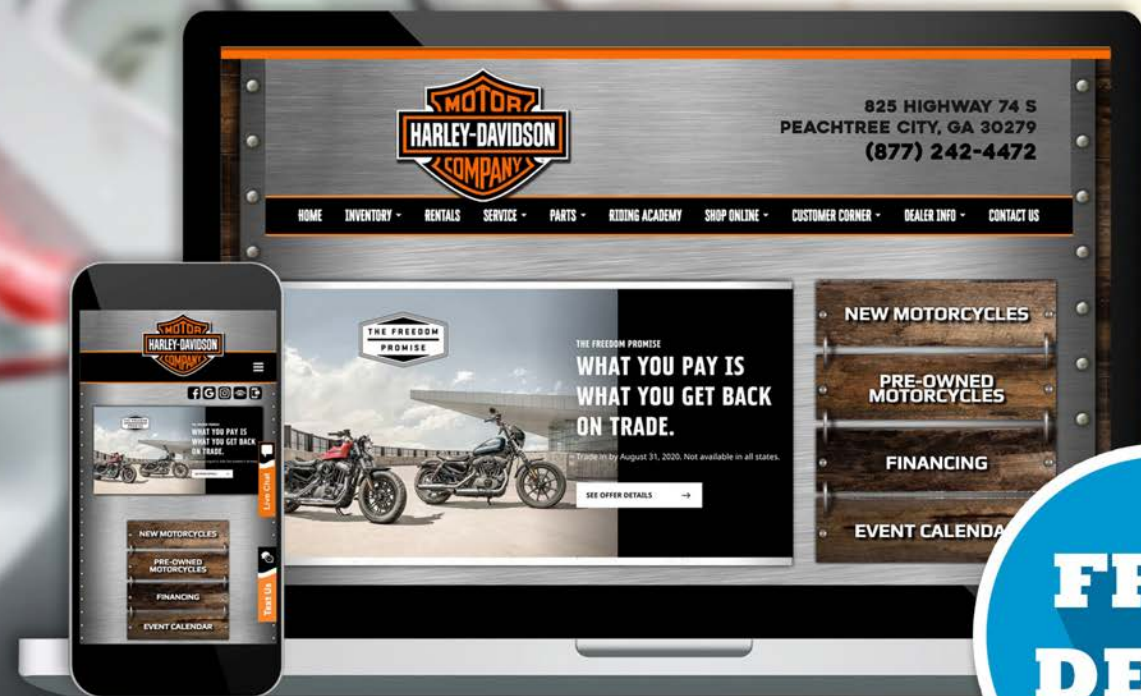
CROWNE PLAZA ATLANTA SW
PEACHTREE CITY, GA

EARLY BIRD SPECIAL:
\$249 BEFORE NOV. 30TH
\$149 FOR EACH ADDITIONAL GUEST



FIRESTORM WEBSITES

**Generate More Quality Web Leads
Each Month. Period.**



**FREE
DEMO**

Register Now

for a live demo at www.PSMMarketingDemo.com



Sometimes adversity is what you need
to face in order to become successful.

-ZIG ZIGLAR



OUR MISSION:

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



FIRESTORM EMAIL

Eric Pedretti | Sales Director

Email Marketing has always been a challenge for dealers. What do you say, how often do you say it and frankly...who's gonna get it done? Most dealers don't have the luxury of having a large, competent marketing department at their disposal to create and send emails that get results. However, consistent, value-adding emails are as important to your overall digital marketing strategy as anything else; and if done right, can make a big impact on your bottom line. Most dealers simply aren't executing in this area because the run-of-the-mill email providers like Constant Contact, Mail Chimp & Emma require you to be a graphic designer, ad copy writer or HTML coder every time you want to send an email. That's exactly why we created Firestorm Email.

artwork but keep the 'guts' of the email the same, so in less than 10 minutes, you have a brand-new email to send. We recommend sending one email per week to your entire list. Think about it; with 250 different done-for-you themes, you could send a different email once per week for the next 5 years without ever sending the same email twice.

So, what kind of impact can sending a weekly email have on your business? For many of our clients, Firestorm email can add 20% + additional traffic to their website every month and consistently rank in the top 3 for all traffic sources. As you can see below for this dealer, with three quick emails in the last 3 weeks, Firestorm Email ranks 3rd out of 52 total traffic sources with over 800 additional visitors...outranking a sizeable Google AdWords budget.

Number of Emails Sent	Traffic	Duration
3	Total Traffic Sources: 52 Firestorm Rank: 3	Page/Visit Site Average: 1.35 min. Firestorm Average: 1.64 min.
Average Quantity Per	Opens	Number Clicked
15664	Number Opened: 5272 Open Rate: 11.22 %	707

(direct) / (none)	2410	2262	3	1.75 min.
google / organic	2205	1140	5	1.07 min.
PSM / Firestorm Email	800	394	3	1.64 min.
google / cpc	596	454	2	1.2 min.
PSM / CURL	290	101	2	0.77 min.
bing / organic	146	85	5	4.2 min.
PSM / (not set)	119	44	3	2.33 min.
yahoo / organic	70	40	3	3 min.
sent.firestormemail.com / referral	18	6	5	0.26 min.
duckduckgo / organic	16	13	4	2.62 min.
facebook.com / referral	16	10	5	1.7 min.
wolverinehog.com / referral	12	4	6	4.83 min.
responsecenter.com / referral	11	8	29	7.05 min.
facebook.com / referral	10	6	2	1.44 min.
mail.yahoo.com / referral	10	4	2	1.7 min.

Firestorm Email comes with over 250 different newsletter style emails complete with professional ad copy, layout and design that are built for dealers. In 5-10 minutes of slight tweaks, our clients are ready to send a killer email that gets results. Black Friday/Thanksgiving is right around the corner and is an absolute no-brainer for sending a few emails to your list to drive traffic and generate leads (given that the average American household will spend 70% of their entire annual discretionary budget in the short 8 weeks between Halloween & Christmas). Your job? Keep them out of the big box stores and the shopping malls, so you can capture as much of that spending as possible.



We make this extremely easy for dealers with our 'Change Theme' function - one of our clients' favorite features of Firestorm Email. This allows dealers to edit an email they sent the previous week, swap out a few units, change the theme and hit send. The system will re-wrap the



PULL BACK THE CURTAIN...

Brad Cannon | VP of Client Success

Email marketing is a combination of art and science. You have to have good looking, eye catching emails to pique the interest of your customers, and you need the data to get a good idea of what is working and what isn't. It's a balancing act.

Historically, the norm has been to report a single number for email clicks - which is somewhat helpful, but if you're doing it right, your emails will have several different calls to action, and knowing which resonated and which didn't is extremely important.

It sounds painfully obvious, but with the ability to know exactly which calls to action got clicked and which didn't, you can begin to craft emails that your customers look forward to receiving and will engage with more and more over time. And that moves metal and rings cash registers.

So, this month I want to take you on a little bit of a deep dive into a feature that our Firestorm Email clients have available - our email preview and heat map.

After your Firestorm email deploys, you can go into the results screen and view the preview. What you'll see is a map showing all of the calls to action

along with how many clicks each of them received. It's awesome. Take a look at the picture below to see what I mean.

Now, a picture is worth a thousand words, but even that won't do justice to this new feature, so we're going to do something new.

I've made a YouTube video showing exactly how this feature works, and I want you to take a second and go to www.psmmarketing.com/UMM and check it out. You're going to love it (the heat map, that is).

See you soon!
- Brad

Charles Givens

From: Curtis Sloan <info@sloanscycle.com>
Sent: 10/7/2019
To: Joe Rider
C:
Subject: INSIDE: Learn how to make a cigar box guitar... What?!



Click Count	Image	URL
60		https://www.sloansmotorcycle.com
40	(no image)	https://www.facebook.com/events/763430364103044/
18		https://www.facebook.com/events/2346687258719551/
4		https://sloansmotorcycle.com/Motorcycle-Rental-Nashville
0	(no image)	https://www.facebook.com/sloanscycle/
12	(no image)	https://www.instagram.com/sloansmotorcycle/
5		https://www.facebook.com/pg/sloanscycle/events/?ref=page_internal





IMPROVISE ADAPT OVERCOME

IAO AWARD

Congratulations to Amy who is the peer-nominated IAO winner this month for the first time. She's worked hard, taking on new responsibilities and knocking out projects with surgical precision and determination. Amy's tenacious approach to any challenge is impressive and her willingness to 'just figure it out' no matter what is what makes her such a great member of the team and huge asset for the clients she gets to help. Amy's willingness to take on more challenging opportunities and her excellent communication and follow-up are what set her apart as this month's IAO award winner.

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.



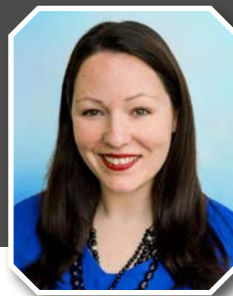


ASK TORY WEBINAR

Tuesdays at 2:00pm - 2:30pm

Tory's bi-weekly webinar which will be run free-style about all things digital marketing. Like talk radio where the guests determine the topic. It'll be a live version of "ASK TORY" where dealers can bring any questions about their product/service to the webinar.

Visit www.powersportsmarketing.com/calendar for the schedule.



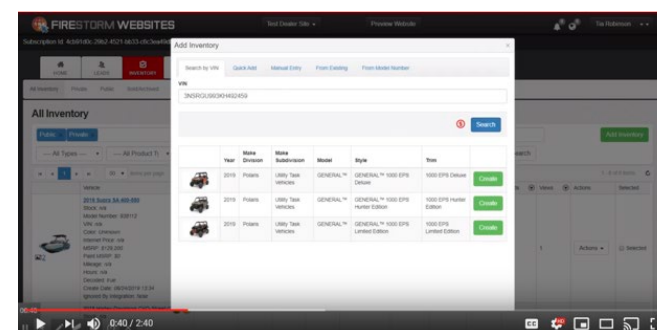
DID YOU KNOW?

FIRESTORM WEBSITES > INVENTORY MANAGEMENT > ADDING INVENTORY

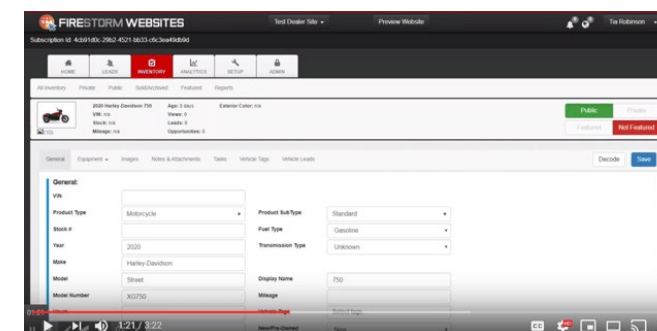
Tia Robinson | Digital Marketing Manager

The Inventory Management System of a Firestorm Website is the most robust, flexible, and comprehensive system in the Powersports industry. Dealers are able to have their inventory imported into the Back Office of their website through DMS Integration. However, many dealers prefer to use a hands-on approach to their Inventory Management on their website to ensure the highest level of quality and accuracy. And that's where the Firestorm Website Inventory Management System really shines. Dealers have 5 Quick, Simple Options for adding inventory to their website. Dealers can choose any one of these options or use them in any combination to best fit their preferences. This variety of options allows dealers to maintain complete control of their Inventory while easily aligning with their current internal processes.

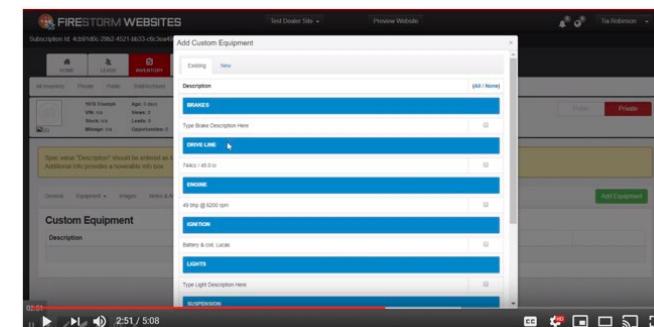
OPTION 1 - Add By VIN: <https://youtu.be/D0s1aabPEQg>
Add a vehicle to your Firestorm Website by using a valid 17 digit VIN. This is the simplest and most common approach if the 17-digit VIN is available in the vehicle database and if the dealership uses valid 17-digit VINs on their website.



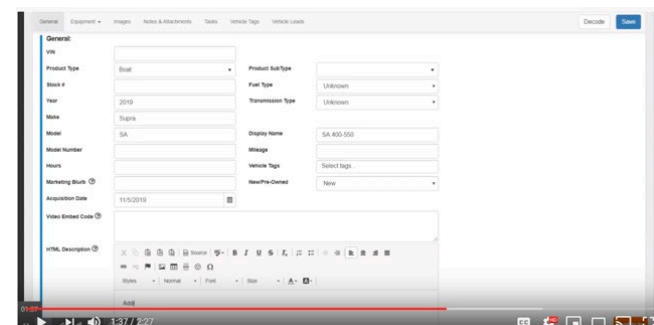
OPTION 2 - Quick Add (Year/Make/Model): https://youtu.be/T6zgtVT_0tA
Add a vehicle to your Firestorm Website by selecting the Year/Make/Model from the available vehicle database. This database provides specifications and images for Powersports, Boats & RVs Model Year 2004 and newer.



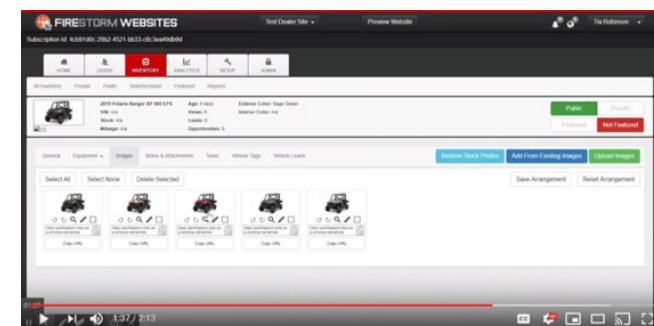
OPTION 3 - Manual Entry: <https://youtu.be/PAd-c3YQgc8>
Add a vehicle to your Firestorm Website that is not currently available in the vehicle database. This database provides specifications and images for Powersports, Boats & RVs Model Year 2004 and newer. This feature would be best used for Vintage models or products taken in on trade that do not have a valid Powersports VIN (i.e. Trailers, Mowers, Automobiles, etc).



OPTION 4 - From Existing: <https://youtu.be/JpVLIF-asz4>
Add a vehicle to your Firestorm Website by copying a vehicle that is currently (or has previously) been on your dealership's website. This feature is best implemented when trying to add an identical Year/Make/Model and using the dealership images that were included for that vehicle previously to save time from having to take new images of the same bike. This works best for NEW vehicles since Pre-Owned vehicles will merit updated details and images if they are being brought back into inventory.



OPTION 5 - From Model Number: <https://youtu.be/rwbGhGIUp40>
Add a vehicle to your Firestorm Website by inputting the Year and Model Number. This feature will add the vehicle specification and images for Powersports vehicles that are 2008 and newer model years.



If you'd like to learn more about the Inventory Management System of a Firestorm Website, give us a call at 877-242-4472 or visit us online at psmmarketing.com/Firestorm-Websites to schedule a FREE Demo.

**BUILT
QUICK & EASY
WITH
FIRESTORM
EMAIL**

**FEATURED DEALER
EMAIL**



REVIEWS & RANKINGS
LOCAL STAR

Tommy Wheeler - Frontline Eurosports



Tommy is the Service Manager for Frontline Eurosports in Salem, VA. Their dealership took an active role in growing their online reviews about 7 months ago. In such a short time, Tommy has skyrocketed to the top of the Leaderboard, both for his dealership AND for the industry. Well done, Tommy! Keep creating a WOW experience for your customers and helping your dealership stand out from the crowd.

