

CORE VALUES

1 PERSONAL RESPONSIBILITY AND ACCOUNTABILITY
"DO WHAT YOU SAY YOU'RE GONNA DO."

2 W.E.M.G.D. WHAT GETS MEASURED GETS DONE

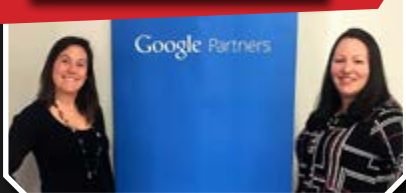
3 ATTITUDE = 100%
1+20+20+9+20+21+4+5 = 100

4 COMMITMENT TO TEAMWORK AND SYSTEMS

5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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PREMIER Google Partner



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

OUR MISSION:

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

POWERSPORTS MARKETING™
By Dealership University™ .COM

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Peachtree City, GA 30269
Tel: (877) 242-4472

AWARD WINNING
Inc.
5000
COMPANY

PREMIER Google Partner

You haven't failed until you stop trying.
JON GORDON

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DON'T JUST TAKE OUR WORD...

sloan's
motorcycle-atv

The entire Team at PSM is the BEST! Never have been the slightest bit disappointed with their deliverables - always on-time and on-budget! Tia (LWD) and Josh (Sharpshooter campaigns) are tops in their fields. I only hesitate to write this review because I don't want my local competitors using them!

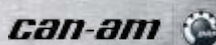
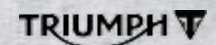
CURTIS S.
-MURFREESBORO, TN

John is very in tune to our needs, always willing to help solve problems that arise. probably the biggest thing I love about John is he answers the phone when I call, dealing with all the big companies that I do, you just don't get anyone that will pick up the phone the first time it rings to take care of you. great service after the sale.

ANDY W.
-GOLDWAITE, TX

Ashlee is fantastic to work with, very informative, keeps us in the loop on all aspects of the Sharp Shooter Campaign. Absolute pleasure to work with. Also, a shout out to the graphic arts people, they really make our ideas pop!

RANDY H.
-SCOTT, LA



Rod Stuckey

Founder & CEO

EX-EMPLOYEES OR COMPETITORS LEAVING YOU FAKE REVIEWS?

ULTRA MARKETING MACHINE NEWSLETTER
ISSUE #95

It's very common and if it hasn't already happened to your dealership, be prepared, it likely will. Unethical competitors trying to make you look bad by leaving a completely fabricated review on Google. A disgruntled ex-employee who was terminated for a just cause seeks revenge by spreading false claims about your dealership on your own Facebook page (the latter of which has happened to us here at PSM). And, good luck appealing these with Google and Facebook and having them removed.

In the past, I let this stuff really bother me, but nowadays I've accepted that it's just part of the game of business. Ironically, if you are a high transaction and/or fast-paced, leading-edge business, attempting to perform at the highest levels possible, you are probably more vulnerable to this type of nonsense. Those are the two criteria that lead to more haters.

The good news is, once you learn to play by the rules and install a solid game plan (a system), getting new reviews can actually be pretty fun and your star-rating can be higher than your competitors' rating, regardless of those cheating players.

The first step in getting good at this game is to understand and accept that reviews and search engine rankings are very important to your dealership. Wouldn't you agree that if your dealership ranked #1 on the Google results page and the local 3-pack map results that you would get more site visits, phone calls, and ultimately more appointments and sales?

Google's goal is to be the best search engine, and to do this they must serve up the most relevant search results to their users. This is great news for local businesses like yours. If a prospect is searching for the products you sell, or a dealership with the brands you carry, Google really wants to provide your dealership in the search results (of course, I'm over simplifying as Google has over 200 components that go into their proprietary algorithm which they keep confidential so the system isn't able to be exploited).

Nevertheless, one of those 200 components that is clearly weighted heavily for local businesses is reviews. To oversimplify, if you get more 5-star reviews you will rank higher in the local Google map results. It is that simple.

But it's not just about ranking high, it's also about serving up relevant results for the user. Put yourself in the customer's shoes. When you are searching for a dealership to buy your next new vehicle from, if the map displays a dealership with loads of 5-star reviews, and then one with little or no reviews and a low rating, what is more relevant (and compelling) to you?

There are two really good reasons to take reviews seriously: 1. Google loves them. 2. Your prospects and customers love them. Now let me give you a 3rd reason. Remember those pesky fake reviews that were left by an ex-employee and a low life competitor? The easiest way to fix those is to bury them with dozens and dozens of positive 4 and 5 star reviews. The late Ed Lemco uses to say that 5% of customers are lunatics, and the Google users researching products and reading reviews know this deep down as well. If you have 150 reviews and 3 or 4 are bad, it only adds credibility to the good reviews because it substantiates they are real. Anybody who's ever worked in retail or customer service knows that you can't make everyone happy. And whoever came up with "the customer is always right" line needs to go back to fantasy land.

Part of the flaw in Google's emphasis on reviews is that happy customers tend to go away quiet and happy. Flaming-hot, pissed off customers tend to seek revenge, and reviews are a perfect outlet for them to blow off some steam. This is why it's so important for dealers to get in the game and understand the rules and play hard (but fair), otherwise you lose.

Many business owners' system for getting reviews is to simply ask for them. And that's just fine, but it's not a very scalable nor reliable system. Here at

PSM we've developed a technology-based system that not only garners positive reviews, but it filters out unhappy customers by identifying them prior to them leaving a negative review and provides you with the opportunity to save them.

Our system has generated over 100,000 authentic customer reviews, which are featured on our national consumer site: www.powersportsdealerlocator.com. It's the largest review platform in the entire industry for a reason, it works.

In fact, it has worked so well for our clients we decided to use it ourselves, even though we're not a dealer.

In addition to an automated review acquisition system, our solution includes creating your own personalized review site like this: powersportsmarketingreviews.com, and an employee ranking page like this: powersportsmarketingreviews.com/reviews/employeereviews. Both of which have too many benefits for dealers, customers, and employees for me to list them all in this article.

Every Friday in our staff meeting, we take a look at our company reviews and employee reviews together, and usually have multiple rounds of applause for team members who've gotten reviews that week. It really makes playing the game fun, and eliminates the stress of potentially getting a couple bad reviews that aren't legit.

For more information on how we can help you bury negative reviews and rank the highest in your market, contact us at 877-242-4472.

POWERSPORTS MARKETING™
By Dealership University™ .COM

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CASE STUDIES:



SENDING KICK@\$\$

EMAILS JUST GOT A LOT EASIER

Have you heard the news? We've released the powersports industry's first email system designed specifically for powersports dealers. This impacts your business in a few ways....

- Dealers are no longer stuck with the cookie-cutter themes provided by large non-industry specific email companies. Firestorm themes are powersports specific and include an image library with powersports related images and content.

- Compared to other email systems out there, you'll probably save some of your marketing dollars, allowing you to spend more on other marketing avenues. (Insert plug here - We're huge supporters of lead generating direct mail. Just ask us!)

- And, you'll have the ability to transfer data from Lightspeed, DX1 and other dealership software with the click of a button.

Because we built this system from the ground up for the motorcycle dealer, we've been able to make sending kick ass emails quick and easy. Sign up for a FREE demo of the new Firestorm email system by visiting www.PowersportsMarketing.com/Firestorm or by calling 877-242-4472.

Talk to you soon,
Rod Stuckey



POWERSPORTSMARKETING.COM/FIRESTORM



ASK TORY



What is the Best Way to Increase My Web Leads?



Tory Hornsby

EVP

With any website related subject I like to start by asking, "What is the main purpose of your website?"

Most think the purpose of their website is to be an online brochure, or to be a glorified phone book where folks can find your phone number, address, and basic information about your dealership. Others would say it's a virtual storefront where customers and prospects go to research the products they're interested in. While all of the above mentioned may transpire on your website, none are its primary objective.

The main purpose of your website must be to identify website visitors and generate leads. All other functions are secondary.



There are 3 primary ways you can identify more visitors and get more leads to follow-up with:

1. Increase traffic to your website. The more traffic/visitors coming into the top of the funnel, the more opportunity it creates at the bottom. The following are some ways to boost website traffic:

- **SEM/PPC:** Pay Per Click (i.e. Google AdWords) is a great way to attract folks who are searching for the products you sell. For instance, when someone who lives close to your dealership does a Google search for a "2017 Honda Recon" or for a "Harley Street Glide"... if you sell the product being searched for, you want to be as close to the top of the first page of the search results as possible. If you're not doing PPC at some level, you're missing a lot of opportunity.

- **Facebook Website Clicks Campaign:** In the past, I've not been impressed with the thought of Facebook advertising. Unlike SEM/PPC where folks are actively searching for a want/need, a person is on Facebook to waste time and snoop into other people's lives. However, the results our Digital Marketing Department is achieving are impressive to say the least. We're getting more clicks/traffic and more conversions for less ad spend, ultimately driving more traffic to websites and creating a compelling ROI for our clients.

- **Firestorm Email:** The purpose of email has long been perceived as another way to create TOMA (Top of Mind Awareness) and build loyalty with customers. While it is good for those things, Powersports Marketing is revolutionizing the way dealers think about email. We've built the Firestorm Email System to not only make it easy to send a custom-built email full of incredible done-for-you graphics, but also to make 'increasing website traffic' the primary purpose of sending an email. Every email theme gives users

the ability to quickly add links to get more folks to your website. While that sounds rudimentary, once you've seen our Firestorm Email System you'll get it.

Tia, who writes an article on page 5, recently showed me some research she did for one of our clients. They had 6,151 website sessions in March, and 12.43% of their website traffic came from the Firestorm Email System. Want a 12% increase in your traffic (or more)? Call 877-242-4472 for a demo of our Firestorm Email System.

2. Increase conversion ratios. The average dealership gets around 4,000 website visitors with a 1%-3% conversion rate, meaning between 40 to 120 visitors on any given month will fill out a form and identify who they are. We recommend a conversion point to be on every page of your website. While I don't think you should utilize all of these because it's overwhelming and feels gimmicky, here are some common conversion points: Quote Request, Schedule a Demo Ride, Parts Request, Service Request, Finance Pre-Approval, Trade Evaluation, Internet Value Package, Free Premium (T-shirt, etc.), Free Report, Join Email Newsletter, etc.

Improving your conversion rate will make a big difference, but still 90% or more of your website visitors will be anonymous (unidentified), which leads us to number 3.

3. Utilize Firestorm Onboarding: Onboarding is a new technology that identifies some of the customers who are looking at new and used inventory, but who don't fill out a web form.

Imagine knowing that your customer, "Joe Smith," has been on your website 5 different times over the past 2 weeks and that he's looking at different variations of the same make and model, and yesterday he viewed 3 bikes that are in your inventory right now. If you had that data, it could make a big difference, couldn't it?

That's what Onboarding does. Every morning we send select members of your team an email that notifies you of who was looking at new and used inventory on your website yesterday, so your sales staff can see what they were looking at and follow up with them via email and/or phone call.

Onboarding has helped our clients begin to sell additional units every month that they wouldn't have otherwise even known about.

To start fulfilling the main purpose of your website, or for more information on any of the topics above, give us a call at 1-877-242-4472.

- Tory





Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

EXTREME POWERSPORTS



Dealership:

A family-oriented business centered around their community, Extreme Powersports is located in Columbus, GA offering Honda, Yamaha, Kawasaki, Suzuki, Polaris, Can-Am and Victory. Focused on providing unparalleled service, they pledge their best efforts to make the customer experience both beneficial and enjoyable.

Solution:

Paul McGowen, GM of Extreme Powersports, attended our Spring Marketing Boot Camp this March. The Boot Camp is focused on creating a road map for dealers to implement an online and offline marketing plan that leads to predictable growth for dealerships. After taking a hard look at his marketing plan, he decided to shift his focus from more traditional media to more direct response marketing. Through our two marquee products, the Local Web Dominator Program & the Sharp Shooter Program, we help dealers implement a SYSTEM for Predictable Growth by increasing the number of customers spending money with the dealership annually and the average amount of money they spend.

Paul wanted to be laser-focused on 3,500 past customers so that he could reactivate customers who hadn't spent money with him in the previous year and increase frequency of visits of his existing customers to increase the amount they spend in 2017.

To ensure the 3,500 customers receive the message, we target them with up to 12 direct marketing strategies. By giving customers more opportunities to respond to the marketing, we increase the amount of traffic on event day and the number of leads being generated. Bigger picture, we've learned that the more you touch your customer base, the more responsive they become and over the course of the year, more of them walk through the dealership's doors more often and the business grows.

The message we utilize is focused on inviting customers to a party. These events don't need to be a Kiss Concert, but as long as the dealership has a few things that are most important to the customer like food, drinks, door prizes and demo rides, they'll never get tired of being invited and they'll show up at your dealership more times throughout the course of the year. And since they're basically kids in a candy store when they're at your dealership, they literally won't be able to stop themselves from buying more apparel, accessories, servicing their ride more

(because they're riding it more often) and ultimately shorten the time between their major unit purchases.

With so much marketing going out the doors, it's important to have it hit customers at just the right time to really maximize the response from each media. Our marketing begins hitting customers roughly 10 days before the event and gives them a different opportunity to respond to the survey site (to generate leads for every department) almost every day leading up to event day.

Results:

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. For their Rotten Easter Egg Hunt, the program generated 235 completed surveys including 133 sales opportunities in Clothing, P&A and Service, PLUS 114 responses for a new or used unit! The number of leads being generated is increasing significantly from the consistency in his marketing. After his third event of the year, he's been able to more than double the amount of leads being generated per campaign from 102 - 235!

After the event, Paul told his Account Executive, Josh Rapplean, that the traffic and event went great! He added that he was most excited to get to work on the bike leads and see how many more units he'll be able to roll over the next couple months. Paul already has his Armed Forces Day Event planned for May 20th to keep the momentum going.



What's next?

June means the kickoff to Summer, Father's Day and the ramp up to 4th of July. It's time to make hay while the sun's shining! Check out our website for some killer campaign options for June and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2017, then call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success

How Do You Rank?



Last month, we talked about the recipe for showing up in the Local Pack (map section in the middle of the page) in Google search results. Those aren't the only results though, so let's talk a little about what it takes to show up in the other organic results on the page.

Using Search Engine Land's 2017 Local Search Ranking Factors study that was published last month as a guide, we can get a pretty good look at what makes up the top secret Google algorithm.

Link Signals play a big part in ranking, coming in first this year at 29% of your ranking factor. Think of link signals as Google looking at who else on the internet thinks your page is important enough to link to, or reference. The more important the site or sites that link to you, the higher quality/value Google interprets your site to be.

For example, let's say Google is looking at two sites and is determining which one likely has better content and should be ranked higher. One site has several inbound links from a blog that has almost no followers, with sporadic posts. The other site is linked to by a national industry specific review site with over 100 thousand legitimate customer reviews. The second one is going to rank higher - as it should.

The second big ranking factor is On-Page Signals at 24%. This is most commonly referred to as on-page SEO. Is your NAP (name, address, phone #) info present and correct, do you have keywords in titles, URLs, etc.? This is all the stuff your web site provider should be working closely with you to make sure your site properly reflects what you do.

The third big ranking factor, coming in at 11% are Behavioral Signals. These reflect what people do

when they see your site on search results. Things like click-through rates are important here. When they see you, are they compelled to take action by clicking? Another component here is click-to-calls. This is part of why mobile friendly sites are so important. When they see you on mobile do they click to call? That is a huge signal to Google that what you offer is relevant and compelling to searchers, and that is what Google is all about. Check-ins fall under this category as well, further emphasizing just how important a solid mobile site/presence is.

Personalization weighs in at 9%. Think of this as some level of uniqueness of content. While dealerships all sell the same makes and models on the whole, there can still be uniqueness of content on pages on your site. The home page, about us page, service page, as well as map and hours can all have unique content to set your dealership apart and provide clues to Google about why it is important that they show your site in their results.

Citation Signals are still a factor at 8%. This can be thought of as Google being able to match your info to info found in other places around the web. Your on-page NAP info is compared to NAP info around the web on various data aggregators and listing sites for consistency. A consistent, uniform presence around the web gives Google confidence that you are a reliable result.

Review signals round out the ranking factors we'll be discussing, coming in at 7%. Reviews are hugely important in that consumers use them nowadays as a benchmark of whether or not they'll even consider you as an option for a purchase. If you've got more bad reviews than good, or a low star rating, you often won't even get an opportunity to speak with a prospect, much less

sell them something. Google considers how many reviews you have, as well as how frequently you get them, in their ranking. The only thing worse than having no reviews or bad reviews is having old reviews. Reviews are considered expired (for lack of a better way to say it) after 90 days in the minds of consumers according to Google. You need to have a system in place to continuously, and automatically harvest authentic reviews - and that's not easy.

As I said last month, the marketing world has changed, and is still constantly changing. It can be difficult to stay current and still pay attention to the main objective of a dealership, which is to move metal. In today's marketing environment, which is truly turning into a hybrid of digital and offline methods, it makes good sense to partner with someone who can handle marketing and allow you as a dealer to do what you do best - sell.

Yes, this is somewhat of a shameless plug, but having seen what our Local Web Dominator product has done for dealers of all OEMs all over the country, I am sold on how effective it is and know it can be a game changer for so many more dealers. If you want to find out how you can automate the 88% of ranking factors I've just explained above, give us a call.

Talk Soon,
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

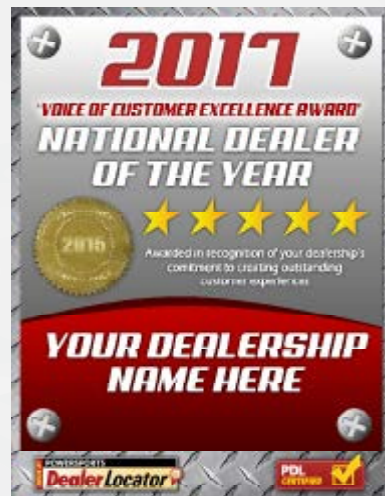
Scott Zinkel transferred from the Sales Department to the Digital Marketing Department and immediately started winning over the hearts of his peers. In less than 1 month on the Client Success side of the world, Scott's charmed everyone around him...mostly with his bad a\$\$ digital marketing skills. He's hit the ground running by breaking performance records right out of the gate. When he's not busy optimizing Google AdWords accounts with surgical precision, he's known to show off some of his residual sales competitiveness by playing some serious rounds of Mario Kart with some of the other folks in the department (on their lunch break, of course). With that kind of impact, it's no wonder Scott was chosen 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.



Scott Zinkel
Campaign Coordinator

The Voice of Customer Excellence Award Program



The Repeat & Referral Score (RRS) is a dynamic calculation that helps you identify the overall health of your repeat and referral business, which are two critical components to help you grow your business. Plus, your RRS lets you see where you rank in comparison to other dealers in the Powersports industry.

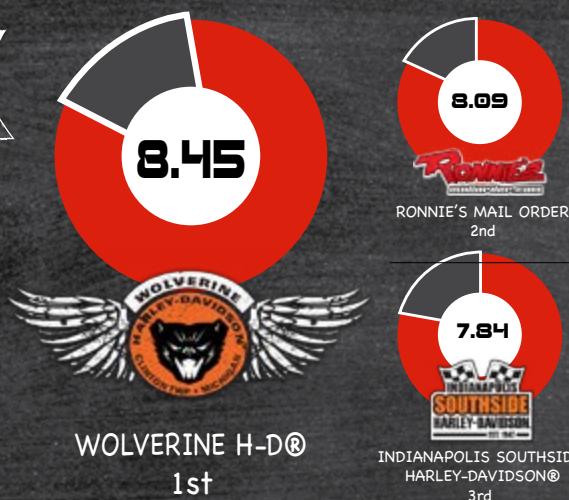
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

Don't miss your chance for the prestige and recognition as one of the top performing dealers in the Powersports industry!



THE PODIUM

4th	HOT ROD HARLEY-DAVIDSON® - Clinton Township, MI	7.37
5th	WHITTS HARLEY-DAVIDSON® - Manassas, VA	7.33
6th	KISSIMMEE MOTORSPROTS- Kissimmee, FL	7.31
7th	GREELEY H-D® & WILD WEST MS - Greeley, CO	7.27
8th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.19
9th	LEMON & BARRETT'S - Mineral Wells, WV	7.18
10th	HANNUMS'S HARLEY-DAVIDSON® - Chadds Ford, PA	7.14



TOP 3/10

LOCAL STAR: Jim Zabel



Jim is one of the top 5 highest ranked Parts Professionals in the entire industry. Not only do his teammates know they can trust Jim to get the job done, but his customers obviously adore him. He's raked in almost 150 5-star reviews personally for Kissimmee Motorsports. Great job, Jim! Keep setting the bar high for you and your industry peers.

Want to see how your employees compare 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.

LOCAL WEB
DOMINATOR

POWERSPORTS OF AMERICA

PADUCAH, KY



Tia Robinson

Digital Marketing
Manager

OBJECTIVE

Powersports of America, sister-store to Polaris of Benton, is a new Polaris and Can-Am dealership in the southwest corner of Kentucky, where the state connects with Tennessee, Missouri and Arkansas. As a new dealership, General Manager, Tim Riley, understands how important it is to make a powerful first impression with his local market. He also knows that to allow the Powersports of America team the opportunity to do what they do best, provide outstanding customer service, he's got to ensure that the local ATV, UTV & motorcycle community knows they are now open for business in Paducah.

SOLUTION

Powersports of America took to the internet to make sure that when someone in the local market was searching for a powersports dealer in general, or a Polaris or Can-Am model specifically, their dealership was the first and obvious choice to customers. Tim, who has seen success with Google AdWords for the Polaris of Benton location, signed up for an aggressive Search Engine Marketing (SEM) campaign as part of the Local Web Dominator program. His goal was not just to brand their new dealership by 'getting their name out

there', but rather to generate quantifiable leads with a positive ROI to make a big impact in the local and surrounding markets.

RESULTS

In April, Powersports of America's Google AdWords SEM campaign generated **2,628 clicks** to their website from customers searching what they sell, who were in their local market. Plus, **33,963 people saw their ad** with an impressive Click Through Rate (CTR) of **7.74%** (Benchmark data reports that any CTR over 2-3% is considered exceptional).

And while that local online visibility is fantastic, the real ROI for this campaign is shown in the **147 conversions** (AKA: quantifiable leads) the campaign generated that month:

- 85 Phone Calls
- 33 Leads Forms Submitted (Quote Requests, Contact Us, etc.)
- 18 Finance Applications Submitted
- 11 Visits to Map & Hours Page (which may point to future store visits)

Additionally, the SEM campaign drives about **41% of the overall website traffic** for www.powersportsofamerica.com. The investment in local SEM is paying off for Powersports of America. The compelling custom-made ads and local targeting help Powersports of America stand out as the best choice for a local Polaris or Can-Am customer.

Plus, having a team of dealer-advocate, digital marketing specialists helping to drive traffic for Powersports of America, Tim and his team are able to focus on providing that outstanding customer service to their new Polaris and Can-Am customers, which will keep them coming back for years to come.