

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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“Success is not final, failure is not fatal: it is the courage to continue that counts.”
WINSTON CHURCHILL

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DON'T JUST TAKE OUR WORD...

CAMPERS RV CENTER
POWERSPORTS

THORNTON'S
MOTORCYCLE SALES

ROD'S
Power Sports

All I have to say is WOW! Taylor explained everything to me so well!!!! I only had a few questions, and he was right on it! This is probably the BEST site training I've had (and probably the shortest, as it is self-explanatory, LOL). I'm excited to get to work and learn all I can. THANKS TAYLOR!!!

GRETCHEN P.
-Shreveport, LA

We recently switched to Firestorm Websites. The staff at Powersports Marketing have been simply wonderful to work with! The transition went very smoothly: Jessica and Tia have been very quick to answer emails and phone calls and have helped us with every question or problem. I created a new page for our site in just a couple of minutes. The back end of the website is so simple to navigate! And, yes, our leads have increased since we made the switch. Very pleased so far!

TOMMY S.
-Versailles, IN

Of all the folks that I have worked with throughout the Sharp Shooter journey, Ashlee was my favorite. She responds promptly to emails and she talks to you like a genuine person. Thanks, girl. Keep doing your thing!

BAILEY B.
Roca, NE



Founder & CEO

GOOD, FAST, CHEAP... PICK TWO

ULTRA
MARKETING
NEWSLETTER
.....
ISSUE #109

If there is one thing many Dealers and OEM's consistently get wrong with their advertising, it's that your marketing can't be all about selling things to people. Instead your marketing should be part of a much larger formula designed to create a connection, an experience that separates you from your competitors.

The products you carry are commodities, and IF your advertising is all about, "Hey you, wanna buy my product?" then you are weakening that connection as opposed to strengthening it, and the experience is similar to shopping for groceries.

There is no real difference between your metal and your competitor's, or your helmets versus your competitor's. Just as there is no difference in the Mayfield milk from Publix or Kroger. This leads to the slippery slope of discounting. Inevitably, when improperly executed, advertising often becomes about the thing, the product. Then, since my Mayfield milk is the same as your Mayfield milk, the only way I can attract you to buy from me versus my competitor is, "Cheapest Price."

Fortunately, you're not selling milk, washing machines, or grave sites, you're selling FUN, EXCITEMENT, and ADVENTURE! That's a huge marketing advantage for us in this industry.

It's actually depressing when the most exciting thing you have to say about your dealership is, "Wanna buy something today?," or worse, "We're the cheapest in town." This approach is not only bad for you, it's bad for the brands you sell, it's bad for your entire market, and hell, by extension it's bad for the entire Powersports Industry. Teaching enough consumers that all dealers should sell with a deep discount and all buyers should shop and buy based solely on price is a detriment to us all, even the small percentage of dummies who shop solely based on price.

I get it, you're a dealer and you have no control over the products and the commoditization of what you sell. That's

exactly why you should advertise and sell what you do have control over, what separates you from your competitors, your value proposition, what puts you into a category of ONE rather than a category of many - the worst of which is participating in the discounting war on the Inter-Webs, classified sites, etc.

Here's what Dan Kennedy has to say about the discounting strategy: "It is fundamentally the selling of confessed inferiority, rather than the selling of asserted superiority. This is a choice you make."

I was a dealer for many years in both Powersports and Automotive, and I'm a practical person. I certainly understand there are circumstances in which you absolutely must discount to earn the customer's business. You follow the sales process, you write each customer up at full price, you fight for every dollar and close every single deal humanly possible. I'm not disputing that, what I am disputing is that there are better ways of attracting and retaining the right kinds of customers than lazy low APR finance offers, \$1,000 off, \$500 over book value for your trade, etc.

Ever hear the saying, "Good, Fast, Cheap, pick two?" It's a real thing. Google it. It's true.



My son likes McDonalds after a long day of motos, so against my better judgment I've recently been frequenting the establishment more than I care to admit. I'm absolutely astounded at how consistently HORRIBLE the service is.

And, at least the food is terrible as well. But, it's fast and it's cheap.

Which position do you want to stand for: "We Suck, But We're Cheap" Or "Premium products with Premium service by Powersports Professionals"?

Famous ad man, David Ogilvy, said: "Have something interesting to say before you spend money saying things." Price isn't interesting, but people are. Look at the boom of social media, it's so addictive because it's so interesting, and it's so interesting because it's about people.

Here at PSM we've developed a mobile app that takes a picture of your customer after they've made a purchase. Through marketing automation, we send them a congratulations and thanks for their business email with that picture of them and their new ride. Then we send a text or email request to write a review online. We can automatically publish that review and that picture to social media.

We all know that reviews are huge, but so is going the extra mile and creating a connection and an exciting experience by congratulating customers on one of the most exciting purchases they have or will ever make.

Our Sharp Shooter program is one-to-one marketing, from a person to a person, inviting them to an event to have fun first, and creating a whole bunch of leads as a happy by product. Not begging them to buy or peddling a discount.

When these two products are combined they grow new customers, increase retention and referrals (online and offline). They are carefully designed to create a better connection and an improved customer experience. We'd love to share our secret recipe with you, for more information contact us today at 877-242-4472 or visit us online to learn more: www.powersportsmarketing.com.



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CASE STUDIES:

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YOUR EMAIL
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AND, IT WON'T
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INDUSTRY'S LATEST SECRET WEAPON

ASK TORY



I need my marketing to
create new customers,
what do you recommend?



Tory Hornsby
EVP

Forgive me if you've heard this analogy before, but it's one of my favorites. Let's say you and I were in business together and we recently opened a Golf Pro Shop. We desperately need to get customers through the doors and make the cash register ring, so we turn our attention to our marketing plan.

We know that going after everyone utilizing mass media will cost a lot of money and won't be quantifiable. Therefore, it's extremely unlikely to generate an ROI on dollars spent, so we stay away from radio, TV and billboards. This leads us to look at buying a list of prospects to market to.

The market research we've done has shown that the average person who plays golf is a male between the ages of 30 & 55. Playing golf requires some free time, so parents with young kids may not be the best fit. Golf isn't cheap, so prospects will need to have an annual income that's over \$55,000. We also know they need to live close to the shop, or within 15-miles.

All of this psychographic and demographic data sounds precise, and this is a list we could purchase and market to. We move forward with our strategy and send out a direct mail piece with a great call-to-action, but it yields zero results.

IT ALL STARTS WITH CHOOSING THE RIGHT
AUDIENCE. THE RIGHT MEDIA, MESSAGE, AND
TIMING TO THE WRONG LIST WILL FAIL EVERY TIME.



Then it hits us, and we recognize one huge flaw. The overwhelming majority of people we were marketing to don't play golf! Only approximately 8% of Americans play golf, and if a person doesn't play golf, they won't buy golf equipment from us. No amount of marketing will change this fact, no matter how good or consistent our ads are.

We then ask ourselves one of the most important questions before any marketing campaign, "who is most likely to buy from us?" Our answer is amazingly simple... people who play golf. We have a good shot at getting a golfer to respond to our marketing, so we move forward with this strategy. We don't get mesmerized by all the bright and shiny psychographics and demographics, we decide to get a list of golfers.

We send out the same direct mail piece with a great call-to-action to our new list, and this time it generates a 5% response rate and an incredible ROI on dollars spent.

Remember the four fundamentals of marketing? 1. Audience (most likely to buy from you); 2. Media (most likely to reach your chosen audience); 3. Message (tell them what you want them to do); 4. Timing (have an event and implement drip-marketing). It all starts with choosing the right audience. The right media, message and timing to the wrong list will fail every time.

For a powersports dealer, the right audience is powersports enthusiasts. This is a niche industry where only approximately 6% of people ride what we sell (less than the number who play golf). People who don't ride won't respond to your marketing or buy anything from you. Doesn't it just makes sense to spend your limited budget marketing to those who will?

Powersports enthusiasts fall into three groups:

1. Active Customers – They've purchased from you within a 12-month period.
2. Inactive Customers – Their last purchase was over 12-months ago. You've lost them and they need to be reactivated.
3. Conquest prospects - These are people who live in your backyard, ride what you sell, buy what you sell, but they've never purchased anything from you.

These three groups of people are where the majority of your sales across all departments will come from over the next 12 months. You need to reach out to them every month and invite them into the dealership. Inviting them to the dealership every month will increase their frequency of visits to your dealership (instead of a competitor), which also increases how much they buy from you (increases annual customer value). Marketing to this audience will not only increase sales from past and current customers, it's also the best strategy for generating new customers for your dealership every single month. And it's 100% quantifiable.

Want to know how many Active Customers, Inactive Customers and Conquest Prospects your dealership has? Call 1-877-242-4472 for a free Data Analysis.

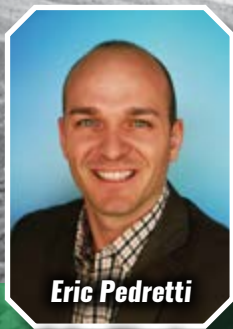
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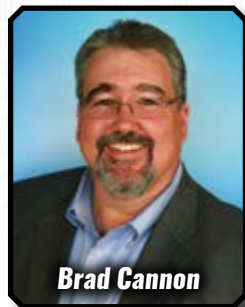
Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

EHLERDING MOTORSPORTS

predictablegrowthformula



Brad Cannon

VP of Client Success

Dead Letters



MOTORCYCLE
INDUSTRY
COUNCIL



So, last month we talked about how email has a reputation. If you missed it, I HIGHLY recommend either finding last month's paper copy, or going online to our site (Click the Marketing Best Practices navigation) and reading it. It's important.

This time around, I'd like to talk about an element of that email reputation that nobody ever seems to talk about, but plays a big part of how your email is perceived by internet service providers and can impact your deliverability with them.

I'm talking about list quality. In the Sharp Shooter end of the world, we have guidelines for mail files that we use to ensure the highest level of deliverability for our clients. We run those files through an extremely rigorous process to weed out addresses that are anything less than the most accurate.

That's what internet service providers want you to do with your email addresses as well.

If you remember from my example last month, traffic on the information superhighway is pretty congested with email traffic, most of which (spam) is just out there getting in everyone's way. To keep with the analogy, the service providers would like to make sure we're all doing our due diligence to make sure those cars are taken to the junkyard, and/or never leave the garage to make a mess of the roads by slowing down legitimate traffic.

How do we do that?

First and foremost (and it should go without saying) never buy a list to use. Just don't. There are more reasons not to do that than I have space to list.

Always harvest your own list from your own marketing efforts – and best of all – from your parts/service/sales department.

This is the foundation. This means you'll get good a good list that contains people who want to receive

your communication.

That said, email addresses are in many ways the same as mailing addresses. They change. Sometimes, a lot.

In the physical mail world, we've got an advantage. The National Change Of Address registry can tell you that someone moved or died and that you shouldn't send to that address and expect to get a response. It's a bad address. It might have been good in the past, but not anymore. If the individual is on the right side of the dirt, you get back a corrected current address. Good stuff.

The world of email isn't as cut and dried, unfortunately, there is no email address database to run folks through. This means that if you don't know any better, you can keep sending emails to people who will never see them – cluttering up the highway unnecessarily all along the way.

Just like people move from one place to another in the real world, the same thing happens in the world of email as well. People change from Comcast to AT&T, Gmail, Yahoo, Hotmail (hahaha) or some other provider all the time, leaving behind inaccessible, unattended email accounts that may not stop getting emails for a very long time.

Email addresses are incredibly easy to get too, and a normal practice for some folks is to have a "junk" email address. I'll bet most of the folks reading this have at least one. You know what I'm talking about, an email address you give out when you have to provide one for something/someone and you have absolutely no intention of ever reading what they might send, and you don't want their crap to clutter up your real inbox.

In an effort to improve "highway conditions" providers have begun to pay special attention to emails that get sent and never get opened, and have drawn two basic conclusions from senders who keep sending them.

First, they use their own algorithms based on percentages, frequency and other factors and decide based on the results whether you are likely a spammer. If things don't add up, your mail doesn't go through, and your domain and IP address get put on blacklists and deliverability goes through the floor. It's like the postman gets a tray of mail, looks at the "from" address and says, "These guys aren't legit," and just throws the tray in the dumpster. And he doesn't go back to the sender to tell him what he did. After all, it doesn't make sense to notify a spammer that you're on to him. Better to just quietly get rid of his mail. In our business, that doesn't really happen, although it did once for a dealer we worked with who bought an enormous email list and tried to use it. After a big hassle, we got him taken care of, and lessons were learned.

If service providers determine that you're not a spammer, but you still have a list with lots of "never opens" they assume that your list is of poor quality due to a lack of attention on your part. Sloppy housekeeping, for lack of a better way to say it. While you may not get blacklisted, your mail could be subject to greater scrutiny, and deliverability impacted.

Long story short, you can't just keep sending emails to mailboxes that never open them. It's a poor reflection of you as a sender, and can potentially create problems for you with deliverability. If you're a Firestorm user, we can help with list hygiene, especially when it comes to providing a platform that creates emails that customers will want to open. If you haven't already attended our webinar on Firestorm email you should make plans to do so very soon. We go over tons of best practices and tricks of the trade to get open and click rates up. And according to reputable sources, it's even better than a Kiss concert.

Talk soon,
Brad



Dealership:

Ehlerding Motorsports began business in 1965 from a garage on the family dairy farm near Decatur and expanded into a new facility in 1971. Over the years, the business has grown tremendously, but the original foundation still exists – a love for motorsport vehicles and the desire to consistently offer high-quality products, competitive prices and superior customer service. Today, all operations have been centralized on one campus with two modern buildings totaling over 46,000 square feet in Fort Wayne, IN.

Solution:

For Don's third Sharp Shooter Event, he decided to market to 3,000 past customers. Using a nice mix of active and inactive customers, he knew they could reactivate customers who hadn't spent money with them in the previous year and continue to increase frequency of visits from their active customers. The ultimate goal was to increase the number of customers spending money with them over the next year and increase how much they spent, by getting them all to walk through the door more often.

By utilizing 12 different media methods to touch customers, we increased the amount of traffic on event day and the number of leads generated.

Big picture, we know Powersports Dealers need to touch their Buying Base a minimum of 52-104 times per year to increase retention and grow market share. 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. By focusing on what the customer wants (things like food, drinks, door prizes and demo rides), the dealership gets more of what they want (more P&A, service and gear sales and a few more units out the door). The reverse is also true: focus on the sale and you will alienate the 99.99% of customers who don't have 'buy a motorcycle' on their list of things to do this weekend. Long-term, customers never get tired of being invited to a party, so they end up walking through the doors more often and when they're there, they can't help themselves but to

spend more money.

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:

Don was extremely pleased with the results and turnout on event day; he has done direct mail campaigns in the past for years and never gotten the level of response he has with our Sharp Shooter campaigns.

His third Sharp Shooter campaign is currently in progress and he is amazed each time at the door swings and increased sales he sees. He agrees that our multi-touch approach, along with focusing on the right audience and using the right message is what does the trick. His Sharp Shooter campaign generated 134 completed surveys, which created a total of 105 in P&A, Service, and riding gear, PLUS 59 responses for a new or used bike!

Don has been in business for over 50 years and is relieved to have finally found something that works.



What's Next:

September means Labor Day Parties and New Model Open Houses! New models are more exciting to your customers that Christmas morning is to 5-year olds. Don't miss out on the opportunity to capture the excitement that the new model year brings! Check out the website (www.powersportsmarketing.com/sample-campaigns) for killer campaign options and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2018, call me on my direct line 877-242-4472 ext: 112. Happy selling.

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Cory Harkins is a recent addition to our Development Team and has hit the ground running. His co-workers love having him on the team because of his incredibly positive 'can do' attitude. Plus, he's a super-hero with quick turn-around on urgent requests and has brought a tremendous amount of horse power to getting junk done with tons of ongoing innovative projects. His epic coding skills and his pleasant, friendly demeanor are just a few of the reasons the team voted Cory our IAO Award winner this month.

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

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!

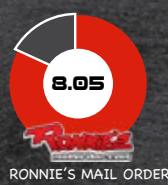
(National average is 5.01)



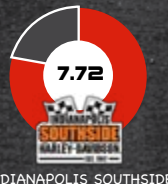
THE PODIUM



WOLVERINE H-D@
1st



RONNIE'S MAIL ORDER
2nd



INDIANAPOLIS SOUTHSIDE
HARLEY-DAVIDSON@
3rd

TOP 3/10

4th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.69
5th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.30
6th	ENGELHART MOTORSPORTS -Madison, WI	7.26
7th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.15
8th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.05
9th	COWBOY HARLEY-DAVIDSON® OF AUSTIN - Las Vegas, NV	6.95
10th	SHOALS OUTDOOR SPORTS -Madison, WI	6.94

REVIEWS & RANKINGS LOCAL STAR: BRAD BROWN



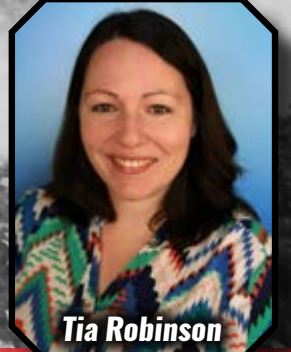
As the Parts Manager, Brad has to lead by example, which he is definitely doing. He's one of the top 10 Parts & Accessories professionals in the Powersports industry! With over 140 5-star customer reviews, Brad's leading the employee Leaderboard at Central Texas Powersports. Nice job Brad. You are setting the bar high for your team and other P&A Professionals in the industry. Keep up the great work!

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.



SPACE COAST HARLEY-DAVIDSON®

PALM BAY, FL



Tia Robinson

Digital Marketing
Manager

OBJECTIVE

Space Coast Harley-Davidson is a community focused dealership. They know that a customer can choose to drive to any nearby Harley dealer in Central Florida for the same product, but what sets Space Coast apart from their competition is how active they are in their community.

With events every weekend, the Space Coast Harley team knows how to make their customers feel welcomed. And, they know that welcoming everyone to their events is one of the best ways to grow in market share. One of the driving forces in creating a new customer is the influence of friends and family.

So, having events that create a compelling reason to invite friends and family down to the dealership is a very compelling way to increase affinity with current customers while creating interest and impulse purchases from prospective customers.



SOLUTION

However, word of mouth – while extremely compelling – isn't the most consistent and reliable way to communicate about the dealership's events and inventory. It's also almost impossible to track. And for a dealer as focused on growing market share in an area that has steep competition within an hour's drive, they need a strategy that is quantifiable, measurable and that generates results!

So, they've also ensured that prospective customers can find out about the dealership and their upcoming events through a Google Ad campaign that includes extremely customer targeting and conversion tracking.



RESULTS

By investing in quantifiable digital marketing through Google Search and Display campaigns, Space Coast Harley-Davidson has seen an incredible influx of traffic to the website and their events page. And even more compelling is that the traffic on their site from their Google Ads campaign is converting at exceptional rate. In July, their Conversion Rate was over 12% for the Search Campaign and an impressive 3.8% on the Display Campaign. That means not only did they send an additional 2,700 visitors to their website, but they generated 95 phone calls to the dealership from their Google Ads.

Plus, they had 30 forms submitting (including Get a Quote and Finance Applications). With a conservative closing ratio of only 10%, the Space Coast sales team could have sold 3 new Harleys from the Google Ads campaign alone! Not to mention the increased store traffic from the 40 visits they had to their Events Calendar!

Does your Digital Marketing campaign generate those kinds of conversion rates and targeted website traffic? If not, we'd love to show you how our team of Premium Google Ad Partners is able to generate a positive ROI for our Local Web Dominator clients.

Give us a call at 877-242-4472 to schedule a FREE Market Analysis of your current Google Ad account, or a custom recommendation for your local market.

