

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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- Google Tag Manager

OUR MISSION:

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



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AWARD WINNING
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"I am a great believer in luck. I find the harder I work, the more I have of it."

THOMAS JEFFERSON



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DON'T JUST TAKE OUR WORD...

ALL SEASON
MOTORSPORTS INC.

Ray was so professional and easy to work with. Incredibly knowledgeable and answered all my in depth questions. Very impressed, this gentleman knows his stuff. Thanks!

MELISSA C.
-ALL SEASON
MOTORSPORTS

MFHS

Bill walked us through our first Sharp Shooter campaign and made everything easy! We had a great turnout for a December event which generated leads for every department in the store. Response was strong from our existing customers and reach-out customers in our area. Thanks!

TOM W.
-MANASSAS HONDA

got gear
motor-sports

We were already thrilled with our Local Web Dominator performance we were getting from Powersports Marketing and when they came out with their Firestorm e-mail platform I could not wait to use it. The thing I like about these guys and gals, is that they are POWERSPORTS people, and not trying to sell flowers or dry cleaning like so many other firms. We are their main concern, and it shows. We had a few issues building the first few e-mails and sending them out, but Jessica was right on top of it, and got the issues resolved. These guys are at the top of their game. I look forward to many more years with them. Keep up the good work.

RAYMOND W.
ZIPS 45TH PARALLEL H-D®



Rod Stuckey

Founder & CEO

IF IT WAS EASY, EVERYBODY WOULD BE DOING IT.

ULTRA
MARKETING
MACHINE
NEWSLETTER

ISSUE #91



Amway co-founder, Rich DeVos, is number 88 on the 2016 Forbes 400 list of richest people in America. After several failed business attempts his Amway days started with selling all day, and bottling liquid soap by night in his garage. Now at over 90 years old, he's worth \$5.1 billion. DeVos was once quoted as saying, "All our secrets are visible," implying that the success he and his company have achieved are transparent and easily copied. He went on to say something to the effect of: there is just no one willing to go to the extent required to copy it exactly, to experience the pain, the struggles, the failures, and do the work. Everyone wants the results, but few are willing to do what it takes. Most think they can do it faster and easier so they cut corners, and then fail.

Years ago I was at a 20 group meeting (as a dealer) and, industry veteran, the late John Wyckoff was there as a guest speaker. He asked the group what the most successful marketing they had done in the last year had been, and then went one by one around the room and had each dealer answer. Going around, dealer after dealer cited some type of Event or Open House as their most effective dollars spent. As he got closer to me, my mind was racing trying to think of what type of advertising we'd done that had actually been effective at all. This was in the internet infancy days, so websites weren't really in play yet.

I first thought of the Yellow Pages. While it did work, I wasn't a fan because most of my direct competitors had huge full color ads, and we only had a wimpy quarter page black and white due to the monthly expense. Then there was the Cycle Trader magazine which was sold in every convenience store in the nation back then. It was outrageously expensive because we paid for display ads weekly rather than monthly, plus classified ads. Like the Yellow Pages, all of our competitors were prominently displayed, especially the big discounters. I had a secret disgust for the Trader because it seemed to only harvest hard core price shoppers and create a discounting war

amongst us dealers. We'd tried TV, radio, billboards, supercross sponsorships, etc. but nothing stood out. I mostly got a sinking feeling about how many hundreds of thousands of dollars we'd wasted over the years. But then I thought of our annual open house event that we'd promoted with direct mail, flyers, phone calls, and word of mouth. While it was quite the success, it had conveniently eluded my mind because it was such a heavy lift each year that I nearly dreaded it. So when it was my turn, I too, said it was our Open House that had been the best return on investment.

Then Wyckoff said, raise your hand if you've done another event since your original one, or if you do events on a regular basis. No hands went up. "Well if it's what works best, why in the hell aren't you doing it regularly?" he asked the group. After a brief uncomfortable silence, one dealer finally stated, "Because they're a big pain in the ass!" Turns out I wasn't alone, and the group laughed out loud together, but Wyckoff wasn't amused. He called us out, and for me, a young dealer at the time the point was well taken.

When I returned to the dealership we committed to an event every 3rd Saturday of the month. Starting out it was a heavy lift because I was disorganized and didn't have systems in place or any regular repetition. I was trying to do everything myself from picking up coffee and donuts to putting out balloons and grilling burgers. Eventually, with the help of a simple pre-event manager's meeting and a checklist which assigned responsibilities by department and employee, we began to systematically execute successful events that weren't a heavy burden on any one individual. The repetition led to improved systems, which led to efficiency, which led to less expense and less pain to promote. In other words, the reason events are so much work for many dealers is they never practice, staff expectations haven't been clarified and they don't know how to be efficient.

Holding events provides a great excuse to market to your existing customers which increases retention and referrals, and is also great for marketing to conquest customers to grow new market share.

Fast forward nearly 20 years to 2017 and while a lot has changed since then, a lot has stayed the same. The internet is on the scene but this is still a passion-based industry, and events remain one of most effective marketing tools in the box. The secrets of the most successful dealers truly are visible just as DeVos described, but far too many are looking for the shortcuts or have executed half ass in the past and declared events as unsuccessful.

Don't take the easy way out and waste money on mass media that doesn't work.

If you want a proven turnkey system used by over 800 of the top dealers nationwide that is guaranteed to generate a quantifiable list of leads for every department in your dealership, then call us today at 877-242-4472. Spring will be here before we know it, it's time to start planning now.



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ANOTHER FAILED RESOLUTION

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FOR YOUR SUPPORT!

ASK TORY

I Want My Marketing to Generate New Riders in 2017– What’s the Best Way to do This?

Tory Hornsby
EVP

Here at Powersports Marketing, we’ve focused on the 4 Fundamental Components of Marketing for over a decade now:

1. Right Audience
2. Right Media (that will reach that audience)
3. Right Message (Direct Response instead of Branding)
4. Right Timing

Generating new riders falls into category #1, the Right Audience. To generate ‘new’ riders, it means you must focus your marketing efforts on getting folks who don’t ride to change their mind and start riding. I’ll bluntly state that this is a bad idea because marketing doesn’t create hobbyists and never will. The best analogy to prove my point here is golf. No one starts playing golf because of marketing or advertising no matter how good the ad(s) is. If you play golf you can think of the person who got you to play the first time.



Likewise, no one starts riding because of marketing/advertising either. Just like golf (and more other hobbies), it’s always the influence of another person, usually a friend or family member.

I suspect that the original question, while the subject of new riders is mentioned, is really looking for growth in their dealership and at the end of the day it doesn’t matter

if that growth comes from new riders or those who already ride. For instance, let’s say you could grow by 30% in 2017 but the growth all came from existing riders – would you turn it down? Of course not.

Who you’re marketing to (your audience/the list) controls whether you’ll get responses or not, and whether an ROI will be generated or not. The right audience for a powersports/ motorcycle dealer is people who ride motorcycles. Hands down, no question. Marketing may not create new hobbyists, but it will get hobbyists to buy more products, more quickly. Marketing can also get the riders in your area who aren’t customers to respond and begin buying from you.

We are in a niche industry where only 3% to 6% of people in America ride motorcycles. That means more than 94% of people in your area don’t ride and probably will never ride. If I were running your dealership, the way I’d grow is to uncover the people closest to the dealership who fit into one of the following 2 groups:

1. Past customers – I say it all the time, the single most likely person to spend money with you is the person who already has. The fact is the majority of your sales this year will come from past customers, and you can sell them even more with good marketing.
2. 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. Essentially, these

are your competitor’s customers and other orphan owners in your market area. Consistent marketing to this group will generate a response and create ‘new’ customers. You have to be consistent though.

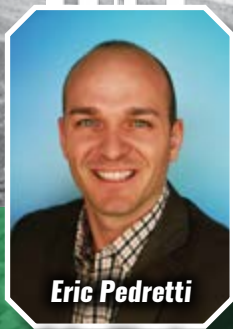
We call these 2 groups of people your Buying Base and they represent where 99% of your business will come from in 2017. Once this group is identified you need to go after them. Ideally, you’d reach out to your entire Buying Base every month and invite them into the dealership. However, if your budget will not allow for this we can utilize your specific budget to target the best, closest customers and prospects in your market area – and in doing so we always generate a positive ROI.

Powersports Marketing will increase the frequency of visits from past and present customers while acquiring new customers, driving leads and good traffic through the doors every single month.

Want to know what your Buying Base looks like for no cost? Call 1-877-242-4472 and ask for a Free Data Analysis.

-Tory





Eric Pedretti

Sales Director

3 PILLARS SURE AIN'T 4.

We talk a lot about the four pillars of marketing: 1) Right Audience 2) Right Media 3) Right Message and 4) Right Timing. Over the years, dealers almost immediately buy-in to 3 out of the 4. They agree it makes sense to target riders in their backyard. They agree that they should give their customers multiple, direct opportunities to respond and finally, they take our advice on when the marketing should be hitting homes based on our experience with 1,000 dealers and thousands of campaigns. However, a lot of dealers challenge the 3rd pillar – Right Message. But, why? And, is the 'message' really that important?

I've been studying and implementing marketing for over 14 years now and turns out there is a lot of psychology and science in the message. But, most Dealers typically learn about marketing through the people who sell it to them... Radio, TV and Newspaper Reps who tell them they need to, "get their name out there," and, "build their brand." Or, they do what the OEM wants them to do and push a finance or rebate offer. Or they copy the car dealership down the street with 'Never-Seen-Before Blowout Prices!'

The challenge is they all have it wrong. Getting your name out there or building your brand will never drive the traffic you want or grow your business the way you want it to grow. Typically that message is something along the lines of, "Providing exceptional service for 20 years at a competitive price." Or, "Your #1 Harley-Davidson Dealership in the [insert city here] Metro Area since 1975." What do these types of ads tell your customers to do? Answer: nothing. There is no 'Call To Action.' There is no 'Reason to Respond.' It will never provide you with the quantifiable results you desire.

Campaign #1 - Super Sale (Finance Offer):



The finance & rebate offer or the 'blow-out sale' messages are worse yet. What they tell your customers is, "If you're not in the market to buy right now, I don't care about you." This immediately alienates the 99% of customers who don't have 'buy a bike' on their 'top 5 things to do list' this week. So the only people that respond are the folks who were buying any way and now all you've accomplished is slimmer margins.

Take the dealership below. Same store, same program, two entirely different results. The difference? The first campaign hit 3 of the 4 Pillars of Marketing: 1) Right Audience 2) Right Media and 4) Right Timing, but they missed 3)

Right Message. The first campaign focused exclusively on a Finance Offer, the second a Demo Event.

As you can see, this dealership generated 10 total unit leads targeting 5,000 past customers with only 49 total responses and a .98% response rate.

Campaign #2 - Demo Event:



The second campaign targeted half the number of people, of which half were Conquest Customers (people who've never bought from them before) and had 14x's the response rate. The only thing that changed was the message and that proved to be all the difference. They generated 85 new & used unit leads with 357 total responses and a final response rate of 14.28%. Not to mention the 86 P&A Leads, 72 Clothing Leads & 26 Service Opportunities:

Remember, we're not selling a necessity like cars or washing machines. We're selling fun! We're a Passion-Based-Industry. People don't need a \$15,000 toy. They want it. They can't live without it. It helps define them as a person. So what get's these folks excited? A reason to ride. An opportunity to be around other folks to share their passion to ride. A party. Live music. Good food. Charity events. Organized rides. New models (also known as crack). FREE demo rides (crack with a side of BBQ Ribs). Giveaways. These are things your buying base craves! They don't care how long you've been in business. They do value professionalism and good customer service. But, they also understand you have the same finance and rebate options as every other dealer in the market. These things do nothing for them.

Show them a good time. Do it often and have fun with them when they show up. I guarantee it will increase frequency of visits from past and present customers, build loyalty, increase repeat and referral business, hold higher margin (because you're not discounting), give your sales people more opportunities to sell units, create more excitement with your staff, and on and on and on.

For more information on how the Sharp Shooter Program delivers just the Right Message or to get started today, call me on my direct line 877-242-4472 ext: 112 or chat us up at www.powersportsmarketing.com. Party on.



Brad Cannon

VP of Client Success

The Big Squeeze



Last month we talked about responsive web site design vs. adaptive design, what they were and how they were different. I'd like to stay on the topic of web site design again this month as well.

What we talked about last month was more the "mechanical" of a site, this month it's more about "look and feel."

Let's start with a question: What's the purpose of your web site?

I ask this question at every one of our boot camps. I used to have folks just stare at me, looking a little uncomfortable and kind of confused. They weren't really sure, they just knew they were SUPPOSED to have one because everyone else did.

That was years ago, and things have gotten better. The web has evolved, and people have figured out how they can use it. I usually get the right answer nowadays at the boot camps. The purpose of your web site is to generate bona fide leads and turn browsers into buyers.

It's that simple.

Anything that is on your web site that doesn't advance the ball towards a browser making a purchase is a distraction that should be removed.

Internet marketers figured this out a long time ago, and they have a name for pages that are designed solely for the purpose of conversion – squeeze pages.

Basically, a squeeze page has one focus, or subject, and offers a very specific desired action. The browser is "squeezed" into performing the desired action on that page.

Rod loves to give the example of the best squeeze page on the planet – Google.

Google is hands down the most popular squeeze page (likely most popular page period) on the planet.

When you go to google.com, you are squeezed to do the one activity they want you to do – search for something. Not a lot of other visible options available (although there are some), the page is designed to draw you in to the desired activity. And it does an amazing job of it. I was surprised to hear several years ago that there is a person whose sole responsibility is the design of Google's home page. Think about it, it's a big white page. But it is the best converting squeeze page on the planet.

I'm not saying that to be really successful that your dealership's web site should be filled with white pages. It just needs to have pages that have a clear purpose, and that communicate that purpose in a way that move browsers down the funnel and get them to become prospects and ultimately, buyers.

So often, I see dealers that get caught up in having sites that are graphic heavy or full of non-conversion oriented content that it's easy for potential buyers to get distracted, never to give the dealer their info before wandering off.

Even worse – a practice I'm seeing more now, is OEMs offering dealers gateways to shop for parts and accessories. Trouble is, they leave the dealers site and it's the OEM that collects the prospects data. And the dealer isn't guaranteed that they will get the sale or customer data later. What? Why would I spend money and effort to bring someone to my site, only to send them to a site I don't control and give them the option to buy something and pick it up at another dealership?

Something else I have seen in the last couple of years, and was actually asked about by an OEM at one of our boot camps: an OEM exclusive web site for the purposes of co-op or because the OEM requires they have one. This usually shows up on a dealer's main site as a side bar picture or slider banner picture that says "click here for our _____ exclusive site!"

Now, I have the privilege of not being beholden to the OEMS, and Powersports Marketing has built

our business on being dealer advocates – concerned about what's in the best interest of the dealers, and not so much the OEMS (besides, if dealers are doing well, OEMs are by default). I don't think the guys liked my answer, but it wasn't candy coated.

I don't like those sites. A dealer's online presence is critical, and dividing that presence on the internet over multiple URLs (internet addresses) is not in a dealer's best interest. Yes, it accomplishes the OEM's goal of having an exclusive site for their brand, but it creates a somewhat schizophrenic identity for the dealership online. We already have multi-line brick and mortar dealerships across the country known as "brand x of <city name>" dba as "dealership name." We have a single unconfusing "umbrella" business name we go by so as not to confuse the public. The same should go for our digital storefront, so we don't confuse people and for SEO purposes so we don't confuse search engines either. But I digress a little, and have gone from preachin' to meddlin'.

The point is, the best web sites with the highest ROI are those that are focused on their mission of turning browsers into buyers. I encourage you to do an audit of your site. Are all the pages clutter free, with a clear message and easy to follow conversion points (Contact Me, Request a Quote, Finance App, etc)? Are there unnecessary pages that won't logically lead to conversions or that conversion options wouldn't make sense if they were there? If so, get rid of them. Move that info to your Facebook page or other social media channels where they won't get in the way of doing business. If you want to learn more about digital marketing in preparation of the upcoming Spring riding season, I encourage you to attend our next marketing boot camp in March. We'll help you get ready to make the most of the season this year.

Talk Soon,
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

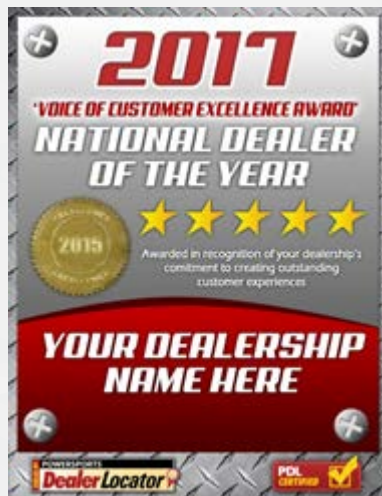
Melissa may be one of the most colorful characters on our team, with her big distinctive laugh and unique food preferences, she keeps everyone smiling. In addition to being a killer-creative graphic designer, she often goes out of her way to help make a design for a client's event or their Firestorm email something unique and special, and it doesn't go unnoticed. That's just a small part of why Melissa was voted 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.



Melissa Collins
Senior Graphic Designer

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.

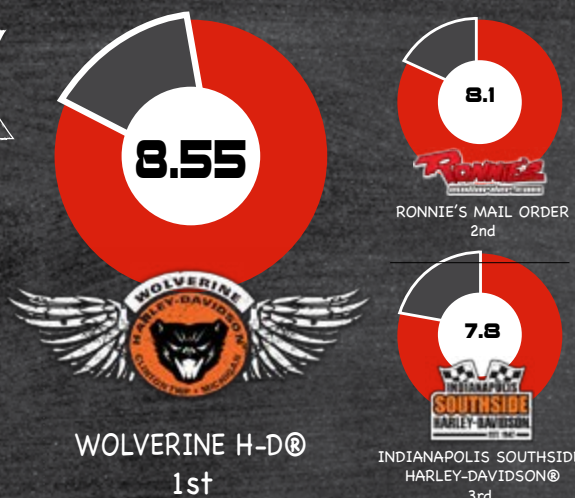
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

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



THE PODIUM

4th	KISSIMMEE MOTORSPORTS - Kissimmee, FL	7.51
5th	GREELEY H-D® & WILD WEST MOTORSPORTS- Greeley, CO	7.31
6th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.22
7th	WHITT'S HARLEY-DAVIDSONZ® - Manassas, VA	7.2
8th	LEMON & BARRETT'S - Mineral Wells, WV	7.18
9th	HANNUM'S HARLEY-DAVIDSON® - Chadds Ford, PA	7.17
10th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.14



TOP 3/10

LOCAL STAR: Lisa Williams



Lisa is not the top rated employee at H-D of Indianapolis, she's one of the top rated MotorClothes people in the entire powersports industry. With 108 5-star customer reviews, that's a HUGE accomplishment and one to be proud of for both Lisa and H-D of Indianapolis. Keep setting the bar high for excellent customer service, Lisa! Nice job.



LOCAL WEB DOMINATOR

LOCAL WEB DOMINATOR CASE STUDY

EXTREME POWERSPORTS - COLUMBUS, GA



Tia Robinson

Digital Marketing Manager

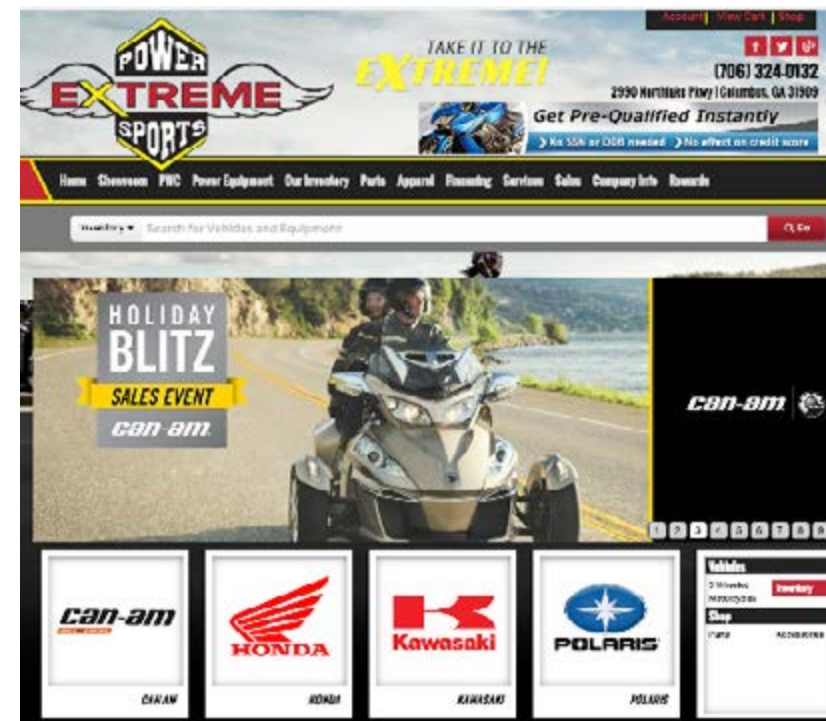
OBJECTIVE

Extreme Powersports is a family oriented business built to provide outstanding customer service to their local community of powersports enthusiasts. Located in southwest Georgia, and near a military base, Extreme Powersports caters to a diverse group of local riders. They offer a huge selection of new and used inventory from nine major metric brands, but pride themselves on still offering that small-town feel from their excellent team.

Because the local community is so transient, General Manager, Paul McGowen knew how important it was to have a strong, steady online presence for anyone looking for their local powersports dealer.

SOLUTION

At any given time, there are new 'orphaned' powersports owners moving to the area who are searching for a local dealer to call 'home'. Due to the powerful lead generating features of the program, the Local Web Dominator was an obvious choice for Paul's dealership. We worked together on a strategic approach to the Google AdWords component of the program to target motorcyclists in the Columbus-metro area who were actively searching for the products and brands they sold.



Additionally, Paul understood that Search Engine Marketing (SEM) is a quantifiable marketing channel that works like a 100% commission sales person. SEM targets the folks actively researching the unit(s) they are interested in purchasing. Which means it's critical for local dealers like Extreme Powersports to have top-of-page placement, with a competitive budget, on model-specific advertising to help drive new customers who may not have otherwise known about their dealership.

RESULTS

Extreme Powersports allocated a \$1,200/month budget for their Google AdWords account, and has seen an incredible ROI each month as a result. Their ad campaigns capture an average of 54% of the available market share for impressions (meaning their ads show about 1 out of every 2 times someone searches in their market). Their Click Through Rate has been well above average in the 9%- 10% range each month (Google considers a 2% CTR as strong performance).

But, the metric that really shows where the rubber meets the road is in the conversions. A conversion is a desired activity AFTER someone clicks on your ad, such as a quote request, contact us, or finance application completed. For Extreme Powersports, they average about 100 conversions PER MONTH! Last month, they had 108 Quote requests & Finance forms completed. With a conservative 10% closing ratio, that would mean that they sold 10 units last month from their Google AdWords campaign alone, which more than pays for the entire Local Web Dominator program plus their ad spend.

Want to generate those kind of direct-marketing, quantifiable results from your digital marketing campaigns? Give us a call today at 877-242-4472 and we'll be happy to discuss a strategy for your dealership's market.