

# CORE VALUES

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

**2 W.E.N.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  
123456789012345678901234567890

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!



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

AWARD WINNING  
**Inc.**  
**5000**  
COMPANY

PREMIER Google Partner

Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come.

— DWAYNE JOHNSON —

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## DON'T JUST TAKE OUR WORD...

We are new to Powersports Marketing and Taylor has been a remarkable asset. He has been incredibly thorough, knowledgeable, and responds to me very quickly. He also makes the training process fun and follows up with any questions or concerns we talked about during it (even when I forget!). You can tell he really takes pride in his work.

FALLEHN D.  
-Niles, OH

Since the very beginning Marisa has been awesome. She has been patient, knowledgeable, understanding and helpful on many different levels. My interactions with Allison and Taylor are always positive, professional and they go the extra mile to make sure that I understand the programs we are paying for. Thank you Marisa and team Powersports Marketing.

STEVEN G.  
-Bakersville, CA

Staci has pulled out all the stops on our latest campaign, she helped bring our ideas to life with a completely custom designed VIP invitation theme. This entire campaign have been custom done from top to bottom and Staci has helped take our ideas to the next level. We are blown away by this one Staci, thank you again for all your hard work! You're a Rockstar!

BRADY A.  
Bettendorf, IA



### Founder & CEO

Last year we begin sharing our proven formula for Predictable Growth. It's simple to understand, but not necessarily easy-peasy to execute. Here it is:

1. Grow your active customers. We define active customers as those who've given you money in the past 12 months. To accomplish this, we have two groups of folks we target. First are your inactive customers, those who've given you money in the past and are in your database, but not in the last year. And second are brand spanking new customers, who've never done business with you before. New blood.

2. Increase annual customer value. This is accomplished by increasing the frequency of visits on an annual basis. It can also be impacted by boosting the average amount per transaction of each active customer.

So that's the formula, and here are the principles we use to execute the formula:

Right Message, Right Market, Right Media, Right Time. Seems simple enough, right? It's surprisingly easy to fumble.

We often have dealers tell us, "my market is different" or "my dealership is different." This is just not so. In fact, these four fundamentals are principle based and hold up for any business, not just powersports dealerships. For any businesses to thrive and prosper it must have a compelling marketing message, a specific target market to receive that message and respond to it, and it must be delivered at a relevant time. While it seems simple, just like diet and exercise, most dealers don't have the attention to detail and discipline to follow through, and therefore they waste tens of thousands, if not hundreds of thousands of dollars per year with marketing that was set up to fail before it ever even deployed.

Here's how easy it is to undermine these principles and render them useless: We call this the single.

1. Right Message – Right Market – Right Media – Wrong Time
2. Right Message – Right Market – Wrong Media – Right Time

# RESOLVE TO GROW IN THE NEW YEAR. HERE'S HOW.

ULTRA MARKETING MACHINE NEWSLETTER  
.....  
ISSUE #102

3. Right Message – Wrong Market – Right Media – Right Time

4. Wrong Message – Right Market – Right Media – Right Time

Believe it or not, it can get worse as we often see: Here's the double.

1. Right Message – Wrong Market – Right Media – Wrong Time

2. Wrong Message – Right Market – Wrong Media – Right Time

3. Right Message – Wrong Market – Right Media – Wrong Time

4. Wrong Message – Wrong Market – Right Media – Right Time

And, here's the triple:

1. Right Message – Wrong Market – Wrong Media – Wrong Time

2. Wrong Message – Right Market – Wrong Media – Wrong Time

3. Wrong Message – Wrong Market – Right Media – Wrong Time

4. Wrong Message – Wrong Market – Wrong Media – Right Time

And the grand slam:

1. Wrong Message – Wrong Market – Wrong Media – Wrong Time

At our Marketing Boot Camps, we refer to these four fundamentals as the four-legged stool. If you remove any one leg, regardless of which one the stool will falter. This is exactly how your marketing works.

There is only one way to get it correct: Right Message - Right Market- Right Media - Right Time.

All too often these four fundamentals are broken due to dealers waiting to the last minute and reactively choosing how they'll spend their marketing budget, and/ or taking the easy way out and delegating to a Marketing Manager who hasn't been properly educated.

With the New Year upon us, you have plenty of time to create a proactive marketing plan that will create Predictable Growth by utilizing these four fundamentals. You can have a record year in 2018, regardless of what the stock market or fake news is saying about our industry.

Here at PSM our entire religion is committed to executing based on our Predictable Growth Formula. If we can't measure its success through quantifiable metrics, we don't believe in it.

Our new Firestorm Website platform was built from the ground up with a focus on conversions. And Firestorm Email, is the only email marketing platform designed exclusively for the Powersports industry, so you can send kick ass emails to your customers without knowing photoshop or having it take hours to build. Our Local Web Dominator program is a complete A-to-Z digital marketing system that you can bolt on to your existing web presence that will make you the obvious choice to do business with in your local market. And our Sharp Shooter multi-channel direct marketing solution is a lead generation machine, and the backbone of our Predictable Growth system.

So, don't be a procrastinator, resolve to grow in the New Year and contact us today at 877-242-4472 or via [www.powersportsmarketing.com](http://www.powersportsmarketing.com), so we can partner with you just as we have with over 800 other dealers in every corner of the country.

Happy New Year!



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## CASE STUDIES:



# ONBOARDING THE DIGITAL MARKETING BEAST



A feature designed to track incoming anonymous website traffic, and link them to your customer records to allow you to specifically target customers with marketing messages that showcase the products they were looking at on your website.



"Last week we used the onboarding tool to send a pointed directed email to customers based on what they did in the onboarding list. The results do not lie one bit. The following day, we sold 8 bikes... in one day... in the middle of winter...in 2 feet of snow... nothing else going on at the dealership....Here is your proof that what you have is worth its weight..."



## WANT TO LEARN MORE ABOUT ONBOARDING?

GO TO **POWERSPORTSMARKETING.COM/LOCAL-WEB-DOMINATOR** & FILL OUT

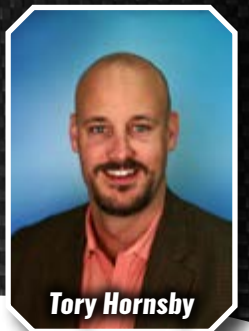
THE FORM OR CALL **(877) 242-4472**



## ASK TORY



*It seems all the OEMs are focused on attracting new riders; as a dealer, should I be?*



Tory Hornsby

EVP

Let's take a little trip down memory lane, shall we?

In the late 1990's, new motorcycle sales started booming and peaked in 2006 at close to 1.2 million units retailed! To put that into perspective, in 1996 there were 330,000 units sold. Wow... that's an increase of over 360%.

Sales began to skid in 2007 & 2008, and by 2010 the recession had taken its toll. The Powersports industry lost over half its sales (439,000 units in 2010). By 2015, we'd bounced back to over 500,000 new registrations, but 2016 & 2017 have seen moderate declines.

Most motorcycle sales since the 90's have been derived from the Baby Boomer generation. In fact, the median age of the typical motorcycle owner in 2016 was 47. It was 32 in 1990 (300,000 new units sold) and 40 in 2008 (when over 800,000 new units were sold).

The data supports what you and I have heard... Baby Boomers are getting older and they're not buying bikes like they used to, and Generation X isn't buying bikes like the Boomers did. This has many of the OEM's freaking out. As Baby Boomers phase out, where will their sales come from? Time to panic!

The OEMs, Motorcycle Industry Council, and others have all drank the Kool-Aid that the only way to save the industry is to get new riders from the low-performing demographics/segments. If the vast majority of riders & sales come from middle-aged white males, they believe we need to center in on cultivating new riders from Young Adults (Millennial Generation), Women, African Americans and Hispanics.

Consequently, they have focused their marketing efforts on attracting these new riders. They've also pushed their dealers to follow suit.

History lesson over. Now what? I'll start by debunking the idea that focusing on demographics/segments to get new riders is a good one.

From a financial stand point, middle-aged folks will always have more money and credit. They can afford to buy, and they have more time to ride. And, have you noticed that these new units aren't cheap?

Furthermore, people don't begin riding because they're a man or

woman, young or old, or because of their race. This is a passion-based industry that is full of enthusiasts/hobbyists of all shapes and sizes. No dealership cares if their next sale is going to be to a hispanic male or a white female... they want to make any customer happy.

But, here is the biggest nail in the coffin: the number one reason a new rider starts riding is the influence of their friends and family. It's not marketing! Marketing can shape an enthusiast's buying habits (i.e. get them to buy PG&A more frequently, shorten their trade cycle, or get them to try a new dealership), but it will never be a good way to generate new riders.

This isn't a new concept. Think of any hobby. Golf enthusiasts, for instance, share many of the same demographics as the Powersports enthusiasts, and anyone who plays golf will tell you it all started with an invitation from a friend, family member or co-worker.

I'll go as far to say that it would be just plain silly for the golf industry to focus their marketing efforts on getting Young Adults, Women, African Americans and Hispanics to give golfing a try. It doesn't work that way. PEOPLE get other people to play, and it's the same in our industry.

So, what should you do? Start by NOT focusing your marketing efforts on attracting new riders. Instead, hold monthly or bi-weekly events with a never-ending emphasis on having your customers inviting their friends and family to join in on the fun of the event. This kills two birds with one stone... increases sales right now across all departments, while fulfilling the best way to get new riders. Better ownership experiences will ultimately attract new riders through the influence or friends and family.

Also, be sure not to alienate or ignore the Baby Boomers – they're still buying. Or the Gen Xers – they're becoming the wealthy generation with time, money and credit. They're most influenced by other people who ride.

Our Sharp Shooter program is a Predictable Growth System designed to do both of those things. For more info call 1-877-242-4472, or visit [www.PowersportsMarketing.com](http://www.PowersportsMarketing.com).

- Tory





**Eric Pedretti**  
Sales Director

# SHARP SHOOTER CASE STUDY

## HANKSTER'S MOTORSPORTS

### predictablegrowthformula



**Brad Cannon**

VP of Client Success

## Why Facebook?



MOTORCYCLE  
INDUSTRY  
COUNCIL



As a dealer, it's a legitimate question.

Why bother spending any time or energy on Facebook? For years, I wrote the social media site off as a total waste of time – and for years I was right to do so.

Then, not too long ago, Facebook went public. Things changed. Once you have investors, and a board of directors, you have to engage in the difficult task of making money and showing a profit. That makes you better at what you do in a big picture kind of way, but let's look at some specifics.

The first 'why' is that the biggest demographic group that ride what you sell lives there; it's where you find them. If you want to catch fish, you have to go where fish are.

The second 'why' is because Facebook has done an outstanding job of creating an excellent advertising platform.

In the spirit of total candor, I used to hate how you advertised within Facebook. Now that money matters, they've really stepped up the game. They have a distinct advantage over Google, in the sense that Facebook is what I consider to be a relatively closed-loop universe.

Once you log into Facebook, they have a wealth of information about you as an individual. Based on your interactions with their platform, they know your gender, age, interests, your friends' interests, and a lot of other information that allows them to target marketing extremely effectively to you as an individual. It can be a little spooky sometimes.

Google attempted to do this unsuccessfully with G+ partly by pushing you to create a Google account and log in when you got on the internet, and by

pushing businesses to create Places pages. They failed spectacularly, and frankly have left a lot of debris in the wake of it with confusion about Google+, Google Places, Google Maps, and Google My Business.



Conversely, Facebook has seen a pretty smooth evolution that has become more consistently and accurately targeted, with results that have continued to improve over time. At this point, it's possible to target your market in ways that are many times better than Google. We've seen increased (and impressive) success with Facebook when it comes to generating leads that we haven't seen before. Facebook advertising is truly beginning to come into its own.

Third on my 'why' list is something I have been preaching for a pretty long time now. Many dealers try to use their websites to convey their dealership's personality and build the 'know, like, and trust' factor with potential

customers. This requires constant supervision of content on the site to ensure it is completely current, or you can really look bad. Because of online reviews, and sites like Facebook, people know about you before ever visiting your site in the first place. The job of your website is to identify visitors and generate leads. It's painfully simple, so don't overthink it. Keep it clean.

The job of Facebook is to tell the story of your dealership. Create a timeline that shows the personality of your dealership over time, by including pictures of events you host or attend, showing happy customers on new rides, showcasing pictures of your employees, etc. Your timeline will create a story that shows why your dealership is the place to shop in your area.

If handled properly, having a Facebook presence where your client base spends time, with a timeline that is populated with a variety of posts that show why you are the go-to place for fun in your area, and a Facebook marketing plan in place, you'll see that Facebook can be a place that can generate leads that turns browsers into buyers.

Talk soon,  
Brad

### Dealership:

Hankster's Motorsports started with very humble beginnings out of a one-car garage in Beloit, WI back in 2003. At the time, Hankster's relied on all of its business from word of mouth and referrals from satisfied customers. Hankster's is what it is today due to an extremely dedicated and hard-working staff, and they strive hard every day to satisfy each and every customer that steps through their front door.

### Solution:

For their "Snow Days & Giveaways Party!" they decided to invite 2,500 of their past customers in for a party and the chance to win a brand new snowmobile. Using a nice mix of active and inactive customers, they knew they could reactivate customers who hadn't spent money with them in the previous year and increase frequency of visits from their existing customers, to increase the number of folks spending money with them and the amount they spend this year.

To ensure everyone received the message, we targeted them with up to 12 direct marketing strategies. By giving customers more opportunities to respond to the marketing, we increased the amount of traffic on event day and the number of leads 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 utilized was focused on inviting customers to a party. By focusing on what the customer wanted (things like food, drinks, door prizes and demo rides), the dealership got more of what they wanted (more P&A, service and gear sales and a few more units out the door). 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 was important to have it hit customers at just the right time to really maximize the response from each media. Our marketing began hitting customers roughly 10 days before the event and gave 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:

Hank said they had a couple hundred people attend the event and ended up giving away 80 hot dogs, 80 burgers and 12 large pizzas! Over the two weeks during and after the event, he said, "We sold a ton of stuff!" They purchased insurance to give customers a chance to win a brand new snowmobile and a lady who had never ridden before won: then she bought \$500 worth of gear and her husband came in later and bought a sled and gear as well! There's a video of her winning the sled on their Facebook page!

In addition to the traffic and sales, the Sharp Shooter Program also generated 90 completed surveys, which created a total of 50 sales opportunities in P&A, Service, and riding gear, PLUS 40 responses for a new or used unit turning this weekend event into a month-long sales event for each department following up on the leads, increasing their Return On Investment.



### What's Next:

If you haven't planned your marketing for 2018 yet, please ask yourself the following questions: How are my sales year over year? What does my marketing mix look like? Can I quantify my results? And, am I satisfied with those results? If sales are stagnant and the answer to the last two questions are, 'No,' then it's time to ask: "What changes am I going to make with my 2018 Marketing Plan?"

We'll help you start planning your 2018 Marketing Calendar with a FREE Market Analysis. It's a two-step process 1) We pull a 4-year history of past sales, service & parts customers and show you how many customers you have that are active & inactive 2) compare them to a list of conquest customers (people who ride what you sell and live in your backyard but have never bought from you). From here, we implement a 12-month plan to predictably grow your business.

For more information on how the Sharp Shooter Program can help 2018 your best year yet, give me a ring on my direct line at 877-242-4472 ext: 112 or chat us up at [www.PowersportsMarketing.com](http://www.PowersportsMarketing.com).

Happy selling.

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

As a repeat and frequent winner, Jessica is no stranger to the IAO award. She consistently creates a WOW experience for both her teammates and her clients. She's eager and willing to take on new challenges and is adaptable in every situation. Plus, she adapts to any 'growing pains' with a smile and a great attitude. We're lucky to have someone like Jess on our team in any role, and that's why she's this month's winner of the IAO award, again.

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.



**Jessica Hopper**  
Senior Digital Marketing  
Specialist



# The Voice of Customer Excellence Award Program

## AND THE 2017 WINNER IS...

Congratulations to our 2017 REVIEWS & RANKINGS 'Voice of Customer' Excellence winners! Earning this prestigious award is quite an accomplishment, as it's not being issued because of financial contributions, politics, or other biased factors. **This award is EARNED by the ultimate judge of 'Excellence' - your customers!**



### • National Dealer of the Year - Wolverine Harley-Davidson - Clinton Township, MI



### • Region 1 Winner- Ronnie's Mail Order - New Ashford, MA



### • Region 3 Winner- Indianapolis Southside H-D® - Indianapolis, IN



### • Region 2 Winner- Kissimmee Motorsports - Kissimmee, FL



### • Region 4 Winner- Thunder Mountain H-D® - Loveland, CO



**A special congratulation goes to our four-time national winner Wolverine Harley Davidson who has won this prestigious award for the fourth year in a row!**

For those of you, who may not be aware, the Reviews & Rankings 'Voice of Customer' Excellence award is determined by a dealership's Reviews and Rankings Score (RRS) over a 12-month period. The RRS is a pivotal industry metric that analyzes the comprehensive picture of a dealership's reputation. The RRS is determined by using an algorithm that considers a dealership's Voice of Customer (the combination of their customer reviews and feedbacks), the average review star rating, trending customer commentary by department, and the action of responding and handling these reviews and feedbacks in a timely manner.

We're very grateful to be a part of the Reviews & Rankings 'Voice of Customer' Excellence award, but the real honor goes to the high performing dealers across the country, who have illustrated an intense focus on customer satisfaction and a dedication to continually improving their repeat and referral business.

### REVIEWS & RANKINGS LOCAL STAR: RAY SULLIVAN Harley-Davidson® of Atlanta - Atlanta, GA



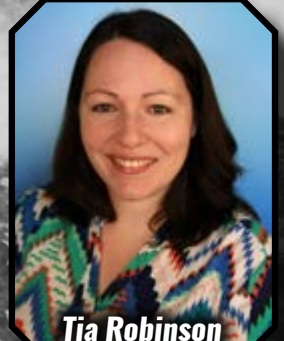
Ray is one of the exceptional members of the team at H-D of Atlanta. He's a customer favorite and by the end of 2017, Ray ranked as one of the top five highest rated service professionals in the entire industry! Wow! Talk about creating a killer reputation. Nice job, Ray! Keep setting the bar high for your 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.



## CYCLE WORKS MOTORSPORTS

EDMONTON, ALBERTA



Tia Robinson

Digital Marketing  
Manager

### OBJECTIVE

The team at Cycle Works Motorsports are all powersports enthusiasts, meaning they love the toys they sell as much as the customers who purchase them. And their customers know that the team is committed to creating lasting, long-term relationships, which is evident the exceptional support customers get when they shop at Cycle Works Motorsports.

In Edmonton, Alberta the Cycle Works team has plenty of opportunity to love the snowmobile season and excitement in full swing all winter long. Plus, the Polaris OEM offers a "Snowcheck" program each year that allows customers to pre-order their new sleds (with enhanced customization options) for incredible prices at the end of the sledding season, to be picked up at the beginning of the next sled season.

General Manager, Alicia Dubvosky's goal for the 2017 Snowcheck program was to take as many pre-orders for 2018 sleds as she could. She wanted to bring customers to market sooner and allow them to get a value on the customized sled of their dreams. Additionally, she wanted to extend their snowmobile selling season and bring in a burst of profits during the seasonal transition period.

### SOLUTION

Through her Local Web Dominator program, Alicia partnered with Digital Marketing Specialist, Allison Brown, to create a four-part plan of attack. Alicia and Allison devised a digital strategy that launched precisely targeted advertising on Google Search, Google Display, Google Remarketing, and Facebook advertising. They set up an exclusive and very competitive \$5,000 budget for a 6-week window (March 2 - April 12). And they ensured that the ads were directed specifically to the Alberta market and to website visitors that were identified as "Winter Sport Enthusiasts and Powersports Enthusiasts."

### RESULTS

By using an expert in Digital Marketing, targeting only the specific niche that is most likely to respond to her message, having a compelling call-to-action in all her ads with a deadline to respond (creating a sense of urgency), Alecia's campaign was an undeniable success!

- Google Search campaign generated 81 conversions (14 Calls, 37 Finance Form Fills, 28 Map and Hours, 2 Lead Form Submits)
- Google Display campaign generated 41 conversions (39 Finance Form Fills, 2 Map and Hours)
- Google Remarketing campaign generated 4 conversions (4 Finance Form Fills)
- Facebook Advertising campaign generated 34 conversions (12 Finance Forms, 2 Lead Submit, 20 Map And Hours)

So, for \$5,000 in only 6 weeks, Alicia's campaign was able to generate a total 92 Finance Applications and 160 total conversions. If her team was able to close a conservative 10% of the Finance Applicants alone, she would have sold 9 additional snowmobiles at the end of the sledding season when sales are typically tapering off. WOW! What an incredible burst of business at the end of a season to set up the rest of the year on a good note.

Does your digital marketing campaign generate those kinds of quantifiable ROI and lead generation...at the end of a season? If not, give us a call today to see how the Local Web Dominator can make a huge impact in your online leads: 877-242-4472.