

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

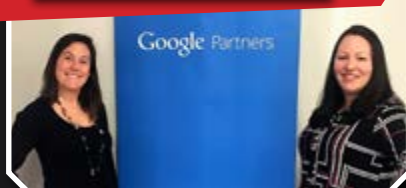
3 ATTITUDE = 100%
1+20+20+9+20+21+4+5 = 100

4 COMMITMENT TO TEAMWORK AND SYSTEMS

5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678901122345678901234567890

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

Google
Partner

Success comes down to choosing the hard right over the easy wrong. Consistently.

RORY VADEN

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DON'T JUST TAKE OUR WORD...

RIDENOW

Sabrina, Megan, and Eric were very helpful and quick to respond to all of my questions. This was my first time creating a Sharp Shooter Campaign, and they all made it very easy and were always patient.

KASEY W.
-PHOENIX, AZ

Taylor was absolutely the easiest to work with. He not only walked me through the process but showed me how much potential there is using Firestorm. It made the online marketing portion feel easy and seamless. I wanted to say thanks for all the support.

KRISZTIAN L.
-DALLAS, TX

RPM
CYCLE

Josh is always full of great energy and excitement! Every time we have a campaign running over here, we're usually in a time crunch and he is always on top of things. Sabrina has also been extremely accommodating and patient with our needs and demands. They help make my job much easier when we have a big event!

JAYNIE S.
-PENSACOLA, FL



Rod Stuckey
Founder & CEO

HOW TO AVOID ATTRACTING THE WRONG KINDS OF CUSTOMERS

ULTRA
MARKETING
MACHINE
NEWSLETTER
.....
ISSUE #96

Have you ever heard of elementary score keeping? In the motorcycle business, that's when you keep score for your sales department by the number of units you sell rather than the gross profit you make. It happens all the time in this business, in part because the OEM's have programs, incentives, and rankings based on your retailed units, but the bigger culprit is a solid blend of ego and ignorance.

Back when I was a dealer the Cycle Trader was a weekly black and white print magazine that was sold for next to nothing at nearly every convenience store here in Atlanta. It appeared that every buyer that came into our stores had a copy and was a ferocious price shopper. They had a solid 'feet on the streets' sales team that visited our stores every week and would plop down a copy of last week's edition on my desk. They didn't even have to do any selling. Once me (and every other dealer in town) flipped through the magazine and saw that every one of our competitors had a display ad, it was just a matter of what size ad and what content would go in it. Because out-of-state dealers didn't have to charge sales tax to Georgia buyers, the magazine was littered with dealers just across the state line offering mega discounts that, when stacked with no sales tax, made it nearly impossible to compete.

That's when I did something really stupid. I adopted the mentality of, "If they can sell them for that cheap than so can we!" I became so consumed with moving units and competing with the discounters that I fell into the trap of elementary score keeping. I would later learn this marketing incest happens in nearly every industry. Ignorant business owners copy-cattin their competitors discounted advertising and unknowingly eroding the price integrity of industries, brands, and businesses (hence the creation of MAP).

That lasted for about a year until it became obvious that we were headed for disaster. We increased our volume which required more staff, more inventory, more facility square footage, etc. but our profits

declined, BIG TIME. More overhead; less gross profit is not a good business model. Duh... who'd a thunk it.

I just read that Sears, K-mart, HH Gregg, JC Penny, Macy's, Gander Mountain and Payless Shoes are all closing stores this year. Many are quick to blame Amazon and other online retailers like Zappos, but personally I feel that's the easy excuse. Coincidentally, I've seen mega discounted Father's Day advertisements for nearly every one of these businesses (See Exhibit A).



Exhibit 'A'

In the retail business it's all about holding margin, how much is Sears really gonna make when they discount tools by 50%? The second some big ego executive decides he's going to conquer the world by discounting it's the beginning of the end. Here's why: **Getting customers with discounting and promotional pricing inevitably attracts those who only buy because of price, are high maintenance pain in the asses, and are easily lured away by anyone offering bigger discounts and lower prices.**

Since I've made this mistake, and wear the scars to this day because of it, it's a topic that gets me pretty fired up. I once had a sales person tell me that he

felt guilty selling an ATV to our customers for full price when they could drive up the road 2 hours and save a thousand bucks. I should have fired him on the spot. Don't undervalue, and thus underprice, your services just because your competitor is doing it. He will eventually fade away, they always do. The real disservice to your customers is when you're not there to do service after the sale because you've gone out of business, or worse you can't afford to employ competent employees so you deliver a unit that was improperly assembled and someone is injured.

Year in and year out surveys show that price is not the number one factor in a customer's decision to buy. And, knowingly building your customer list with price sensitive customers and/or unable-to-pay-fair-market-value customers, for the products and services you provide, is destructive.

In the many 20 group meetings I've attended, the top performing dealers have always been those who hold gross profit, not focus on discounting. This leads me full circle back to your advertising. This is the pre-frame for what type of customers you attract, and it's why our religion here at PSM is to execute quantifiable, lead-generating, marketing without focusing on discounts. We've consistently avoided discounted pricing messaging since our inception, by intent, and always will. It's the easy way out, and we don't participate.

For more information on how we can help you avoid discounting and attract quality leads for every department in your dealership, contact us at 877-242-4472.

POWERSPORTS MARKETING™
By Dealership University .COM

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HARLEY-DAVIDSON®



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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



Tory, What is Firestorm Onboarding?



Tory Hornsby

EVP

In my last article, I wrote about the main purpose of your website. Remember what it is?

The primary purpose of your website is to identify its visitors and generate leads. All other functions are secondary.

I also wrote about the 3 primary ways you can identify more visitors and get more leads:

1. **Increase Traffic to Your Website** – More visitors equal more leads.
2. **Increase Conversion Rates** – Converting a higher percentage of traffic means more leads.
3. **Utilize Firestorm Onboarding** – Identifying anonymous website visitors for effective follow-up.

In this article, I'll go into more detail on using Firestorm Onboarding to increase sales.

First, let's cover the high-level math. The average powersports dealer gets around 4,000 website visitors each month. Of course, it varies from dealer to dealer, month to month, with an increase during the riding season, but 4,000 website visitors per month is pretty spot on as an average.

The conversion rate for a dealer's website is typically at 2% (or less). This means 2% of a dealer's website traffic will fill out a form and identify who they are. So, a website with 4,000 visitors will generate around 80 leads each month. While there are outliers who have a higher conversion rate, 2% is on the high-side.

Website providers and SEO companies have historically focused on generating more traffic and/or increasing conversion rate. Nothing wrong with that, in fact, they should be trying to improve in these areas. The problem is it's their exclusive focus. Here's why...

It would be a real success to grow a dealer's monthly website visits by 25%. It's almost unheard of. That would mean an average website with 4,000 visits would grow to 5,000.

It would also be a real success for a dealer to grow their conversion rate to 3%. A website with 5,000 website visitors at a 3% conversion rate would provide a dealer with 150 leads! That's 70 additional leads, which would be great, but still leaves us with an underlying challenge. So, even if you killed it with 150 leads, there would still be 4,850 unidentified website visitors each month who are totally anonymous.

This raises a great question... how can we identify who more of those anonymous visitors are? Especially the ones looking at your inventory!

This is what Firestorm Onboarding does. We identify anonymous website traffic and report each day on who was looking at new and used inventory on your website... and a little bit of success goes a long way. For instance, identifying 20% of your anonymous traffic would mean you've uncovered 970 customers (4,850 x 20%).

We've done a soft rollout of this exciting new product to some of our Local Web Dominator clients and the results are impressive. Below is a sampling of 20 dealers from

today's reporting. The first column is the dealership's name, which I've smudged to hide them. The second column is the number of people who used to be anonymous, but our clients now know who they are. The third column is the number of identified customers who looked at inventory on the dealers' website yesterday!

Dealer	# Identified	# Active Yesterday
[Smudged]	2167	125
[Smudged]	540	98
[Smudged]	1235	62
[Smudged]	1736	49
[Smudged]	551	47
[Smudged]	2477	20
[Smudged]	668	15
[Smudged]	642	15
[Smudged]	3088	14
[Smudged]	787	14
[Smudged]	2023	13
[Smudged]	4591	12
[Smudged]	3799	10
[Smudged]	585	10
[Smudged]	2270	9
[Smudged]	1170	9
[Smudged]	783	9
[Smudged]	2852	8
[Smudged]	2433	8

Imagine getting an email each morning with a list of customers who were actively looking at new and used inventory on your website yesterday. I can't think of a better daily list for your sales team to call... and we've got the perfect word tracks for them to use.

For more details on Firestorm Onboarding, give me a call 1-877-242-4472.

- Tory



FIRESTORM ONBOARDING





Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

SHAWNEE CYCLE PLAZA



Dealership:

Shawnee Cycle Plaza is Kansas City's premier motorcycle, ATV and scooter dealership selling Honda, Kawasaki, Yamaha and CFMoto. With 137 Google reviews and a 4.4 star rating, they live up to their tag line that, "You can't buy from a nicer bunch of guys!"

Solution:

Shawnee Cycle Plaza invited 3,000 of their past customers and 3,000 conquest prospects who ride what they sell, live in their backyard but haven't bought from them. Using a nice mix of active, inactive and prospective customers, they knew they could reactivate customers who hadn't spent money with them in the previous year, drive some new blood through the door and increase frequency of visits of their existing customers to increase the number of customers spending money with them and the amount they spend in 2017.

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 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. 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). 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:

We have an 'Improvise, Adapt, & Overcome' award here at Powersports Marketing and I think we're going to have to give it to Paul McMinn and his staff at Shawnee Cycle Plaza this week! These guys didn't get a great start to their Father's Day Event June 17th. Pulling up to the dealership Saturday morning, he realized something was wrong after a heavy storm rolled through the night before. After unlocking the door, the alarm was making a funny noise and he soon discovered he was out of power (one of 98,000+ homes/businesses affected). Instead of canceling the event, these guys put their game faces on and in Paul's words, "Took those lemons and made lemonade." Unfortunately, power wouldn't return until half the day was over so they ended up pulling out the old manual credit card machine and hand-writing bill of sales for parts & accessories. They even hand wrote two unit sales with a total of five going out the door on Saturday and another two going out Monday after the event when this article went to print. Parts ended up doing \$6-8,000 on just in-stock inventory, while navigating customers through the parts department with flashlights. They even fired up generators to get some work done back in service!

Paul said it was an amazing event and numbers were great in every department even without power. "It was crazy!"

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 201 completed surveys including 157 sales opportunities in Clothing, P&A and Service, PLUS 44 responses for a new or used unit!



What's next?

July means the 4th of July, Summer Sizzler's and Dog Days of Summer! With half the year come and gone it's more important now than ever to drive as much traffic through the doors and generate as many leads as possible this summer! Check out the inserts for some killer campaign options for July and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2017, call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success

You Don't Have To Be Everywhere



Trying to understand SEO (Search Engine Optimization) can be tricky, and frankly, a little intimidating as well.

There is an incredible amount of misinformation that floats around from self-proclaimed experts that serves to confuse even the most tech-savvy folks, leaving the average dealer principal to sometimes view SEO in the same light as black magic.

Can SEO be complicated? Short answer, yes – but don't make it harder than it has to be.

We just came back from the Atlanta Digital Marketing Summit, where our leadership team was able to hear and see the latest "bleeding edge" digital marketing strategies available (or soon to be available). Part of what was discussed was what is important for SEO success nowadays.

It used to be that in order to have a successful SEO program, you had to have a presence on every site and directory listing known to man. If it was a directory site – boom, you had to be on it.

Those days are now over. With Google's algorithm updates, they have really cracked down on what they call "thin sites." These are sites that exist but provide very little value to searchers either in content, information, or both. There are millions of obscure little sites that tout themselves as directory listing sites but no one really visits them, and if they do they find nothing really there.

Google understands this. Really well.

Google wants to provide the best search results possible, because by doing so they insure that searchers keep using them to find answers. This

means that weak sites are finding themselves being weeded out. This has been happening for several years now, and the bar for quality is getting higher and higher.

The important thing to understand is that Google cares most about your presence on what they call tier one and tier two type sites. If you have a consistent uniform presence across those sites, you are typically in very good shape SEO-wise in this industry.

So what are tier one and two sites? Well, tier one sites are big search type sites – think Google, Yahoo, Bing. Having consistent name, address, and phone info across those three sites goes a long way to getting seen on Google. Tier two sites are sites like YP.com, Yelp!, and automotive navigation listings. When you combine uniform tier one and two presence you can be assured that you have a very solid shot at showing up pretty high organically.

From there, trying to show up on every other smaller site yields very diminished returns (if any) for the effort involved. Some SEO providers will give you a laundry list of small sites that they can assure you you will be visible on and it looks really good to see so many icons for sites.

Unfortunately, often many of those sites bring no value to you as a motorcycle dealer. For example, if I'm looking for a motorcycle dealership, I don't give two squats whether you show up on urbanspoon.com. So what? That tells me nothing.

And if I'm looking for someplace that has great pasta, your dealership is just about the last place I'd go. Correction: THE last place I'd go. I've seen some of your break room refrigerators.

All kidding aside, it's only important that you show up on sites that it makes sense for you to. Google, Yahoo, Bing, YELP!, automotive navigation databases, etc. Google understands this, and their algorithm is weighted accordingly. The tier one and two sites carry a lot of weight with Google, and the little thin sites are showing up less and less every day.

If you don't believe it, take a look at the sites that some of these SEO/rep management companies say they'll make you show up on, then do a search for your dealership. You'll see that most of those sites don't even show up in the search results. That's what zero value looks like.

The short story is this: you don't have to be everywhere to be successful. Search has changed. You only have to appear where it makes sense and where searchers would logically expect to see your business. A motorcycle dealership on urbanspoon.com isn't a fit.

Nowadays, SEO is much less black magic and a lot more common sense – don't let anyone fool you.

Talk Soon,
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

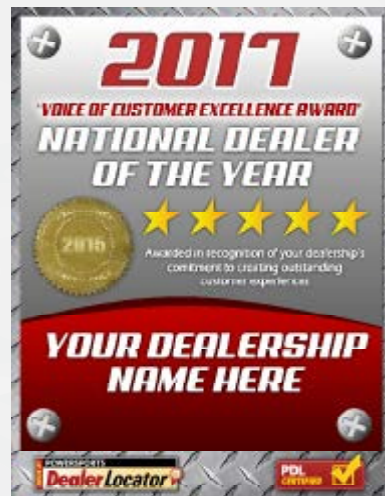
Megan brings a ray of sunshine to everything she touches. She transitioned over from the Sales side of the fence a couple months ago to the Client Success team as a Campaign Coordinator and she brought her cheerful nature and adorable smile with her. Her teammates love working with her because she's so eager to learn and willing to help take care of our clients better than anyone else can or will. Megan's positive vibes shine through to her clients and her peers. That's why she's earned this month's IAO Award!

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.



Megan Nowland
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.

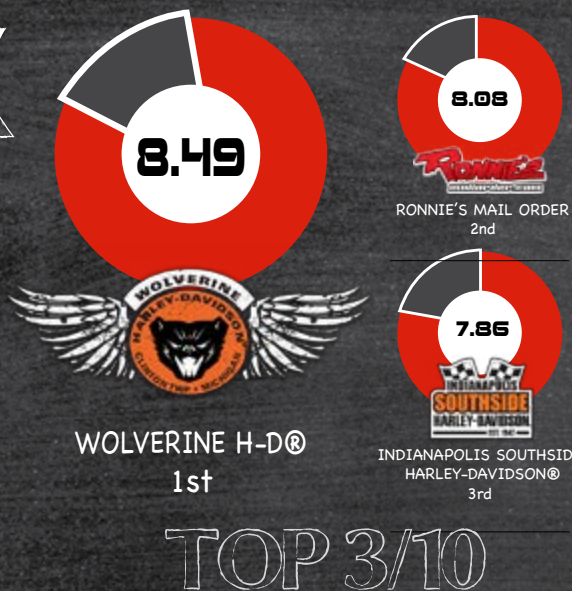
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

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



THE PODIUM

4th	Snake Harley-Davidson® - Twin Falls, ID	7.48
5th	Hot Rod Harley-Davidson® - Muskegon, MI	7.43
6th	Whitts Harley-Davidson® - Manassas, VA	7.34
7th	Desitation Cycle - Kerrville, TX	7.31
8th	Kissimmee Motorsports - Kissimmee, FL	7.30
9th	Greeley H-D® & Wild West MS - Greeley, CO	7.27
10th	Lemon & Barrett's - Mineral Wells, WV	7.18



LOCAL STAR: Kelly Taylor



Kelly is not only the highest ranked member of her team at Harley-Davidson of Atlanta, she's also one of the top 5 highest ranked Service professionals in the industry. With over 110 authentic customer reviews, Kelly is setting the bar high and keeping the Atlanta market happy with her expertise and professionalism. Keep up the great work Kelly!

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

QUAID HARLEY-DAVIDSON®

LOMA LINDA, CA



Tia Robinson

Digital Marketing Manager

OBJECTIVE

The Quaid brothers combined their shared passion for their local community and the Motor Company to start Quaid Harley-Davidson more than 20 years ago. Their first store was located in San Bernardino, but a few years later relocated to their current location in Loma Linda. In addition to providing outstanding customer service to their local Harley riders and enthusiasts, they have the spirit and pride of local business owners. They constantly give back to their community by hosting events and charity rides to support the local Ronald McDonald House, Children's Hospital, Veteran's Medical Center and giving to troops stationed overseas. It's hard not to like these guys and the family-centered community they've created. As a 2nd generation Quaid owner, Brandon Quaid, wants to ensure this culture lives on for many generations to come and he does so by protecting the Quaid culture through quality relationship-driven marketing. He knows that he sells a premium product with the Harley brand, but one of his objectives is to increase his local market share by increasing the frequency of visits from his current and past customers, and generate more business through referrals from his local customer base.

SOLUTION

One of the marketing channels that generates the highest ROI is email marketing. Brandon was no stranger to sending quality emails to his customer list, but prior to using the powersports-themed email templates in Firestorm, he was not getting the kind of return on his email marketing investment to drive more business. So in May, he switched over from his previous email provider to the Firestorm email system available in the Local Web Dominator program and sent four great emails to his entire customer list.

RESULTS

While email marketing is well known for its relationship building components, the real magic in email marketing is driving traffic to a dealership's website...and having that traffic result in LEADS. That's exactly what happened for Brandon when he started using the Firestorm email system.

In May, his **website traffic increased by more than 13%**, and of that increased traffic almost **11% of that was from email marketing alone**.

In addition to the excellent increase in overall website visitors, the traffic from the Firestorm emails generated **52 Lead Forms or Finance Apps submitted**. That's more than the Pay-Per-Click, Display Network and Social Media campaigns combined!

Check out the chart that illustrates the website traffic spikes after each email was sent. Plus, the email results are strong just as stand-alone data points: **Average Open Rate of 19.5%** and the average Click Through Rate (CTR) of **17.75%**!

That type of return on investment allows Brandon to increase his local market share by re-activating past customers and drawing repeat customers to his website and ultimately into the dealership. By sending quality emails that promote events and charity rides and are themed to speak to the Harley-Davidson enthusiast, Brandon is systematically increasing website traffic, online leads and building lasting affinity with his local Harley owners and enthusiasts.

Does your email marketing program generate that kind of quantifiable ROI? If not, give us a call today to see how Firestorm email can make a huge impact in your website traffic and online leads: 877-242-4472.