

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
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
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Tel: (877) 242-4472

AWARD WINNING
Inc.
5000
COMPANY

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“Opportunity is missed by most people because it is dressed in overalls and looks like work.”
THOMAS EDISON

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DON'T JUST TAKE OUR WORD...



It was a pleasure working with Jessica. She listened to all our ideas and offered great ideas when we asked her advice. When we asked for changes, she addressed them immediately without hesitation. She made building the website FUN! I will definitely recommend Powersports Marketing to other dealers and tell them to ask for Jessica to build their website.

JANET S.
-Victoria, TX



Taylor did an excellent job of showing me how to use the awesome tools associated with our new web dominate program. He was very thorough and took all the time needed to answer my questions. Great experience!

JR L.
-Shreveport, LA



Staci comes with great energy and she really shows it through her work. She takes in the ideas we discuss with Eric and the marketing team and really shines. The artwork she produces is always on time and detailed perfectly. One thing that can really derail a campaign is artwork taking too long and that doesn't happen with Staci! Thanks for all your hard work from Wildhorse H-D!

BRANDON N.
Bend, OR



Founder & CEO

WHAT'S THE PURPOSE OF YOUR WEBSITE?

ULTRA MARKETING MACHINE NEWSLETTER
.....
ISSUE #107

As the story goes, a mom was making a pot roast for family dinner with the help of her daughter. Before placing it in the oven she cut the ends off of each side of the roast. Her daughter asked why, and mom replied "because that's how my mother taught me to do it. I think it may sear in the flavor, but I'm not sure." Curious the daughter called her grandmother and asked why she cut the ends off the roast. The grandmother said it was just how she was taught by her mother. So the daughter called her great grandmother at the nursing home to ask about the roast. The great grandmother explained that her oven was so small, she had to cut the ends off of the roast so it would fit into her tiny oven.

This story is commonly shared because of all of the habits we as human beings fall into without question, just because it's how it was done before us.

This also happens all the time with business, and processes. Back in the late 90's I was one of the first wave of dealers to sign up with Powersports Network for a website. Having previously experimented with a customer building our sites only to find out updating units was just too heavy of a lift, I knew that a 'done for you' specialty provider was the way to go. And I was right, PSN made a great product and were regularly listening to clients and adding new features and bells and whistles.

At some point way back then, I think we all began to think that the more navigation buttons we had the better the site. In time the sites became extremely busy even offering games and puzzles, weather widgets, and all kinds of other amusing links designed to entertain site visitors and therefore increase their duration.

Back then, many "experts" were teaching us that the goal of our sites was to keep visitors hanging around longer. Things evolved, and in time we all begin looking harder at how to drive more traffic to sites and generate more leads

from that traffic. Many of these "newer" best practices challenged the traditional thinking of the more bells and whistles the better. What was really the goal of a dealer's website supposed to be?

Here at PSM we sat back and watched as new site providers came in and took market share from Powersports Network who once owned our industry. We even became fans of some of the new providers and would recommend them to our clients. As a marketing company it was our job to figure out how to drive more quality traffic to sites and get that traffic to convert into leads. As time has passed, the new providers began adding more and more "bells and whistles" and we once again began challenging what many of the "experts" were saying was the purpose of a site.

This had a lot to do with our decision to enter the website business. We often have dealers tell us the purpose of their site is "to get our name out there", "it's our online store front", "it's the new yellow pages", "to brand our dealership" etc.

None of those answers are necessarily bad, and most are a happy byproduct of a good site, but none are the exact answer we're looking for. We have a very narrow focus and feel that the purpose of your website is: "To Generate Sales Opportunities aka Quality Leads."

That seems pretty straight forward right? You can't sell a new or pre-owned bike online, so the next best thing is to have site visitors raise their hand and identify themselves as prospective buyers (aka a conversion). The more your site "converts" the more leads you generate, and the more leads you have, the more you should sell.

So why do some dealer sites in similar market areas with similar brands generate 30% to 50% more leads than their competitor? Let's look at two popular search engines for some

perspective. Here is what Google looks like when you arrive:



And here is what Yahoo looks like:



Both are search engines, but Google owns about 86% of the *market share with Yahoo and Bing fighting for most of the balance.

Google has a clear vision as to what the purpose of their site is. They want the visitor to "convert" by typing in a search keyword or phrase. They have had the discipline all these years to fight off the bright shiny objects that could be all over their home page. Do you think Google could generate some revenue by putting corporate advertising on their home page? You betcha they could, but they remain laser focused on the purpose of their site.

Here at PSM we're really excited about our new Firestorm websites, and we've bought a bigger oven and are no longer cutting the ends off the roast.

We'd love to share our secret recipe with you, for more information contact us today at 877-242-4472 or shoot us a message at www.powersportsmarketing.com

*Research conducted by Statista



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RESPONSIVE

in all the right ways!



DESKTOP / LAPTOP / TABLET
MOBILE COMPATIBLE



DEDICATED SUPPORT STAFF
FOR QUICK TURNAROUND TIME



BUILT TO MAXIMIZE
CUSTOMER CONVERSIONS



POWERSPORTS MARKETING™
By Dealership University .COM



ASK TORY



What is Review Gating?



Tory Hornsby

EVP

As you may have read in the last Ultra Marketing Machine Newsletter, Google recently released an update to their 'Maps User Contributed Content Policy' and it greatly impacted reviews. The biggest change has to do with what's called Review Gating.



To address this, Google's guideline says, "Don't discourage or prohibit negative reviews or selectively solicit positive reviews from customers." This means a business can't ask customers for feedback on their experience in a way that separates potential good reviews from bad, that's Review Gating.

A good example of this would be an email to customers having 2 links in it; one for 'Excellent Experience' that leads folks down a path to get an online review, and another link for a 'Less Than Excellent Experience' that leads to a private feedback page.

Not abiding by this new guideline can lead to catastrophic consequences, like ALL of your Google reviews being deleted. Think that's not possible? It is. In fact, several years ago Google came out with a new guideline that prohibited reviews being submitted by the same IP address. At the time, it was a big deal to be close to 100 Google reviews, and the dealers that had reached this level were asking for reviews by handing customers an iPad while they were in the dealership. Google didn't want businesses putting pressure on customers by standing with them while they wrote the review. The end result was what we call a 'Google Slap'... they removed ALL of their reviews. They'll do it for this as well.

This is one of the reasons we've invested a lot of time and resources into our Reviews and Rankings Mobile App. This app gives your front-line staff the ability to take a picture of their customer at the point of purchase and email it to them. It will also post the picture to Facebook automatically, and then send a review request the next day. We're close to releasing an update to the Reviews and Rankings App that includes the ability to also send a review request via text message, which studies show increases review conversions.

It's no secret that nearly 100% of prospects & customers do research online before choosing a product or a dealership, but did you know reviews also help prospects choose a sales person? As your front-line staff utilizes the Reviews and Rankings App, it grows their personal reviews. If they sent the review request, they get credit for the dealership review. It doesn't take long for folks to start coming in to the dealership asking for a staff member by name that they've never met before. In fact, research shows that 84% of people trust online reviews as much or more than they trust a referral from a friend.

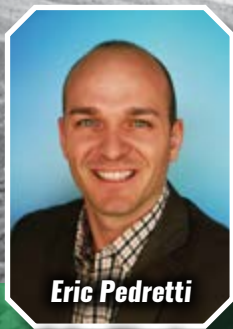
If increased reviews (that avoid the Google Slap) & an easy system to put customer photos on Facebook aren't enough value to give the Reviews and Rankings App a try, here are some other benefits:

- Increased gather rate of customer email addresses & mobile phone numbers
- Improved customer loyalty & referrals
- Better customer engagement
- Incredible future marketing
- And more...

Whether you're already a client or not, you're invited to join a webinar covering the details of our Reviews and Rankings App:

When: Tuesdays in July
Time: 3:30pm – 4:00pm Eastern
Link: join.me/psmtraining
Dial-in: 1-213-226-1066
Conference ID: 274-467-152

See you on the webinar,
- Tory



Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

HAWKEYE MOTOR WORKS

predictablegrowthformula



Brad Cannon

VP of Client Success

There's More to a Website Than Just What You See



MOTORCYCLE
INDUSTRY
COUNCIL



When talking about websites, people oftentimes get completely caught up with look and feel. Don't get me wrong, the look and feel of your site are important – but there's a lot more to a site than simply how it looks.

So what makes look and feel take a backseat?

First off, your site's code. It's not glamorous, most people never consider it, but to a large degree your site's coding is a major player in determining whether or not anyone ever even sees your site at all.

Bad site coding = bad search rankings = crickets.

If your site's code isn't optimized – and beginning this month *optimized for mobile first* – according to Google, you're going to have a tougher time ranking in their search results. And don't forget the push on having a security certificate on your site (https:) because a.) it's a big ranking factor with Google now, and b.) browsers are now beginning to throw up flags to visitors warning that your site is not secure if you don't have the certificate – scaring visitors away.

A poorly constructed site can continue to cost you in the long run as well. While Google advises that

organic search results are not improved by how much you spend on AdWords, there is a very high level of predictability in how much (or little) you'll spend on PPC advertising when looking at how you rank organically. Your organic ranking is based, among other factors, on how well your site is structured. A well-constructed site is easy for Google to crawl, and is less likely to have visitors bounce (immediately click the back button or leave the page).

Search engines' livelihoods depend on providing good, accurate, answers quickly. Sites that do this are rewarded first with good organic placement, and second, through less expensive Pay-per-Click costs.

Google is pretty smart, they make it difficult to force your way into relevance using PPC if you have a bad site construction-wise, content-wise, or both, by making it more expensive to force your ad to the top.

So the goal is to have a site that is well constructed from a coding perspective, because that is the first thing that search engines look for, and without solid site construction you won't get seen in search results, and won't get the traffic needed to be successful online.

As you know, Powersports Marketing now offers websites, and we've seen some pretty amazing results from dealers using our platform. The number of leads that dealers are getting are up from previous providers year-over-year, thanks to code written exactly how search engines want to see it, in addition to a 'No Fluff' approach to look and feel that creates leads.

In addition to the work we've been doing to create solid, well-organized, Google friendly code, we've been working on something else as well. Our in-house development team members have a release coming soon that will help rocket our client's web sites to the top of organic search results – both for dealership searches *and individual unit searches* in a way not seen before. I can't wait to share the results with you.

For now though, I recommend you give us a call and have one of our team show you the best new web platform in the business. We can show you how to increase your leads and sales right now.

Talk soon
Brad

RESPONSIVE in all the right ways!

- DESKTOP / LAPTOP / TABLET
MOBILE COMPATIBLE
- DEDICATED SUPPORT STAFF
FOR QUICK TURNAROUND TIME
- BUILT TO MAXIMIZE CUSTOMER
CONVERSIONS

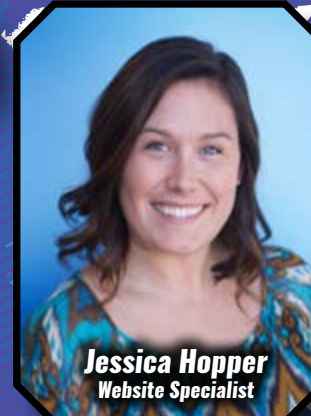
FIRESTORM
WEBSITES



IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Jessica Hopper has been an integral part of the Local Web Dominator team for a few years. Early this year, she transferred to our Firestorm Website department where she's continuing to impress her clients and her peers with her incredible customer service. She's hit the ground running in her new role and is already setting records of awesomeness in the Firestorm Website department, which is why her team nominated her as the IAO Award winner again 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.



Jessica Hopper
Website Specialist



Dealership:

Hawkeye Motor Works is a family owned Honda Powerhouse Dealership in Davenport, IA. Situated in a massive 30,000 square foot facility and headed by Joel Reno who has over 31 years' experience in the industry, they want to invite you to stop in today and feel the power. Honda Powerhouse. All Honda. All the time!

Solution:

For this first Sharp Shooter Event, they decided to market to 1,200 past customers and 1,250 conquest prospects who ride what they sell, live in their backyard but hadn't bought from them. Using a nice mix of active, inactive and conquest prospects, they knew they could reactivate customers who hadn't spent money with them in the previous year and drive some new blood through the door. The ultimate goal is to increase the number of customers spending money with them over the next year and increase how much the spend, by getting them all to walk through the door more often.

Since the loneliest number in marketing is one, we used up to 12 direct marketing touches. By giving customers more opportunities to respond to the marketing, we increased the amount of traffic on event day and the number of leads being generated. Bigger picture, we've learned 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:

The guys at Hawkeye said their campaign already felt like a huge success! They had over 300 door swings, rolled 5 units and took another credit app. "We had lots of test rides, including people who came by to claim the t-shirt and ended up throwing a leg over the new Goldwing. One guy had no intention of taking a test ride, did, and said, 'Man, I'm in love with this thing! I need to go home and convince my wife now!'"

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated **113 completed surveys including 65 sales opportunities in Clothing, P&A and Service, PLUS 26 responses for a new or used unit!**



What's Next:

July means Independence Parties, Sizzling Summer Campaigns and your last chance to move those remaining watercraft off your showroom floor. For multi-line Metric dealers, there are some amazing coop opportunities available including 80/20 for Kawi, 100% for Honda Goldwing, 70/30 for BRP and more! Check out the website (www.powersportsmarketing.com/sample-campaigns) for some killer campaign options and for more information on how the Sharp Shooter Program can help you achieve your growth goals in 2018, call me on my direct line 877-242-4472 ext: 112. Happy selling.

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!

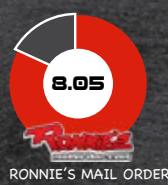
(National average is 5.19)



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	7.62
5th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.27
6th	OUTERLIMIT POWERSPORTS - Dyersburg, TN	7.25
7th	ENGELHART MOTORSPORTS - Madison, WI	7.25
8th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.12
9th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.09
10th	RED ROCK HARLEY-DAVIDSON® - Las Vegas, NV	7.00

REVIEWS & RANKINGS LOCAL STAR: JERROD DAVIDSON

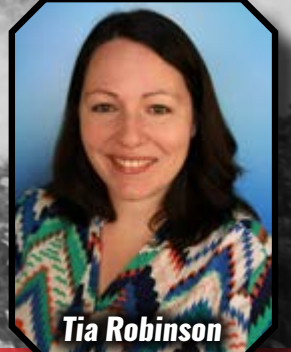


Jerrod Davidson joins the ranks of the highest customer-rated Parts & Accessories professionals in the industry. With over 149 five-star reviews, Jerrod is doing an incredible job taking care of the customers at Heartland Honda. Nice job, Jerrod. Keep up the great work! You're setting the bar high for your industry peers.

Want to see how your employees compare to some of the top powersports professionals in the country? Give us a call at 877-242-4472 and we'll let you know how you can participate in the only employee ranking program in the industry.

LOCAL WEB
DOMINATOR

KENT POWERSPORTS OF AUSTIN



Tia Robinson

Digital Marketing
Manager

KYLE, TX

OBJECTIVE

There are few things in life that create passionate enthusiasts like the powersports industry does. That is one of the main reasons that, Major League Baseball All-Star, Jeff Kent launched Kent Powersports. He recognized that there is no better place to create a living than surrounded by fellow enthusiasts who shared his passion.

The great part about Kent Powersports is that it's not just the customers that share the passion, it's the team as well. It's evident in how they treat their customers, how they run their business, and the quality brands that they stock in their multi-location showrooms.

However, General Manager, Brad Zeff knows that today's customers are more educated than ever before and they do their research online well before stepping foot into the dealership's showroom. Which is why he ensures that his website reflects the incredible selection of powersports and the unique flare of the dealership's personality.

SOLUTION

Brad took the opportunity to have a custom designed website built for him on the new Firestorm Website platform. While the previous Kent Powersports of Austin website did a pretty good job, Brad was looking for something that would stand out more and ultimately generate more leads.

Firestorm Websites are focused on generating more, better-quality leads with laser-sharp clarity. They don't get distracted by buttons, bells, whistles, or gizmos. They drive units leads, which drives profit.

Kent Powersports is passionate about their business and the industry, but they know not to invest in something unless it generates a quantifiably positive ROI, no matter how cool it may seem. So, signing up for a Firestorm Website (effectively, the new kids on the block in the website space for powersports dealers) was a small leap of faith. But, that leap was padded by the proven increase in leads that other early-adopter Firestorm Website dealers are seeing.

The sales team doesn't have to remember to post to Facebook or ask for a review. The Reviews & Rankings app does it all, automatically, for them.

RESULTS

Since launching their new Firestorm Website in April this year, not only does the site exude the unique All-Star personality of the dealership, but it has also seen an **average 30% increase in leads** each month over their previous website.

The leads rolling in this time of year are usually on the upward swing due to the seasonality of the industry. For Kent Powersports of Austin, they **generated 32% more leads** in April 2018 than they did in April 2017. The success continued in May **with a 29% increase in leads** over May 2017. At the time this article was written, June is shaping up to have **well over a 32% increase in leads**. According to many dealers, the industry is 'down' right now. But, the team at Kent's Powersports of Austin are defying those rumors with the leads rolling in from their new Firestorm Websites. They took a leap of faith and joined the ranks of early-adopters seeing BIG return on their investment.

Does your website cut through the clutter and focus on generating leads? Does it represent your dealership and make it easy for customers to convert? If not, we'd love to show you what makes Firestorm Websites so different from any other website option in the industry.

Give us a call at 877-242-4472 to schedule a FREE DEMO to see how Firestorm Websites could start generating more leads for your dealership.