

# 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  
Peachtree City, GA 30269  
Tel: (877) 242-4472

AWARD WINNING  
**Inc. 5000**  
COMPANY

PREMIER Google Partner

“Successful people are simply those with successful habits.”  
BRIAN TRACY

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



Taylor and Jessica have been the best to work with. Taylor has been excellent. He has taken the time to show myself an Kiersten how the program we signed up for works and are already getting great results. Jessica has been fantastic since the development of the website. Takes my calls, takes care of our problems and handles them quickly. SO GLAD I SWITCHED to Firestorm/PSM MARKETING. Two of the BEST PROFESSIONAL PEOPLE I HAVE EVER DEALT WITH..

STEVE M.  
-Westlake Village, CA



It truly has been a pleasure working with everyone here, especially John Ambuehl. Thank you everyone for reaching out often to make sure we need anything!

BRANDON A.  
-Slidell, LA



The mention of changing websites is enough to strike fear in the hearts of the bravest. I have been prepared for weeks of extra work. Instead, I've found that Jessica's preparation before the change and her attention to detail has made a great difference. I appreciate her availability when I needed direction. I have found that to be the case with everyone on your staff. Thanks for making this an easy transition.

MIKEL D.  
Georgetown, TX



Founder & CEO

## 2 BIG CHANGES AT GOOGLE EVERY DEALER SHOULD UNDERSTAND

ULTRA MARKETING MACHINE NEWSLETTER  
ISSUE #106

When we first entered into the Online Reputation Management game back in 2011 it was a pretty leading edge concept. Nowadays a pro-active approach to growing dealership reviews is nearly normal and customary.

It's for good reason, as 85% of consumers trust online reviews as much as personal recommendations.\*

Google is well aware of this stat, and due to the power of online reviews to influence buyers and Search Engine Optimization (SEO), they take the integrity of the reviews they display very seriously. Unfortunately, the rise in popularity of online reviews has also brought along a number of spammy and unethical ways to attempt to game the system.

A couple of years ago we saw a spike in fake reviews that were blatantly obvious. Some were downright entertaining. These came from black-hat companies hiring low wage, off shore people to create fake google accounts and write fake reviews. Even customers caught on and called businesses out like this real review.



### Real Review

It didn't take Google long to catch on. And when you got busted, they often deleted all of your reviews, even the real ones.

Fast forward to today.

Since creating the Powersports Industry's first software-based review acquisition system, we've generated well over 130,000 verified customer reviews (www.powersportsdealerlocator.com). We've always been committed to complying with Google's terms of service by only soliciting authentic reviews from real customers.

Well, last month Google revised their terms of service to prohibit what they call "Review Gating." There were two big changes in the announcement.

1. Don't solicit reviews from customers in bulk.
2. Don't discourage or prohibit negative reviews or selectively solicit positive reviews from customers.

Regarding Policy #1: The only time our reputation management program solicits reviews in bulk is during what we called our "jump start" process, which typically happens when setting up an account for a new client. Like many other companies, we'd take the dealership's opted-in email list and send them all a review invitation to launch the program. However, due to Google's policies, this is no longer allowed. Other providers may wait until the end of each day or week and send 50 to 200 review requests, and this is no longer a viable option either.

It's also pretty easy for Google to monitor this because your dealership will go days or weeks with no reviews and then get 5 or 10 or more in one day.

Now, what Google is deeming appropriate, and has even implemented themselves in some markets (for Android phone users), is what we've always prescribed as the 'best practice' for review invitations. Dealerships should ask for a review and send review invitations immediately after your customer does business with you. It just makes sense. We originally began executing this strategy via DMS integration, and still do for many dealers. However, it's not perfect because many dealers aren't so hot at collecting email addresses at the point of sale in the DMS, and sending a system-generated email doesn't feel very personal.

That's one of the many reasons we recently released a new 'Reviews and Rankings' mobile app. This mobile app allows the sales person to take a photo of the customer with their brand new unit from their phone, and then immediately trigger a couple of emails to the customer. The first email thanks them for their business (and includes the picture of them on their new ride). The second email is a review invitation email (and text capability is coming soon). The photo really adds to the overall buying experience, makes it personal and greatly enhances the review invite's conversion ratio. While it's less automated than the DMS integration, it

creates more ownership from the staff because the review is listed under their name, and creates a fun 'rankings' system in your dealership. So there is a "What's in it for me?" component for the individual sending the review invite.

Regarding Policy #2: Don't selectively solicit positive reviews or discourage or prohibit negative reviews. This is really what "Review Gating" is. Our system, and many others out there, used to ask customers if they had an excellent experience or a less than excellent experience. This would act as a simple filtering mechanism, and if their experience was excellent, we would ask for a review. If their experience was less than excellent, we would send them to a private feedback survey. I personally don't view this strategy as black-hat or unethical in any way. From my perspective the only people who used to leave reviews were pissed off customers and happy customers just went away happy. "Review Gating," as Google calls it, was just a smart way for business owners to level the playing field. But, the Goog doesn't see it that way.

Their ball, their court, their rules, their referees, and we're committed to playing the game within the rules, so we immediately killed our filtering system. Remember, there could be serious consequences to not following the rules; like losing years of real harvested reviews, so it's not worth testing the Google Algorithms.

Good news is that initial testing of the Reviews & Rankings mobile app usages is showing more reviews generated, because every single customer is getting an invite, and many potentials reviewers are not being filtered out. Furthermore, customers are more educated and expect to see some negative reviews and if they don't they will be suspicious. So the best way to fix a bad review or two remains the same as we've always taught, bury it with positive reviews.

For more information on our new Reviews and Rankings mobile app, or how we can help you boost your online reputation contact us today at 877-242-4472 or shoot us a message at www.powersportsmarketing.com

\*Research conducted by Bright Local



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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..."

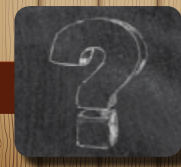


## WANT TO LEARN MORE ABOUT ONBOARDING?

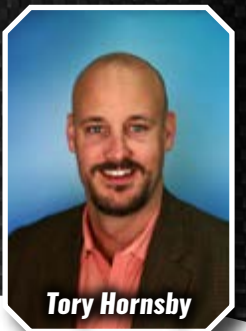
GO TO [POWERSPORTSMARKETING.COM/LOCAL-WEB-DOMINATOR](http://POWERSPORTSMARKETING.COM/LOCAL-WEB-DOMINATOR) & FILL OUT THE FORM OR CALL (877) 242-4472



## ASK TORY



**Business wasn't great for us this spring due mainly to the weather, what's the best way to make up for it?**



**Tory Hornsby**  
EVP

The best way to make up for a slow start to 2018 (or if business has been great for you, to continue improving it) is through marketing and training. Good marketing generates measurable leads and traffic through your doors. Training your staff ensures that you're selling as many new & used units, PG&A and Service as possible.

Marketing and training go hand-in-hand, and they must consistently happen simultaneously, not sequentially. Don't fall into the trap of believing you must do one before the other.

Also, you can't afford to wait for business to get better before implementing good marketing. We hear dealers say this frequently, and they end up wasting a lot of time just waiting for business to pick up when they could have been 'making' it better. This way of thinking reminds me of a friend of mine who once told me he wanted to get in a little better shape before he joined a gym... wait, what?

OUR STRATEGY NOT ONLY INCREASES CUSTOMER RETENTION, IT ALSO CARVES OFF NEW MARKET SHARE AND GENERATES NEW CUSTOMERS. IT'S THE BEST OF BOTH WORLDS.

With that said, I do understand why dealers want business to get better before spending money on marketing. Their past experiences include spending (wasting) money on advertising that didn't make one iota of difference. While, it didn't generate more profit than the expense, they know they need to advertise, so business has to pick up before they can afford to spend the money.

Their challenge: BAD MARKETING

While this may be a bit of a moot point right now because the weather is warm, and the riding season is upon us, spring being in full force means there's even more reason to drive traffic and generate leads. You have to make hay while the sun is shining.

Even when business is booming, however, it doesn't mean you can view your marketing budget as an expense. You can't just spend it and hope; it must be invested.

Our Sharp Shooter program has been utilized literally thousands of times over the past decade by well over 1,000 dealers. It generates a positive return in Gross Profit, which makes it a true investment. It has stood the test of time and it always works.

It generates leads in 6 ways: new sales, pre-owned sales, parts, accessories, apparel and service. You may be wondering how? We find the best people to market to – those who are most likely to buy something from you. Our strategy not only increases customer retention, it also carves off new market share and generates new customers. It's the best of both worlds.

Once we know who to target, we utilize several 1-to-1 direct marketing strategies to get the best response possible. It's not uncommon for us to get well over a 10% response rate, and 1% is considered good by most.

We write ad copy that relates to everyone we're marketing to with a call-to-action that generates leads and gets traffic into the dealership.

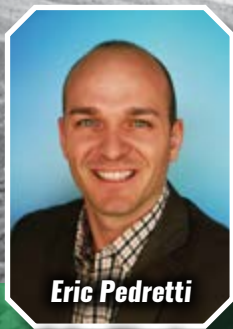
Staff training is included to maximize your R.O.I.

Call me at 877-242-4472 for a quick one-on-one. I guarantee you'll be glad you did.

Speak with you soon...  
- Tory







Eric Pedretti

Sales Director

# SHARP SHOOTER CASE STUDY

ZYLSTRA HARLEY-DAVIDSON®

predictablegrowthformula



Brad Cannon

VP of Client Success

## There's actually some positive in the negative



MOTORCYCLE  
INDUSTRY  
COUNCIL



In his article this month, Rod talks about the changes Google has made with regards to how you can ask for reviews, and with those changes comes the possibility of receiving a few more negative reviews.

Of course everyone only wants to get positive reviews. As a Dealer Principal, anything negative can really feel like a gut punch, bringing with it all kinds of anger and the desire to go on the offense. After all, how dare someone call your baby ugly, right?

Now, we all know that about 5% of the customers who walk through your doors are just plain bat-crap crazy. It's simply the law of averages, and there's not really a lot you're going to be able to do about that. Life simply isn't perfect.

Occasionally, those idiots are going to find their way to a keyboard, and test your patience along with your customer service skills. It just is what it is.

There are also, unfortunately, those times where a customer has a legitimate beef with your dealership, and you're going to have to do the right thing to restore the relationship. Your baby isn't ugly, but at certain angles, and in a certain light, he might look a little like Winston Churchill. Into every life a little rain must fall...

There are a small number of dealers whose baby is truly a beast. Like, face caught on fire and somebody put it out with a shovel, kind of ugly. I've seen your reviews and you have bigger fish to fry. This article may help down the road...

Right now I'm talking to the majority of dealers who read this newsletter, who are astute, and take the reviews game seriously. You're the folks who push hard for that perfect 5-star average, because you know it means that people will know, like, and trust you – and that equals sales.

Here's an interesting fact for you: a perfect 5-star

rating isn't the most desirable rating. Why? Northwestern University conducted a study that showed that consumers are most likely to purchase when a product/business has a 4.2-4.5 star rating. 5-star ratings were considered "too good to be true," while 4.2-4.5 were considered to be transparent and balanced. Potential customers don't expect your baby to be perfect. That's good news.

A Power Reviews study showed that 82% of people seek out negative reviews in an effort to get all the information they can before deciding where to buy. 60% read negative reviews first. If there aren't any, that's a problem. When they do find some, if they're mostly that crazy 5% group, that's okay. The crazies self-identify pretty well, and get dismissed by those with any sense – and hopefully act as a deterrent to other crazies. If there are a few other legitimate low score reviews with good responses, that shows potential customers that while you may not be perfect, you care and will take care of the few problems that may arise.

Another interesting thing that came out of a Centennial Shopper survey was that 44% of respondents wouldn't trust a product/business without negative reviews.

I'll give you a real life scenario to kind of bring this all together. I found it interesting that my experience played out the same way as the study results did.

I'm a Corvette fanatic. Don't judge me, at least it's not Mustangs...

I bought my dream car last year (2006 Z06), and couldn't have been happier or more excited. It's a monster.

I needed to have some work done on it, (because, MORE HORSEPOWER) and as you may have guessed, I was VERY particular about where my baby was going to get it done.

I researched all the specialty Corvette shops in the Atlanta area, and found that there were three within 90 minutes of me. The first thing I did was check their reviews – negative first.

One got ruled out immediately, because their reviews gave an overwhelming feeling of a rookie shop ran by idiots.

The second one had better reviews – even the bad ones were better than the first shop. I did get the feeling with a couple of the responses that while they were trying to make things right... well... could've done a little better. Didn't rule them out yet though.

The third shop had a lot of reviews, including some that weren't immediately flattering. The good thing though, was that the bad reviews were pretty clearly very limited to the crazy 5%, with a few legitimate sprinkled in – and all were handled head-on in a very professional, positive, manner.

I called the second and third shops, and as you can probably guess I ended up going with the third. I don't think it's coincidence that they had a 4.5 star rating.

The bottom line is this, negative reviews are a necessary evil that gives credibility to your dealership – as long as there aren't many of them and they get handled appropriately. Keep an eye on them (because potential customers are), keep them under control, and they can actually help build trust.

We have a system with our Local Web Dominator program that can help you grow those 4-5 star reviews to keep the balance. Give us a call at 877-242-4472 to find out more.

Talk soon,  
Brad



### Dealership:

I normally don't feature the same dealership twice in one year (February 2018), but I had to circle up with the guys in Ames, IA, just 30 minutes North of my office in Des Moines, to check-in on the progress they've been able to make so far this year with the Sharp Shooter Program.

### Solution:

Why? Because they've executed five Sharp Shooters so far this year. The biggest difference in our clients 'getting a shot in the arm' and absolutely blowing up their business, is marketing with the Sharp Shooter Program consistently. Consistency is king. Whether you're talking about working out or marketing your dealership, consistency is the key to your success.

According to a recent study in the Powersports Industry, it takes up to 28 touches to gain a new customer. A touch can be a mail piece, a phone call, visit to the dealership, email, social media update, etc. What this means is, if you're serious about increasing customer retention or carving off new market share, you have to be consistent. You have to be dedicated. You can't send one mail piece to a group of customers who've never done business with you before, one time, and expect they all come running into the dealership waiving the mail piece begging to buy something.

If you've ever worked with us or read this article before, you know the Sharp Shooter program starts by targeting people who ride what you sell and live in your backyard. This is made up to two groups of people: 1) Past Customers - active & inactive and 2) Conquest Prospects - folks who ride but haven't bought from you. Once we identify the 3% of riders in any given market, we give them up to 12 direct opportunities to respond to the marketing. Every customer has a preferred method of contact and by utilizing as many as possible, we drastically increase response rates.

Our message focuses on, 'what's in it for the customer.' I know for a lot of dealers, this is a difficult thing to wrap their heads around because as a dealer, you obviously want to sell units, service, parts & apparel. But ask yourself, "Do customer care about what you want?" The answer is, "No." They care about themselves. We've proven through literally thousands of campaigns with over 1,000 dealerships nationwide, that focusing the message on what the customer wants (food, drinks, door prizes, demo rides, etc.), you'll get much more of what you want (bike sales, service sales, parts sales, accessory sales, apparel sales, traffic and tons more leads!)

Plus, and this is a big plus, customers are so overwhelmed by marketing messages asking them to come buy something, they automatically tune them out. If you consistently ask them to buy something from you, they will tune you out! If you ask them into the dealership once per month for a party, not only will they never get tired of you asking, but they will increase

the amount of times they visit the dealership and how much they spend with you.

### Results:

Jon and his crew at Zylstra Harley-Davidson have totally bought into this strategy and it's paying off, big time. They've done five Sharp Shooter events in 2018 so far (which took some serious faith with this year's unbelievably bad weather), and the results they are getting continue to grow! Check this out:

January 20th Campaign – New Management, New Attitude Party: Over \$10,000 in counter sales and 2 bike sales. 573 Leads.

February 10th Campaign – BRRRRRunch Party: Over \$5,000 in counter sales in a snow storm. 262 Leads.

March 10th Campaign – Cabin Fever Reliever: \$12,777 in counter sales (excluding service) with an estimated 400+ people in attendance! 339 Leads.

April 7th Campaign – 115 Years of Freedom: Over \$15,000 in counter sales. 369 Leads.

April 28th Campaign – Hog Roast: \$21,067 in counter sales! They also took 14 credit applications and have rolled at least 3 bikes from the event. 277 Leads.

When we asked him about his customers' response to the events, Jon said, "Our customers are loving our events. I can really see this by the attendance, but also by the response to our call blasts. The first two parties (Sharp Shooter Events) our customers were surprised by the call blast. Not in a bad way. For the third party (Sharp Shooter Event) they were calling back letting us know if they were coming or not and asking what the games would be, etc. Great response for sure!"

The consistency of having monthly events not only has tremendous benefits for customers and the bottom line, but the staff too. "When I took over this store in January, our staff and customers were beat and tattered from the previous management. These events are huge wins for our staff. [It's great]...to see marketing that is quantifiable. Success breeds success and these events definitely help that mid-month momentum slow down. I really have to give it up to them (the staff) more than anything. They are what makes these events successful."

Jon's looking forward to his 'First Responders Appreciation Event' coming up right around the corner!

### What's Next:

June means Father's Day, the unofficial biggest holiday in the Powersports Industry! This is one of the most popular events all year because of the ridiculous results our clients see. If you're not feeling Father's Day, anything Summer is a proven winner. After a harsh winter, don't hope the weather provides you with what you need in June: drive sales through your doors with the Sharp Shooter Program. Then plan out the rest of the year so you can increase the number of customers spending money with you in 2018 and how much they spend! You have a narrow window of time to achieve your goals this year. Don't wait! Check out the website ([www.powersportsmarketing.com/sample-campaigns](http://www.powersportsmarketing.com/sample-campaigns)) for some killer campaign options and for more information on how the Sharp Shooter Program can help you have your best year yet, call me on my direct line 877-242-4472 ext: 112. Happy selling.

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Cody Polakovic is affectionately known as "Cody the Coder." As a member of our Development team, he uses his impressive programming know-how to woo the hearts of all the other departments. His major ninja-like skills and his even-tempered tenacity have saved the day many times and allowed us to overlook the fact that he has a man-bun. Cody's impressive genius and quick wit are just a few of the reasons he's this month's IAO Award winner.

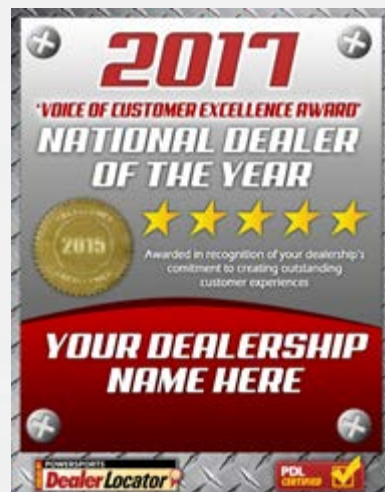
The IAO Award is a peer-voted award recognizing someone each month that embodies the 'Improvise, Adapt, and Overcome' philosophy. Check back each month to see if your favorite Powersports Marketing team member won the award.



Cody Polakovic  
Web Developer



# The Voice of Customer Excellence Award Program



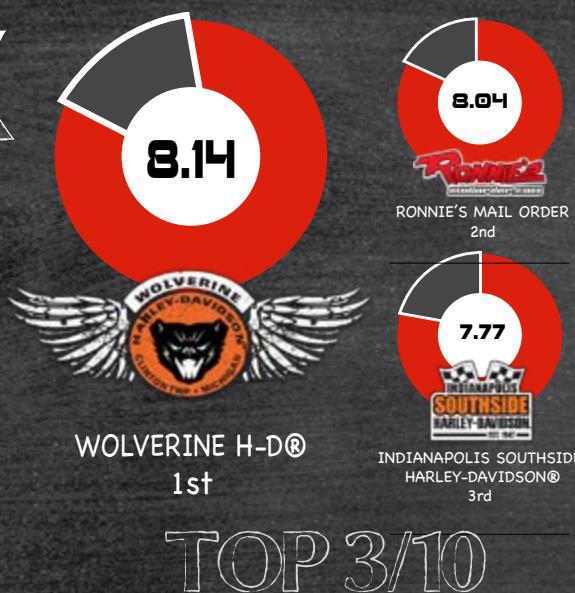
MAJOR ANNOUNCEMENT! The Repeat & Referral Score and the annual Voice of Customer Excellence Award is coming in the next issue of this newsletter! Make sure you check back to see how your dealership can benefit from the industry's only dynamic customer repeat & referral score.

(National average is 5.01)

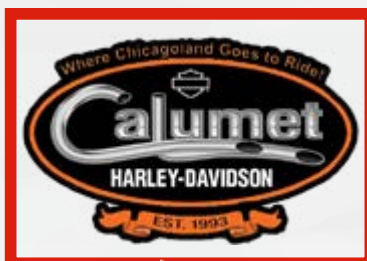


## THE PODIUM

4th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.62
5th	ENGELHART MOTORSPORTS -Madison, WI	7.25
6th	OUTERLIMIT POWERSPORTS - Dyersburg, TN	7.25
7th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.12
8th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.08
9th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.06
10th	RED ROCK HARLEY-DAVIDSON® - Las Vegas, NV	7.03



## REVIEWS & RANKINGS LOCAL STAR: JOE VAN DEN HANDEL Calumet Harley-Davidson®



Joe Van Den Handel at Calumet Harley-Davidson is this month's featured Local Star. With over 140 5-star reviews, Joe is one of the top 5 highest ranked Parts & Accessories Employees in the Powersports Industry! He's doing great work and taking care of the Harley enthusiasts at Calumet H-D. Nice Job, Joe. 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.



## GAINESVILLE MOTORSPORTS

### GAINESVILLE, GA



Tia Robinson

Digital Marketing Manager

### OBJECTIVE

Gainesville Motorsports has been a family owned and operated dealership in Northeast Georgia since 1974. Their team of enthusiast and knowledgeable sales professionals know their way around motorcycles, ATVs, UTVs and Watercraft from all of the major OEMs.

Like most service and retail business, they wanted to ensure they had a SYSTEM for converting their happy customers into positive reviews on their Google listing. Most businesses recognize the necessity of having a solid and ongoing stream of good reviews on Google. Those reviews translate into more business, but only if they are authentic, white-hat reviews that remain within the parameters of Google's strict review policies.

### SOLUTION

Through the Local Web Dominator program, Sales Manager, Anthony Carruth, signed his entire sales team up to use the Reviews & Rankings app included in the program.

The app allows the sales team to capture a picture of their customer on their new ride and immediately email it to the customer (directly from the sales professional that just sold them the unit).

From that single mobile app photo, those customers are automatically featured on the Gainesville Motorsports Facebook page. And, they automatically get a review request email the following day directly from their sales person.

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

The sales team alone has used the Reviews & Rankings mobile app to send 64 customer pictures of new purchases in the past 30 days. From using the app, the sales team generated over 50% of the reviews for the entire dealership. Additionally, 18 new reviews on Google in just 30 days. That's almost a 30% conversion rate for customers leaving reviews on Google after getting a request directly from their sales person. Customers respond better to the person they just had a great experience with buying a fun new 'toy'. A request sent to the customer from the sales person increases the customer's response to that review request.

There is almost a 20% increase in conversions to Google reviews when the request comes from the sales person directly (instead of from the dealership in general).

And, since sales people have a tendency to be just a smidge competitive, the Reviews & Rankings app gives them the vehicle to not only grow reviews for the dealership, but also for themselves. So, the team can see how they rank against each other on the Employee Reviews section of their review site: [www.gainesvillemotorsportsreviews.com/reviews/employeereviews.aspx](http://www.gainesvillemotorsportsreviews.com/reviews/employeereviews.aspx)

Does your review acquisition system incorporate marketing automation, and a systematic way to grow reviews on Google, while increasing engagement from your sales team? If having your sales team ask for reviews is like pushing a rope uphill, let us show you a better way that is fun and easy for everyone. Give us a call at 877-242-4472 to schedule a FREE DEMO of the Reviews & Rankings mobile app to see how this feature could make a huge impact for your dealership.