

CORE VALUES

POWERSPORTS MARKETING
By Dealership University™ .COM

1

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

2

W.G.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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

OUR MISSION:

POWERSPORTS MARKETING
By Dealership University™ .COM

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

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AWARD WINNING
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“

Unless commitment is made, there are only
promises and hopes... but no plans.”

”

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Unless commitment is made, there are only
promises and hopes... but no plans.”

- Peter Drucker

DON'T JUST TAKE OUR WORD...

Boot Camp

Great boot camp! Great conversation, etc. We have been with LWD for about 8 months and love it! I have worked with most of the team (especially Mike and Jessica) and appreciate them going above and beyond and making it so super easy and my job a whole lot less complicated with their awesome platform. Thanks again for a great experience.

Kelli C. - Edge Performance Sports

General

Megan has exceptional phone skills. She always pleasant to speak with and a great sense of humor. I only wish I could have people setting appointments for my sales people as talented as she is, and look forward to potentially working with Powersports Marketing in the future.

Mike P. - Honda Power Sports of Ft. Smith

Client Success

Melissa has always been a big help to me. Her perspective and advice are a welcomed part of my visit to Power Sport Marketing. I'm thankful for the opportunity to interact with the whole staff.

Barry J. - Xerox

LOCAL WEB
DOMINATOR

POWERSPORTS MARKETING™
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ISSUE #88

SHARP
SHOOTER
TARGETED INTELLIGENCE

ULTRA MARKETING MACHINE NEWSLETTER

The Election is Over,
What Does That Mean for You?

ARTICLE BY: ROD STUCKEY

I don't believe in leaving my success up to the market, the weather or the economy. If you're reading this, you likely don't either. However, I also don't believe in ignoring tough opponents like the market, weather, or economy. It's no secret that elections often create uncertainty for all, and for business big and small, concern over future tax rules, government regulations and how they could potentially impact operations.

As of my writing, President Elect Donald Trump just edged out Hillary in a bizarre and historic election. I say bizarre, because as I watched Fox news Tuesday night nearly every expert including the hosts, polling experts, Washington and political professional guests either outright predicted a Hillary landslide win, or carried a subtle but noticeable anti-Trump tone. Early in the evening, and well into prime time, polling specialists laid out every theoretically conceivable way each candidate could navigate through the tricky electoral vote system for a win. Pretty much all coming to the same conclusion that the Democrats would maintain the Presidency for a 3rd straight term.

I have a hard time watching blowout games, and was about to check out when they displayed an interesting stat on the jumbo-tron. It was a social media update, just before heading to a commercial that showed Trump had significantly more 'mentions' on Facebook than his competitor. The commentators didn't seem too interested, but as a marketer I took notice. Obviously, a 'mention' could be in good or bad context, but it was stimulating enough to keep me engaged. Fast forward another hour or so, with a steady sentiment that Hillary was in control, then it was announced Trump had won the swing state of North Carolina. While all other 'experts' didn't seem swayed, one commentator looked at his smart phone and shared that the 'odds' had just swung to over 70% that

Trump would win. This really caught my attention for two reasons. One, it was the first mention in 4 hours that the underdog even had a remote chance. Two, and more importantly, to me 'odds' implied Vegas, betting, and the principle based movement of money. Not necessarily anything to do with politics, Washington, traditional media, and smoke and mirrors. And you know how the story ends.

I'm not one to watch a lot of politics on TV, but there were some big takeaways for me. Traditional media is slanted, social media is very powerful, and I have to stay focused on 'my economy' and not get sucked into those 'other economies' outside of my control.

Here's how it was explained to me. There are 3 economies. One is the 'Political' economy where Washington operatives, lawyers, lobbyists, and lifelong politicians revolve around a fake money machine, much paid for by you and I, which is littered with corruption. Then there is the 'Wall Street' fake economy where industry insiders and researchers seek to capitalize profits in any manner possible, including fraud and collusion, to maximize personal enrichment. Then, of course, there is a conduit of systemic corruption and legalized bribery flowing between the two.

The 3rd economy is Main Street America, where you and I live, in your town and mine. Where small-to-medium sized business drive the economy, do real work, and provide real jobs. In the first two economies, up is often down, and left is often right. No logic. However, in the Main Street economy honesty, hard work, and smart business reign supreme.

This is important to understand, because only in the 3rd economy do the laws of nature have authority. In the first

two, it's a fantasy land. You and I have to understand where we live and work, in the Main Street economy, and not drift over into watching and copycatting those other two worlds which have no relevance to us.

In 2010 small business made up 99.7% of employment firms. There were 27.9 million small businesses with 500 employees or less, and only 18,500 with 500 or more. Small business accounted for 67% of new jobs between 2009 to 2011. *

However, only about half of all new businesses make it 5 years, and only 1/3 make it 10 years. Some of this failure surely comes from those not understanding which economy they are really in, and instead they end up embracing and emulating the big corrupt world of the first two economies. This is easy to do, because even though the Main Street Economy is the backbone of our economy, it's not what you see and hear all over the news.

To tie this into Marketing, be very aware, paranoid, and even skeptical of some of the advice given to you from traditional media reps, and fancy award winning ad agencies backing some of the OEM's. They're often operating out of Washington and Wall Street and don't even know it.

Here at Powersports Marketing we focus on the principles of marketing first. Right Message, Right Media, Right Audience, and the Right Timing. We specialize in growing new market share and increasing retention for Main Street motorcycle dealers. I'm glad this damn election is over, now lets you and I get out there and sell some bikes and do our part to make Main Street the best street regardless of the market, weather, or economy by staying focused on our world, not theirs.

*Bureau of Labor statistics

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NATIONAL WINNER

YOUR DEALERSHIP NAME HERE

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YAMAHA





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Thank You!

to our clients!

INC. 5000 2-TIME WINNER






ASK TORY:

What is a 13th Month?

ARTICLE BY: TORY HORNSBY

Merry Christmas! Can you believe it's the most wonderful time of the year already? I tell ya, the more gray you get in your hair (or for some, the more hair you lose) the faster the year just seems to fly by.

Of course, part of Christmas seeming to get here faster is because companies are putting out their Christmas decorations and products earlier and earlier every year. In fact, this year I began to see Christmas trees and lights in stores before Halloween was even here.

You ever wondered why the big retail stores start Christmas so early?

The reason is found in the math. The fact is that Americans spend 70% of their discretionary dollars between Halloween and New Year's Day. If a family has \$2000 in discretionary funds each year, \$1,400 of that amount on average is spent during this time of year. (Discretionary money is what's left over after the bills are paid and all responsibilities have been taken care of; it's the money that a person or family can spend at their 'discretion'.)

The majority, if not all, of our industry's sales in every department in the dealership come from discretionary dollars. We're a big toy store.

"To enrich lives by providing powerful turn-key marketing, so people, businesses and our economy can thrive."

Many of our clients have done the math: 70% of discretionary dollars are spent in November and December & most of their business comes from discretionary dollars. This means they can't back off their marketing too much during these two months. They understand they have the power, through good marketing, to sway

shoppers to spend some of those dollars getting the powersports enthusiasts on their list, and themselves, a Christmas present they'd really like.

There are lots of reasons to give people a reason to shop with you this time of year... Black Friday, Chrome Saturday, Cyber Monday (you can actually drive traffic into the store with this), 12 Days of Christmas, or a single Christmas event on a Saturday in December (12/3, 12/10, 12/17, or 12/24).

Have you ever heard of the 13th Month?

The week between Christmas and New Year's Day is referred to as the 13th Month because retailers will often do a month's worth of business during that single week. People are spending their gift cards and Christmas cash. They're returning the gifts they didn't want so they can buy something they like.

A popular campaign we've implemented for dealers during the 13th Month is 'What Santa Forgot'. The focus is 'Get What You Really Wanted for Christmas!' This campaign can also be done the first or second week of January.

Before doing business with us, some of our clients had stopped their marketing in November and December. They had tried everything to compete with the big box retailers and failed. Nothing seemed to work.

The truth is you can't compete with the millions of dollars being spent on TV, Radio, Newspaper and other mass media. You're just a drop in the ocean.

You can, however, target the enthusiasts in your market area (both past customers and conquest riders) with a Sharp Shooter campaign that gets traffic in your store and generates leads for every department. This gives your staff people to work with (and sell to) and leads to follow-up with.

I've heard from dealers that October and November to date have been soft. We experienced this with the big election in 2008, when there was lots of uncertainty as Obama was elected. This year, we've experienced something similar with another big election, but it's over.



In 2008, business picked up in December and 2009 was a good year. Trump will be our next president. The general consensus I hear from people is that they believe Trump will be good for small-to-medium sized businesses, and that's what the majority of our economy is built on.

This Christmas shopping season is going to be "YUGE!" It's up to you to sway shoppers with good marketing. Call 1-877-242-4472 to get a free quote on a Sharp Shooter campaign for your '13th Month'.

- Tory



"WELL, I GOT ONE...SO, THEN THE REINDEER WANTED THEM..."

Sharp Shooter Case Study



MotorCity Motorcycles: Consistency is King

DEALERSHIP:

MotorCity Motorcycles is a brand new Indian & Victory dealership nestled in the Bloomfield Hills area. As a new store, they didn't have a customer database to market to and, therefore, had to start from scratch. They knew a key way to grow their business was by having consistent events at the dealership. The biggest challenge for a dealership in their shoes is finding people who ride and getting them through the door.

SOLUTION:

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 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 people 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.

The challenge is, many dealers lack a plan. When you lack a plan, you end up shooting from the hip and wind up just 'doing something' because you feel like you need to 'do something'. This type of marketing never gets the results you want. The results MotorCity received started by identifying proven riders in their backyard. We found all the metric 600cc+ on-road cruisers and H-D customers living in their immediate backyard. We combined these folks with customers they'd logged in their CRM. Each month, we gathered all the new customers who purchased and the new logged customers and rinsed and repeated.

Once we identified the customers where the majority of their sales should come from, we put a plan in place to hit them 52-104 times per year with a value-added message. By using up to 12 direct marketing touches per month, you're guaranteed to achieve this target of 52-104 touches per year. The Sharp Shooter Program uses a combination of integrated direct mail, emails, call blasts, web banners, event signage, fliers, social media updates and even more on each campaign. Each piece of communication incentivizes customers to go online and complete a survey so they can tell you who they are and what they want to buy from you. Over time, this style of marketing drives a ton of quality traffic to the dealership and generates a pipeline of leads for every department. Most importantly, it puts a fence around your herd, making your customers immune to other offers from other dealers. MotorCity Motorcycles is experiencing the payoff from using the Sharp Shooter Program consistently to market their events.

MOTORCITY
MOTORCYCLES

RESULTS:

These guys are creating major affinity with their buying base by executing a consistent marketing plan by hitting the Right Target Audience, through the Right Media Channels, with the Right Message, at just the Right Time. Altogether, MotorCity will execute 13 Sharp Shooter Campaigns this year.

As they've continued to market to their Buying Base, they have created a warm and responsive list and generated a consistent pipeline of leads for each of their departments. Over the past year, they have generated 1,714 sales opportunities for each of their departments, which include 441 New & Used Unit Leads, and hundreds of hand raisers for Parts, Accessories & Riding Gear from an almost 100% conquest list! The lead generation aspect of these campaigns, turns a weekend event into a month-long sales process allowing our clients the opportunity to grow their Return On their Investment exponentially over the weeks following their event.

LOOKING FORWARD:

A lot of dealers leave it up to Santa Claus to hopefully deliver a solid December. Don't let the big box stores rob you this holiday season. Claim what's rightfully yours and invite your customers in for a Christmas Event, What Santa Forgot Event or New Year's Event. Give them an excuse to skip the mall and the traffic jams and come have fun with you. Your cash register will thank you. Check out the inserts for a few more proven winners. To have Powersports Marketing build your dealership's Buying Base and put a plan in place to hit them consistently for FREE, call me on my direct line at 877-242-4472 ext: 112. Happy selling!

Get Ready for the New Year

ARTICLE BY: BRAD CANNON



We just wrapped up our Fall Marketing Boot Camp, and we're only a few days post-election.

I have to say, I couldn't be happier with how both turned out.

The New Year will be starting soon, making this a really good time to reflect on this past year and plan for the next one.

At Powersports Marketing, we are always setting goals, targets, and making commitments to better performance. It's what has led to the success we've experienced in the past and what will drive us to excellence as we move forward.

I'd encourage you to do as we do here each year and do three things:

1. Decide
2. Commit
3. Succeed

Decide that 2017 will be the year that you will determine the trajectory of your dealership through conscious action.

Commit that you'll actively work to create and cultivate a positive culture in your dealership, making it both a great place to work, and as a result, a great place to visit and buy. Dealership culture flows down from the top, and over time, it can be difficult to maintain. Every dealer I have ever met got into the business because they loved motorcycles. It's a passion-based business. Unfortunately, running a dealership can be tough. As you know, it can be really tough. That can take a toll. As I used to tell my GMs, it's important to always remember that we work in a toy store. That's what our customers think. Customers are looking for an excuse to come to your dealership. That's what WE thought the first time we showed up in one, and even the first day we went to work there. Over time, that changes, and it

isn't as exciting as it once was. That can be reflected in our attitude, and that attitude is then mirrored in every department. And not only is it mirrored, it gets amplified. Setting a good tone lays the foundation for success.

Commit that you will take every opportunity to learn about how to work ON your business instead of just IN it. Decide to attend events like our Marketing Boot Camp (we'll have two next year) where you'll learn the newest (as well as time-tested) marketing best practices tailored specifically to a powersports dealership. Your interest and enthusiasm to make the business better will be noticed, and will continue to create a positive culture in your dealership. Not only that, but enthusiasm is contagious. Others will want to participate.

Commit that you'll have a clear policy on good data acquisition and accuracy. This is the gold in your dealership that allows you to grab success by the reigns and make sales happen instead of hoping they do. The MIC has said for years that in any given market only 3-6% of people ride motorcycles. Knowing who they are is more than half the battle. The ability to target exactly the right audience with direct response marketing that brings them back into your dealership creates the path to success.

Commit to using the data you will be harvesting to proactively market to your buying base, touching them 52-104 times per year through event based marketing, e-mail marketing, and online digital marketing. It will be hard. You will be tempted every month to just skip it this month, just this once – I'll pick it back up next month...

That's deadly thinking. Don't give yourself an excuse to give up. It's simple physics: objects in motion tend to stay in motion – objects at rest tend to stay at rest.

Keep moving, keep going – I guarantee the competition is.



We've had the privilege to see dealers across the country follow the steps I outlined above and experience success better than they ever expected. It's not the easiest path to take, but most things worth having don't come cheap. It looks like the political climate is going to be more conducive to small-to-medium sized businesses than it has been for a long time, and I'd like to encourage you to capitalize on the opportunities it will bring.

Here's to a great 2017 to you and your dealership – and of course, we'd love to help be a part of making it great.

Talk Soon,
Brad

"IMPROVISE, ADAPT & OVERCOME" (IAO) AWARD

Jessica Hopper is our beloved Senior Digital Marketing Specialist. She's always one to offer a helping hand and to provide a quick reply to clients in need. And, she's brilliant at email marketing. In fact, she's been caught quite a few times helping other departments with their emails and building custom emails for clients. Her enthusiasm and positive attitude are contagious. They are just a few of the reasons her team voted her as the IAO 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.



The Voice of Customer Excellence Award Program



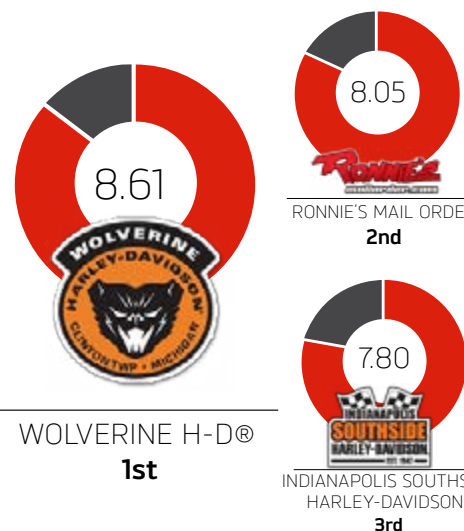
The Repeat & Referral Score (RRS) is a dynamic calculation that helps you identify the overall health of your repeat and referral business, which are two critical components to help you grow your business. Plus, your RRS lets you see where you rank in comparison to other dealers in the Powersports industry.

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/TOP 3/10



KISSIMMEE MOTORSPORTS - Kissimmee, FL	4th	7.40
GREELEY H-D@ & WILD WEST MOTORSPORTS- Greeley, CO	5th	7.28
THUNDER MOUNTAIN HARLEY-DAVIDSON@ - Loveland, CO	6th	7.22
MAN O' WAR HARLEY-DAVIDSON@ - Lexington, KY	7th	7.21
HANNUM'S HARLEY-DAVIDSON@ - Chadds Ford, PA	8th	7.14
SNAKE HARLEY-DAVIDSON@- Twin Falls, ID	9th	7.11
BOARDTRACKER HARLEY-DAVIDSON@ - Janesville, WI	10th	7.10

Scores as of 10/16/16. National average is 5.03

6

7

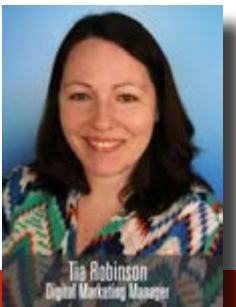


Larry has been a Service Specialist at Indianapolis Southside HD since 1989. His loyalty and passion for the machines definitely doesn't go unnoticed. In fact, Larry is the top ranked technician in the country right now. With 112 5-star reviews from his happy customers, Larry sets the bar very high for both Harley and Metric Service Specialist throughout the industry. Nice job, Larry. Way to keep the passion alive for all these years.



Local Web Dominator Case Study

Thornton's Motorcycle Sales -Versailles, IN



OBJECTIVE

Thornton's Motorcycle Sales is a family owned & operated dealership in southeast Indiana, nestled between Indianapolis and Cincinnati, Ohio. What started out as a passionate hobby for John Thornton back in the 70's is now a 24,000 sq ft facility including a warehouse of inventory. Thornton's is run on the strong Christian principles of the owners coupled with a passion for all makes & models of motorcycles & ATVs. While their team does an incredible job with folks that stop by the dealership, they wanted to increase their online presence by driving more traffic to their website and generating more online leads.

SOLUTION

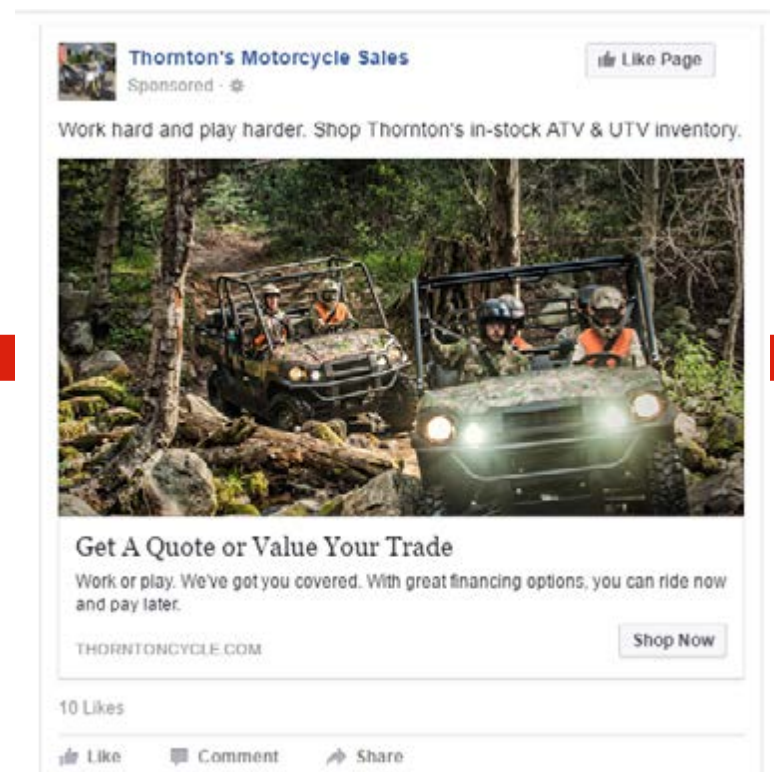
General Managers, Tammy Schwagmeier and Myron Barnes signed up for the Local Web Dominator's digital marketing solution, including the Facebook advertising component. For a local dealership with a small-town feel, these guys have great instinct for what works with digital marketing. Instead of growing the likes they have on Facebook, they directed their budget to drive Facebook visitors to their website. The strategy to use Social Media to help drive online leads to their website is still under-utilized in the powersports industry, and Tammy and Myron were happy to jump in early and reap the benefits.

RESULTS

Last month, the Facebook campaign was seen by 41,354 motorcycle & ATV riders within 50 miles of Versailles, IN while they were scrolling through Facebook.

Plus, the ads generated 533 visitors to www.thorntoncycle.com. In fact, the campaign increased website traffic and conversions (leads) by 5%. That translates to 19 total conversions in one month from the Facebook ad campaign alone. With a closing ratio at the industry average of about 10%, that means that Thornton's could sell 2 units from the Facebook ad campaign, in one month! That's a pretty powerful way to put social media to work for their dealership.

Want to have an email marketing program that was created exclusively for the Powersports industry, has pre-populated images and ad copy, and generates killer results? Firestorm is a FREE component of the Local Web Dominator program. Give us a call today at 877-242-4472 and we'll be happy to show you around.



Clicks (All)	CT...	CPC (...)	Impress...	Lead...
533	1.29%	\$0.24	41,354	19

