

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

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Google Analytics IQ

Shopping Advertising

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Google Tag Manager

OUR MISSION:

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



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Peachtree City, GA 30269
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Only ten days of [an] exercise program won't move the needle on the scale. To create big-time success, you have to stay focused and stay intense over an extended period of time.

DAVE RAMSEY, ENTRELEADERSHIP

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DON'T JUST TAKE OUR WORD...



Melissa has delivered an AWESOME landing page for our site! She accomplished exactly what we were looking for! We couldn't be more pleased. We also appreciate Melissa and Jessica's desire to assist us all of our web and marketing needs. What a Rock Star team

ANDY M.



Taylor was very patient and detailed in his training for LWD. I have enjoyed working with him and appreciate him taking it at our pace. He's a good one to have on your team! Looking forward to working with him.

EMILEE M.



Steamboat Powersports requested a new AdWords campaign to increase our CTR of the new Mahindra Roxor. Allison responded and quickly was able to have your design team create and get the campaign up and running in less than 24 hours! She also provided suggestions for our needs and we are very impressed!

ANDY K.



Founder & CEO

PLAN TO HAVE A RECORD YEAR IN 2019!

ULTRA MARKETING MACHINE NEWSLETTER
ISSUE #112

Brian Tracy famously said, "Every minute you spend in planning saves 10 minutes in execution; this gives you a 1000 percent return on energy!" I tend to agree. A buddy of mine had a similar saying he called the 6-P Rule, "Prior Planning Prevents Piss Poor Performance!"

With 2019 knocking on the door, this raises the question of how do you and your team plan for the New Year?

Personally, I still favor an old-fashioned paper calendar and a pen. My wife and I recently sat at the kitchen table, she with her trusty family calendar and me with my Franklin Covey paper planner going month by month January through December documenting my business meetings, the kids school breaks, activities, vacation, birthdays, etc. Upon completion it felt so good to have a plan and know what to expect.

Here at the office, we have a much more elaborate planning system. With the help from a great book called Traction by Gino Wickman, our leadership team and I have created a big picture vision by setting a 10-year goal based on realistic sales history and previous year-over-year growth. 10 years is a long time and too far out to really be able to impact today. So, using the 10-year math as a projection, we roll it back and paint the picture for where we should be in 3 years. That's still a long way out so we then roll it back again to a 1-year goal. From here, we dial it back one more time to create quarterly goals. Now we live in a 90-day world whereby all of our goals are transparent with one another and reviewed together in a weekly meeting. We've also factored in our existing company core values, created a core purpose, and have a very specific marketing strategy.

And at the foundation, our marketing strategy is tied to... you guessed it, a calendar. In fact, we believe so much in the power of a calendar to help you plan your marketing we created a 2019 powersports specific one and sent it to you in the mail (If it didn't make its way to your desk feel free

to request one via email or phone and we'll drop one in the mail for you).

A marketing planning calendar is beneficial for multiple reasons. For starters, to be an effective marketer you must always be living in the future. It takes time to create content, decide how you plan to deliver that content, and execute an effective marketing campaign at the right time to deliver maximum results.

Each month our calendar provides you with proven choices for creative that is relevant, compelling, and best of all doesn't just focus on PRICE.

With proper planning you can even merchandise your accessory area and other parts of the dealership to compliment your marketing. In January you can do a "Resolve to Ride" or a "Gear Up for the New Year" campaign.

In February you can do "Cabin Fever Reliever" or "Valentines Day" as your focus. In March it's "Time to Ride," "St. Patrick's Day," and "Bike Week". April can be "Perfect time to Ride" or "Smoking Spring and Burning Rubber." May has "Memorial Day" and "Cinco de Mayo" - both proven winners. "Celebrating Dad for Father's Day" in June is always solid. Patriotic campaigns are high performers with "Independence Day" in July. Sometimes we "Celebrate our Independence all Month Long" in July or even have "Christmas in July."

In August we can try to "Beat the Heat" and in September celebrate "Labor Day" or have a "New Model Open House." October gets spooks with "Halloween" and then we're off to the races for "Thanksgiving, Black Friday, Christmas and New Year's" all are must-celebrates in the retail world.

It's no secret that Amazon has changed the landscape of retail forever. Heck, I just heard my kids talking about other kids peeking into their parents Amazon order history to see what's

under the tree this year. That's just crazy, they don't even have to open the gifts and re-wrap them like we did.

Anyway, it's your job as Dealer Principal, as the marketer of your dealership, to provide your customers and prospects with a compelling reason for why to get out from behind the computer and come down to your dealership. Remember, you're not selling washing machines or gravesites, you're selling FUN!

If you give your customers a reason, they will happily visit a toy store filled with fun where they can see it, feel it, touch it, smell it, and even try it on! You do have an advantage over the online retailers, but you must exploit it.

If you don't give them a reason, they might as well order it off the computer. Seems more convenient.

You've worked too hard and invested too much to blow it by not executing a well-planned marketing calendar that could make 2019 your best year ever! And, we'd love to partner with you to make it happen.

For more information on our "done for you" Sharp Shooter campaigns contact us at 877-242-4472 or visit us at www.PSMMarketing.com.



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ASK TORY



What do Santa, a Cleft Palate & a Barn have to do with my dealership?



Tory Hornsby

EVP

I was recently reminded of a story about a self-development guru in the 1970's, Glenn W. Turner, who was born in 1934 with a cleft palate & a hair lip, which caused a speech impediment. He was born a sharecropper's son and worked behind a mule as a boy. They were extremely poor, making Christmas time painful, especially because his cousins were far better off than he.

Every year his cousins wrote letters to Santa, but Glenn couldn't spell or write very well, so they'd let him copy their letters. The first cousin he copied wanted a bike. Glenn thought, "Wow... I want a bike too! If I had a bike I could ride to town and get a job after school." So, he copied his cousin's letter as best he could and asked Santa for a bicycle.

On Christmas day, his cousin got a shiny new bicycle. All he got was apples and oranges, socks and underwear. Afterwards, he said, "I went out behind the barn, sat there and cried and felt sorry for myself for an hour."

BE THE MAKER AND CREATOR OF YOUR DESIRES.

The next year, one of his cousins wanted a baseball bat and glove. Glenn copied his letter. Christmas came, his cousin got a bat and a glove and Glenn got apples and oranges, socks and underwear. He went behind the barn and cried. This happened 4 years in a row until after one Christmas Glenn went out behind the barn, shook his fist at the sky and said, "Okay Santa, if that's how you wanna play, I'll be my own Santa Claus from now on!"

Glenn was a poor, uneducated hick from South Carolina (I can say hick, I'm from Georgia) who had a massive speech impediment. Yet at the height of his success in the 70's, Glenn was worth over \$300 million, owning businesses, castles, and even his own airplane. Because he decided to believe in himself more than anything else.

While kids outgrow Santa, the sad truth is that most adults haven't matured past the belief that somehow, someday, a person will appear and magically give them everything they've ever wanted. Or maybe an unknown rich uncle will leave his entire inheritance to them. Or maybe they'll buy the winning lottery ticket. Most people are caught in the ongoing paradox that something big could magically happen to them tomorrow. This mystic hope keeps them going through the motions of a

mundane life, unwilling to work to improve themselves. They don't have to try and get better, "Santa" will be coming soon after all!

Decide now to be your own Santa. Be the maker and creator of your desires.

If you want to sell more units and make more money, stop being the 'doer' of your business who's working 'in' it all the time. Nothing burns you out faster than only working 'in' it, and burnout leads to being uninspired, which leads to the mindset of waiting for someone to give you the magic pill that brings success and happiness. When you're uninspired, your staff is as well. Culture flows from the top.

Become the 'marketer' of your business and start working 'on' it. There is no more highly rewarded skill than the ability to make it rain customers. Speaking of making it rain customers, whether you need online or offline results, let PSM Marketing become your partner for 100% quantifiable marketing that generates an ROI. We implement direct response marketing for our clients that always fulfills the following:

1. Target the Right Audience – Prospects & customers most likely to respond and buy
2. Utilize the Right Media – Most likely to reach and be noticed by the Right Audience
3. Craft a Compelling Message – Include a call-to-action with a deadline that's quantifiable
4. Right Time – Drip out several media to better saturate the market

We execute these 4 principles on all of our marketing, helping dealers across the country to sell more units and make more money. Don't just wait for "Santa" to bring you success. Give us a call for more information at 1-877-242-4472 or visit www.PSMMarketing.com.

- Tory





Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

HIGGINS POWERSPORTS

predictablegrowthformula



Brad Cannon

VP of Client Success

Email Hygiene?



Back in August, we talked about email reputation, and that just like everything on the internet, it's a continual evolution.

Internet service providers are the entities that make the digital world go 'round, and they're a lot like your OEMs. They make the rules. And just like the OEMs, if you want to play their game, you have to understand that it's their ball, their court, their rules, and their referees. Whether or not any of us like it, that's just how it is.

As I shared a few months ago, email reputation is a critical element for your overall email deliverability. There are a lot of factors that play into the quality of your reputation with ISPs (internet service providers), IP reputation, domain reputation, engagement metrics, bounces, spam reports, and overall list quality.

This month, I want to dive into one major component of email reputation that impacts all the others, and you have a great deal of control over. List quality.

Just like in the printed mail world, your list is the foundation of the success or failure of your marketing. If your list (audience) is bad, timing and message become a moot point.

So what makes for a good list?

For starters, I sincerely hope that by now everyone knows that you never buy an email list. Purchased email lists are garbage. Never buy one.

In a perfect world, we would all harvest our lists using double opt in. That's where someone signs up to be on your mailing list online, and then gets sent an email at that address to confirm they really want to receive your emails and that there wasn't a typo.

We don't live in a perfect world, so it's not always going to work like that. Most often in a dealership, we harvest email addresses looking eyeball to eyeball with someone because we ask for it at the parts or service counter and in the sales department. And that's fine.

Now, in the same way that people change physical addresses, they change email addresses, too. The difference being that there is significantly less commitment to an email address than there is to a physical one.

The numbers show that in a 12-month period, up to 30% of any given email list becomes invalid due to people changing accounts, providers, abandonment, or any number of other reasons. That's a pretty astonishing number, actually.

So what? Who cares? What's the harm in sending those emails anyway?

With the daily volume of email worldwide, and the fact that there is more spam email than legitimate, ISPs have begun to tighten the screws when it comes to email. They have the ability to measure your engagement metrics. Things like hard and soft bounces, opens, clicks, and spam reports are measured for your account. If you have a high volume of hard bounces – and you keep sending to them – providers assume that you are completely inattentive to best practices and begin to throttle your delivery. If you continue to send emails to people who have reported you as spam your deliverability will tank.

Hard bounces and spam reports are relatively easy to deal with. Any reputable email provider is going to pull those from your list for you, after all, it makes no sense to send an email to a closed mailbox or someone who reported you as someone they never want to hear from.

The trickier (and more emotional) part of the equation is when dealing with engagement metrics. Sending to people who NEVER open your emails (and subsequently never click in them) are people who aren't engaged with you. Sending to unengaged (or as the ISPs say, uninterested) recipients is a party foul. The opinion of the ISPs is that you're taking up resources for a DOA message and they don't have time for that. As a result, you can see your deliverability suffer.

Sometimes this is a function of right message/ audience/time and can be fixed with better content. Sometimes it's inbox abandonment, disinterest, or some other factor that causes them to not engage.

Here's the part that's hard to hear: To maintain the highest level of deliverability, with the best likelihood to get your message to the intended inbox, sometimes you have to let the bad ones go. I know, it's tough. Especially when we have to work so hard to get our employees to collect email addresses in the first place, the last thing you want to do is draw a line through any of them. But the bad ones aren't responding anyway, and only potentially bring down the good ones too.

So how does one go about handling this? Through a sunset policy. A successful sunset policy identifies customers who haven't engaged in a given period of time, and sends emails specifically designed to re-engage them. Emails with subject lines like "Hey, haven't heard from you in a while," "Hope everything is okay," or "Breaking up is hard to do." The idea is to have a subject line that gets the email opened (engagement) and then ask them to click a link to confirm that they

still wish to get your emails (deeper engagement).

This ensures that they actually do still check that inbox, and that they want to receive your marketing. ISPs love it and you stay in their good graces. If after a few of these attempts you still get no engagement, pull them from your list. Emails sent to them will have proven to be a waste of time anyway, since they aren't engaging with you. ISPs love it when you pull them from your list, and will have better delivery rates – not to mention much more accurate numbers when it comes to your actual email stats.

ISPs have one more tool in their toolbox when it comes to understanding how good a job you do at list hygiene. Spam traps. These are pretty insidious, but very clever.

There are two types of spam traps: pristine spam traps, and recycled spam traps. Spam traps are designed specifically to identify bad actors in two different ways.

Pristine traps are email addresses set up by ISPs that have never existed before. They belong to the ISP. There are only two ways an email can get into a pristine account. Either someone fat-fingered an address and it ended up there, or a spammer is carpet bombing email addresses and this one was caught in the blast. If fat-fingered, a proper sunset policy would remove the email address due to lack of engagement. No harm, no foul. A spammer will keep blasting the address. Someone with little to no active list hygiene will also keep sending. The ISP will begin to throttle the sender over time, and eventually completely blacklist the them.

Recycled spam traps were once legitimate email addresses, but at some point were abandoned or cancelled. ISPs will light these addresses back up and monitor what activity they get. It's possible that they could receive emails from wherever the previous address owner was subscribed – but again, over time those emails should stop if the sender is using a good sunset policy. Spammers could have found these addresses any number of ways, but because they're acting in bad faith will continue sending. Again, over time they all get throttled and eventually cut off.

There's no question that email is one of the best possible ways to market to customers, even with the evolution it is undergoing. With a little bit of attention to detail staying within the guidelines of best practices isn't really that hard. If you'd like help with that, give us a call: 877-242-4472.

Talk soon,

Brad



Dealership:

Ron and Sue Higgins began Higgins Powersports in 1985 selling Polaris ATVs and snowmobiles. Since then the business has thrived with sales of Polaris, Kawasaki, Ski-Doo snowmobiles, CanAm, Spyder, and Victory motorcycles. They have the largest demo truck in New England and during the prime riding season, Ron can be found leading the way to popular cruise night locations for an evening of good food and great fun.

Solution:

Higgins has been using the Sharp Shooter Program for their Annual Snowmobile Open House for years. This year they targeted 3,000 past customers. The short-term goal of the program is to drive a lot of traffic and generate a pipeline of leads so our clients can take a weekend event and turn it into a month-long sales process. Long-term, the goal is to reactivate lost customers and increase frequency of visits from active customers to get them to spend more money over the course of a year.

We target customers through direct mail, email, phone calls and several other media strategies to ensure the message isn't getting delivered once, but multiple times. By giving customers more opportunities to respond, we increase response. Over the course of a year, we'll touch a dealer's buying base 52-104 times which increases the number of active customers spending money and on average, how much they spend because they visit the dealership so many more times throughout the year.

Utilizing the right message is critical to the success of this campaign. Most marketers think they need to have a 'Sale' in order to drive sales. We've proven through executing thousands of campaigns, this couldn't be further from the truth. Focusing on the sale simply alienates the 99%+ of people who aren't in the immediate market to buy a unit. By focusing on the party, you will still get the handful of people who were going to buy a unit that weekend no matter what, but you'll also get hundreds of more riders to respond and make impulse purchases in all departments. Plus, who doesn't love getting invited to a party, right?

Results:

The program generated 160 completed surveys, which included a total of 95 sales opportunities in Service, P&A, and riding gear. Below is a snapshot of those results, which included 58 responses interested in getting a unit!

Kristin Lapierre, marketing manager for Higgins said, "Thank you for all your help! It was a great success for us this year with the best results that anyone can remember! We sold 9 machines, 2 snow blowers and (have) many great leads! Looking forward to working with you again soon!"



Looking Forward:

Check out our Sample Campaigns online at www.psmmarketing.com for some killer campaign options for January and for more information on how the Sharp Shooter Program can help you to start the new year off right, call me on my direct line 877-242-4472 ext: 112. Happy selling.

The Voice of Customer Excellence Award Program



The Reviews & Rankings Score is a dynamic calculation that helps you identify where your dealership ranks in comparison to other dealers in the Powersports industry.

As part of the Local Web Dominator program, dealers are able to generate reviews via email or text message from their customers to proactively improve their level of service. Additionally, dealers are able to see how their team ranks against one another with the employee ranking dashboard on every review site.

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

(National average is 5.10)



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	7.70
5th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.30
6th	ENGELHART MOTORSPORTS -Madison, WI	7.23
7th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.15
8th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.03
9th	VELOCITY CYCLES - Mechanicsburg, PA	6.97
10th	LINCOLN POWER SPORTS - Moscow Mills, CO	6.94

REVIEWS & RANKINGS LOCAL STAR: RAY DEANDA



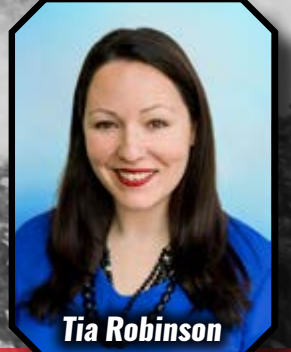
Ray has been killing it at Cowboy H-D of Austin for over 4 years now. And his customers adore him – which is evident by the number of 5-star reviews he's generated. He's raked up over 135 reviews from his loyal customers, putting him on the Powersports Leaderboard as one of the Top 10 Highest Rated Parts & Accessories associates in the country! The Powersports industry's national Leaderboard is comprised of authentic customer reviews on www.PowersportsDealerLocator.com. Way to go Ray! Keep up the great work!

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.**



TAMPA TRIUMPH

TAMPA, FL



Tia Robinson

Digital Marketing
Manager

OBJECTIVE

Tampa Triumph is the first and only flagship Triumph store in the state of Florida. The Tampa Triumph project represents a significant and major investment in the future of the Tampa dealership group (including sister store, Florida Fun Bike Center). Triumph is a niched brand with passionate customers inside of a passion-based industry. But, since Triumph represents a small (but growing) section of the overall market share, it's critical that every dollar invested in the Triumph-only dealership is generating a quantifiable ROI.



SOLUTION

Owners, Nick & Elliot Dorsch, have been investing in a Google Ads campaign for their Tampa Triumph location since earlier in 2018. However, they've recently launched their new Firestorm Website for this dealership as well. They wanted to ensure they drove targeted traffic to their site and had the highest quality leads from those website visitors.

By having a Firestorm Website, they are able to take advantage of the Onboarded Customer data (a propriety feature that lets them see which pages their customers are currently visiting on their website – even if those customers didn't fill out a form). But, their new website is built for better conversions also, meaning more folks are filling out forms, too. By combing Google Ads (to drive traffic) with Firestorm Onboarding (that tells you who is looking at your inventory pages) and a Firestorm Website (that provides better quality leads than any other website provider in the industry), Tampa Triumph is creating a trifecta of quantifiable ROI.



RESULTS

In August & September 2018, Tampa Triumph had a conversion rate of 2% in their Google Ads campaign. This means that, of all the folks that clicked on their Pay-Per-Click Search ad on Google, 2% of those people converted (called the dealership or filled out a lead form).

A 2% conversion rate is in the normal-to-good range for a Google Ads campaign. But was a lower performer compared to the average 4-5% conversion rate that most PSM clients typically see from their Google Search campaigns.

However, after launching their new Firestorm Website at the end of September, the conversion rate has skyrocketed to an average of 15% for October & November 2018! Whoa! The only significant change to the Google Ads campaign was the quality of the site that it directed traffic to. And the best part is that there are still over 500 customers we've identified that have also browsed their website, who the dealership can connect with even though they may not have filled out a form.

Does your Google Ads campaign generate a 15% conversion rate? If not, want to see how Firestorm Websites made such a significant improvement in the ROI of a great Google Ads campaign. Give us a call today to schedule a FREE Demo of the Firestorm Website platform or to learn more about how our Digital Marketing Specialists can generate incredible conversions for your Google Ads campaign: 877-242-4472 or visit us online at www.PSMmarketing.com.

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Cory is a repeat winner of the IAO award and it's no surprise to anyone who's had the opportunity to work with him. He's taken on every challenge thrown at him with a 'can-do' attitude that is usually backed by successfully tackling the challenge, and then some. Cory never takes the easy way out and continuously goes over and above to meet the needs of the team and our clients. No task is too big or too small to get Cory's full focus and attention. Whether it's a quick query to help a teammate troubleshoot or rebuilding an entire server over the weekend to ensure speed/availability when launching new websites, Cory's eager to help, willing to learn, and never disappoints.

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.



Cory Harkins
Web Developer