

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

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PREMIER Google Partner



- Google Analytics IQ
- Shopping Advertising
- Search Advertising
- Mobile Advertising
- Video Ads
- Display Advertising
- Google Tag Manager

OUR MISSION:

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

POWERSPORTS MARKETING™
By Dealership University™ .COM

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

AWARD WINNING
Inc.
5000
COMPANY

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"The successful man will profit from his mistakes and try again in a different way."
DALE CARNEGIE

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DON'T JUST TAKE OUR WORD...



I have used Powersports Marketing on multitudes of occasions and every time we've used them there staff and the experience has been great. Ashley Khounlivong and Josh Rapplean have been wonderful throughout the past several events we've put together. Rod Stuckey and Tory Hornsby have really put together an amazing team and program. I highly recommend their services.

ROBERT J.
-MACON, GA

Allison has managed to translate all that she does so that I can truly understand what she's doing. She is always so responsive to my questions. She stays on top of our Adwords and knows her stuff, removing some - adding others. I really feel like I have another employee that works for me at Powersports Marketing! Thanks

DEE DEE S.
-MADISON, WI

The staff and their presentation was very insightful and valuable. We've been using Firestorm and have shown improved results in our dealership and would highly recommend Powersports Marketing to everyone involved in the Motorsports business

SCOTT B.
-MANASSAS, VA



Rod Stuckey

Founder & CEO

THANK YOU, OUR LOYAL READERS, FOR THIS ONE HUNDREDTH SPECIAL EDITION!



Welcome to our 100th edition of this UMM newsletter, the longest standing (and probably only) print newsletter still published that is dedicated specifically to the Powersports Industry. When we started this, the industry landscape was changing rapidly due to the internet and a recession. Our original goal was to document and share industry specific marketing best practices since so much of what dealers were taught by the OEMs, and by feet-on-the-street advertising reps, was either outdated or just plain BS. The more we trained dealers on marketing best practices (for them to implement), the more they asked us to just do it for them. So, we did.

Fast forward 8 plus years and we've evolved... a lot. When we originally started 'Done for You' marketing for our clients we had a small office, small team, and outsourced most of our fulfillment. But, one constant thing around here has been change. We knew we needed to eliminate outsourcing for quicker turnaround time, no middleman markup, and to own complete control over innovation and product development. Over the years we steadily worked towards being a full-house/in-house shop, and now we have two state-of-the-art, four-color, digital, variable printers in our office. Plus, we have our own mail room, data specialist, digital specialists, programmers, a great sales team and an ever expanding list of innovative and effective marketing products built and tested specifically for Powersports dealers by industry experts. All done right here in beautiful Peachtree City, Ga.

But one thing hasn't changed around here, and that's once a month, the newsletter printed on yellow paper and mailed in a clear envelope will go out. It's a non-negotiable. (Except this month, to celebrate we're doing this one-off in full color).

In this issue, we're proudly focused on our Firestorm™ suite of marketing automation tools built from the ground up to help you save time and sell more. By

now I think we all agree that email marketing is a proven winner in terms of ROI. There is plenty of data to back that claim up, and that's why we built our Firestorm Email System specifically for the Powersports dealer. Now you can create compelling emails that look great and drive loads of traffic to your website in a jiffy without having to have a professional graphic artist or know how to use photoshop.

But, that's just the beginning of what Firestorm can do. We've developed an iPhone and Android app for your smart phone that allows you to snap a picture of your customer after they've purchased a unit and automatically send them a 'thanks for your business' email with the photo of them on their new bike. The following day, the system will trigger our review acquisition system which we've used to harvest over 120,000 authentic customer reviews (which you can view at www.powersportsdealerlocator.com.) Then the app automatically publishes the picture to your dealership's Facebook page. No big deal. Wanna automate Happy Birthday emails, Happy Anniversary emails, etc.? Firestorm Email can do that, too.

Now it gets really trick with Firestorm Onboarding. To explain how it works, I'll make an analogy using your physical showroom. So, let's say you have 20 showroom guests today and you sell 4 bikes. That's pretty good, right? But what about the 16 that did not buy? Wouldn't you agree that you'd like your sales team to follow up with them? Sure, you would.

So, using that same logic, let's talk about your website which I like to refer to as your virtual showroom. Did you know that on average 75-80% of your website traffic visits your vehicle inventory pages? But here's what is disappointing, usually only 1-2% of them actually complete a webform and share their information to be contacted. So, what happens to the remaining majority of web traffic that took the time out of their day to go to your vehicle detail

pages (VDP)? Nothing, and it's a shame. Kinda like showroom guests that leave without buying, having no follow up.

Well not anymore, our onboarding system synergizes with Firestorm email to identify anonymous website traffic and automatically trigger a friendly email inviting them to the dealership.

Now I realize that some of you may feel that is a little creepy or stalker-ish, but it's really not. First of all, you sell fun, you are a welcomed guest, not a nagging pest. It's not like you're selling washing machines or gravesites, right? Secondly, the email is carefully crafted and of course doesn't mention that you know they were on your site. I mean think about it, there are times when a customer visits your website and by coincidence the following day you send your monthly e-newsletter. Do you think that makes the customer feel uncomfortable? Of course not.

These are just a few key features of Firestorm. But, there's even more great information about Firestorm websites in Tory's article on page 7. Give us a call today at 877-242-4472 to schedule a FREE demo of any of our marketing automation tools so we can show you how all the pieces of the puzzle come together.

Thanks for reading, and I look forward to another 100 issues in the future!

FIRESTORM EMAIL

FIRESTORM ONBOARDING

POWERSPORTS MARKETING™
By Dealership University™ .COM

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CASE STUDIES:

LOCAL WEB DOMINATOR

GREEN STATE



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



RESPONSIVE
DESIGN



MAXIMIZE
CONVERSIONS



EASILY LOAD
INVENTORY



SMART
INVENTORY

ASK TORY



ISSUE 100



Tory Hornsby

EVP

Tory, I keep hearing about your Firestorm products. Are those included in the Local Web Dominator, or are they a separate product?

In this 100th Issue, I'll breakdown what's offered in our Local Web Dominator, which is Powersports Marketing's suite of digital solutions. Here is what's available within our different packages:

Reputation Management – It's no secret that online reviews are just as powerful and trusted as word of mouth. Our reputation management system grows online reviews (primarily Google reviews) to make your dealership the obvious choice in your local market area. We even create a custom review site to boost SEO. The good reviews go for all to see. The bad is sectioned off into what we call Feedback, and only the dealership's management team can view them. (Note: We do not remove bad reviews. Call 1-877-242-4472 for more information on our proprietary Feedback system.)

As consumers view your review site they're able to see reviews for your team members. Consumers are more likely to choose the employee with the best reviews, so your staff has something to gain by asking for reviews. This is called the Employee Ranking System.

Reviews & Rankings Mobile App – This app really drives the Employee Ranking System because your frontline staff uses it to email the customer a picture of their purchase at the point of sale. This is particularly effective in the Sales Department. Who doesn't want a picture of themselves with their new ride shared on Facebook the day they bought it?! This image is also saved in our database to be used for future marketing to that customer.

Directory Listing Submission – We submit accurate data to the top four Data Aggregators to boost SEO. This includes your dealership's name, address, phone number & website. The more your dealership's information is consistently listed online, including your website, the more backlinks/citations it creates.

SEM/AdWords Management – Search Engine Optimization is very important, but it doesn't cover all the bases. Pay Per Click advertising ensures you're on the first page of Google when prospects in your area are searching for what you sell.

Facebook Advertising – Whether you're looking to increase traffic to your website or grow your 'Likes', our dedicated team of Facebook Specialists can give you the biggest bang for your buck.

Firestorm Email System – Our email platform is an easy to use drag-and-drop solution that includes done-for-you content that's cool & creative. It's not built for Nancy's Bakery & Carl's Shoe Store... it's built for you. It generates higher open rates and more clicks. In fact, when clients use Firestorm Email as prescribed it quickly becomes the top source of traffic to your website!

Firestorm Onboarding – I've written about this subject a lot lately because the amount of leads/sales/revenue this solution can produce is ridiculous. First, let's cover the challenge. 75% to 80% of your websites page views are of your inventory. Sweet, right?! The gut punch is that only 1% to 2% of visitors fill out a Quote Request form. This means 98% (+) of your traffic remain anonymous, including what is likely thousands of customers browsing your in-stock inventory. Website providers have solely focused on improving

Conversion Rate, which increases the smaller 1% to 2% number. There is obviously nothing at all wrong with that, but even if you doubled to 4% (which ain't likely) there would still be 96% that remained anonymous.

Firestorm Onboarding begins linking the customer data you have in your DMS with anonymous website visitors. Every morning, we email you a list of the customers who were on your website yesterday looking at inventory. The system automatically sends those customers a pre-built email from your Sales Manager (Marketing Automation), and we provide a script for your sales people to call and make sure the customers received the email. **GUARANTEE: Use this system as prescribed and you will earn multiple unit sales within the first 2-weeks.**

Firestorm Websites – Ever heard of Marketing Incest? It's where one company copies another company's marketing, who copies another company's marketing and things just keep getting dumber and dumber. I believe this has happened with many website providers. The Firestorm Website platform is different:

- Increased Conversion. Again, there's nothing wrong with improving a site's Conversion Ratio, and we do it without focusing on price. Having a 'Quote Request' button is the equivalent of asking customers if they'd like a discount when they walk through your front doors.

- Fully Responsive Design. boosts SEO / page rank because it improves usability by creating a consistent experience for desktops, laptops, tablets and mobile devices.

- SSL Security Certificates. Google boosts page rank for sites that utilize HTTPS.

- Inventory Integration with VIN Decoding. We pull inventory straight from your DMS saving you time and money on data entry. Then, the system loads the details and specs of each model by decoding the VIN.

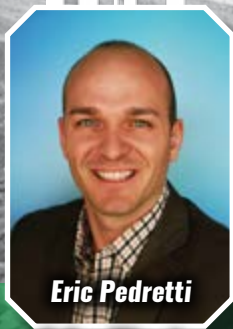
- Mobile App Back Office. Enables you to instantly add multiple images of your inventory from your mobile phone while standing on the showroom floor. Includes access to the Internet Lead Manager and more.

- Lead Manager. Track progress of leads (sales process), log calls, set follow-up reminders, and more.

As of late, I'm noticing a trend of dealer's inquiring into the solutions with the Firestorm nomenclature, and for good reason. Firestorm Websites, Firestorm Email & Firestorm Onboarding fit together like Peanut Butter & Jelly. In fact, they were made to complement each other.

For a low-pressure demo of any of our solutions, or to learn more about packages & pricing, call 1-877-242-4472.

- Tory



Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

OPEN ROAD H-D®

predictable^{growth}formula



Dealership:

Entrepreneurship was a lifelong aspiration for co-owners Pete & Lori, so when they met at a Sturgis Rally, they began to dream of owning a Harley-Davidson dealership together. They founded Open Road Harley-Davidson in Fond du Lac, Wisconsin in 2007 and have been living life wide open for the past decade! Together, they share their passion for riding with the community and have created a place where riders of all ages can come together. That passion shines through in their customer service and has earned them three Bar & Shield Circle of Excellence Awards and has consistently ranked them in the top 10% among all dealers nationally for customer experience satisfaction.

Solution:

Open Road invited 1,000 of their past customers and 1,500 conquest prospects who ride Harley, live in their backyard but haven't bought from them to their Iron, Tailgates & Ink Event. Using a nice mix of active, inactive and prospect customers, they knew they could reactivate customers who hadn't spent money with them in the previous year, drive some new blood through the door and increase frequency of visits of their existing customers to increase the number of customers spending money with them and the amount they spend in 2017.

The Sharp Shooter Program targets customers with up to 12 different, direct marketing strategies ensuring they receive the message multiple times. By increasing the number of times they get the message, we increase response to the survey site and traffic through the doors on event day. Big picture, this multi-touch approach makes it easy to touch their buying base 52-104 times over the course of the year which puts a fence around their herd and makes them immune to other offers from other dealers. Over time, it helps increase the number of customers spending money with the dealership and on average, how much they spend annually leading to predictable growth for the store.

Focusing the message on the party elements of their event (food, drinks, door prizes, demo rides, etc.) not only attracted the small number of folks who were ready to buy, but hundreds more customers who didn't plan on buying anything that Saturday, resulting in tons of impulse purchases and pipeline for future sales.

Results:

Mary, Marketing Director for Open Road H-D said they, "had a crowd for sure and were really excited about the turnout for the event. The parking lot was packed: showroom too! We ended up doing over \$11,000 in MotorClothes, \$2,600 in P&A and had lots of new faces show up. Raised \$550 for the local food pantry too!"

The Sharp Shooter Program generated 322 completed surveys, which created a total of 235 sales opportunities in P&A, Service, and riding gear, PLUS 84 responses for a new or used bike turning this weekend event into a month-long sales event for each department following up on the leads generated from the event and increasing their Return On Investment.

In addition to the traffic, sales and leads generated from the event, Open Road Harley-Davidson was able to 'Onboard' the 322 customers and prospects who completed the survey.

So what is Onboarding? Think of it this way...every day your website has customers looking at new and used inventory. The problem is that very few website visitors take the time to fill out a quote request or other form which identifies who they are. In fact, only 1-2% of website traffic actually converts into a lead, which means 98% or more are completely anonymous. You have no idea who they are.

Onboarding is the process of connecting customer contact information with their device ID's so moving forward, Open Road H-D will be able to see every time those onboarded customers are on their website looking at inventory without filling out a quote request or other form. For our clients, this typically generates 3-5 times more leads per month for the dealership.

Imagine if you could know this information on your customers! What if you knew that customer Joe Smith had been on your website 7 different times over the past 3 weeks and that he's looking at a specific 2017 Streetglide CVO and yesterday he viewed 3 of those models that are in your inventory right now. If you had that data, it'd make a huge difference in your sales.

The best way to maximize these opportunities is to have Open Road H-D give them the ol' 1-2 punch with an email and a follow up call from a sales person to personally invite them to their next event or to schedule a 'Personal Demo Experience' as soon as possible. Our Firestorm Email System will automatically email customers who were looking at inventory yesterday, so all the dealership has to do is call and follow up.

We recently had another H-D Client turn on the automated email and after one week, 280 emails were sent to customers visiting inventory pages with 6 customers replying to the email and 2 purchasing a bike!

What's Next:

November means Black Friday! The average U.S. family will spend over 70% of their entire annual discretionary budget between Black Friday and Christmas. Your job is to keep your customers out of the malls and the big box stores and give them a reason to spend that money with you. Remember, every customer who completes a Sharp Shooter survey will be onboarded, so you'll be able to see every unit they look at on your website in the future, helping you increase their lifetime value and sell more units! Check out the inserts for some killer campaign options for November and for more information on how the Sharp Shooter Program and Onboarding can help you finish the year with a bang, call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success

Release the Beast



MOTORCYCLE
INDUSTRY
COUNCIL



Just got back in the office from our latest Marketing Boot Camp, and as usual, it was a blast. We had a lot of great dealers from across the country in attendance, and there were a lot of great ideas shared back and forth. I had the opportunity to get to know some really great folks as well (Roger from Don Wood – import performance guru/ninja got me thinking about a new Honda sleeper, and Taylor from Big #1 has me planning a trip to Alabama for a UTV).

It was also my first opportunity to sit with dealers as they learned the full scope and potential of our Firestorm suite of products. They started learning about Firestorm Websites and how they are true conversion machines when used in concert with - what is arguably the most revolutionary bolt-on to web sites ever – Firestorm Onboarding. Throw Firestorm Email into the mix and you have a true conversion juggernaut that allows you to truly be a marketing driven dealership, experiencing predictable growth year over year while your competition wonders what you're doing.

Shameless plug? Maybe a little, but it works so well it won't be the last time I do it.

The Firestorm suite is a massive automated marketing engine, and like all engines, it needs fuel to run. Now, it will generate fuel on it's own, but the process can (and should) be accelerated with fuel you already have.

That fuel? Data. Good, clean data is what you need to feed your automated marketing engine.

In a nutshell, there are three data sources in your dealership that need to be populated and accurate. First is your mail file. In order to be able to reach out to that critical 3-6% of folks who ride in your area – and can bring in their friends and family – you need a clean mail file.

Fully filled out names and addresses are the rule. First name (one name only) Last name, accurate street address, city, state and zip info – ALL SPELLED CORRECTLY -are a must.

Email addresses are becoming total non-negotiables. Think about it, your email addresses are linked to everything from your online banking, shopping accounts, investments, doctor's office, and subscriptions. It's important. Get it.

Phone numbers are critical as well. From a marketing perspective, call blasts are extremely successful ways to market, even given that politicians have passed restrictive laws to try and make it so they are the only one who can use them. But now, we've developed a new unique technology for cell phones that is just as effective without all the legal restrictions. It's amazing. Get cell phone numbers (all ten digits).

Having good accurate data is a must, and has to be a part of the dealership's culture - and culture always flows down from the top. Set the tone and inspect all the time. Let your staff see you inspecting. Reward folks who are doing a good job with lots of positive reinforcement – maybe even incentivize it. It's that important.

So, here's the bottom line. The Firestorm suite of products is a beast of a system that was designed by motorcycle enthusiasts who spent time as dealers, FOR motorcycle dealers, with solutions for the specific marketing pain points that all of us have experienced. And it works.

If you aren't already using our Firestorm products, now is the time to get started. Give us a call to talk about it.

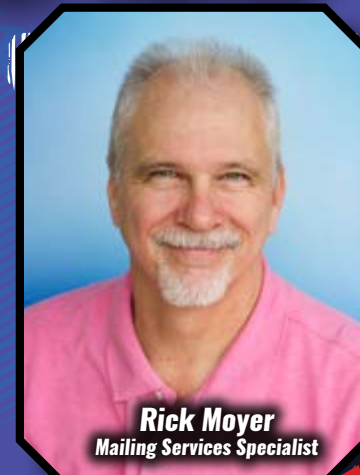
Talk soon,
Brad



IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

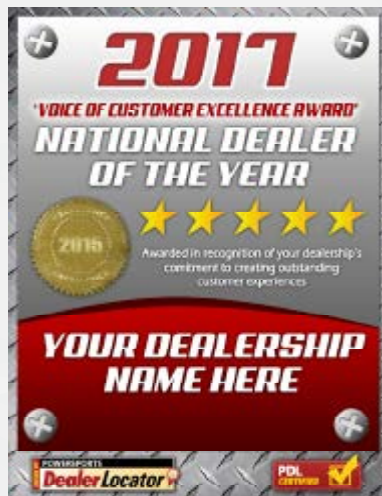
Rick Moyer is responsible for single-handedly printing, cutting, bundling and shipping thousands of pounds of postcards every week, and he does so with a smile. He's also responsible for keeping the two in-house Xerox 1000 printiers running as smooth as butter so the postcards keep printing perfectly. Rick's silly jokes and incredibly helpful nature make him the go-to guy for any requests around the office and why everyone affectionately refers to him as "Rickles." Rick keeps things the wheels spinning and is always willing to lend a helping hand, so it's not surprising that 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.



Rick Moyer
Mailing Services Specialist

The Voice of Customer Excellence Award Program



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

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

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



THE PODIUM

| | | |
|------|---|------|
| 4th | BULL RUN HARLEY-DAVIDSON® - Manassas, VA | 7.33 |
| 5th | SNAKE HARLEY-DAVIDSON® - Twin Falls, ID | 7.27 |
| 6th | GREELEY H-D® & WILD WEST MS - Greeley, CO | 7.22 |
| 7th | MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY | 7.17 |
| 8th | HOT ROD HARLEY-DAVIDSON® - Muskegon, MI | 7.16 |
| 9th | THUNDER MOUNTAIN H-D® - Loveland, CO | 7.13 |
| 10th | KISSIMMEE MOTORSPORTS - Kissimmee, FL | 7.06 |



REVIEWS & RANKINGS LOCAL STAR: Steven Libre



As one of the industry's top 10 highest rated Service Writers in the country, Steven Libre is a shining star at Tracy Motorsports. With 123 authentic customer reviews (www.tracymotorsportsreviews.com) he is setting the tone for exceptional customer service for the Powersports Industry and helping to make Tracy Motorsports the preferred service provider in the Tracy, California area. Great Job, Steven! Keep setting the bar high.

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.



ADAMEC HARLEY-DAVIDSON®

JACKSONVILLE, FL



Tia Robinson

Digital Marketing Manager

OBJECTIVE

Harley-Davidson motorcycles are in the blood of the Adamec Family. The owners are 3rd generation Harley riders and plan to carry their family tradition far into the future. One way this die-hard family of Harley enthusiasts has stayed true to their mission is by creating riders in their market who are just as passionate about the brand as they are. With the help of their Marketing Director, Sarah Blaylock, the Adamec Harley-Davidson family wants to continue to bring their enthusiasm to the Jacksonville area and continue to grow the Harley family.

SOLUTION

Sarah uses email marketing as one of the many tools in her arsenal to create an integrated marketing strategy to drive new traffic to her website each month. She's been using the industry's only powersports-specific email system, Firestorm Email, to create killer emails each month to send to her ever-growing email list. She incorporates the fun new templates into her emails each week to ensure the theme taps into the conversation already going on in her customers' heads, such as: Americana, Labor Day, 2018 New Models, Harley-Davidson, Back to School, etc.

Plus, Sarah activated the Marketing Automation feature within Firestorm email and is now automatically sending an email to customers who visited a new or used inventory page of the Adamec Harley website the previous day, and inviting them down to the dealership for a 1:1 demo ride. So, her sales team is getting appointments set for the dealership without having to lift a finger!

RESULTS

Through the Firestorm Email system, Sarah sees an open rate of about 11% on a consistent basis, and her click through rate is averaging about 12%! That's HUGE! A strong Click Through Rate is typically about 6-8%. Sarah is creating emails through Firestorm with DOUBLE those averages.

And even more powerful are the Marketing Automation emails – In just 1 week, the system automatically sent an email to 390 customers who had visited an inventory page of their website. Of those customers, Sarah set FIVE demo ride appointments for her sales team. Wow! That's just one week – and the emails were done automatically. That is some impressive email marketing that WORKS!

Does your email marketing campaign generate those kinds of quantifiable leads for your sales department? If not, give us a call today to see how Firestorm email can make a huge impact in your website traffic and online leads: 877-242-4472.