As I write this the internet is racing over Nike’s new Colin Kaepernick ‘Just Do It’ marketing campaign. According to the cleaning-left, online sales are up 33% and the campaign has already scored $45 million in free advertising. According to the cleaning-right, stock immediately dropped $4 billion, but the real impact of losing the conservative patronage will take time as shoes and clothing aren’t daily/weekly purchases like the Starbucks, Chick-fil-A, or In-A-Out Burger controversies of past.

As business owners we’re often taught to look up to the big mega companies, and even copy what they are doing because, after all, they’re big so they must be smart. In fact, I was taught early on that the purpose of my advertising was to get my name out there and build my brand. Well if you’re Nike, Bush/Cheney, Ford or any of the household super companies this strategy works perfectly. But, it’s a huge myth in the small-to-medium sized business (SMB) world.

We hear about the American economy on the news and social media as if it’s one big category. In reality, the American Economy is made up of 3 very different sectors. There is the political sector funded by us tax payers where Washington operates. Lawyers, lobbyists and elected politicians revolve around a fake money machine deciding how our money will be spent. I’m sure there are some good honest politicians out there, but corruption happens all too often in this sector. City officials like former Detroit Mayor, Kwame Kilpatrick, one thing is for sure, money modifies behavior, and that makes the difference between bribery and lobbying feel like semantics.

The 3rd sector is Main Street America, where you and I live and work. Where small-to-medium sized businesses drive the economy, real work, and provide real jobs. In the first two sectors, up is often down, and left is often right. No logic. However, in the Main Street sector honesty, hard work, and smart business best practices reign supreme. There is no legal or social facade to mask incompetence and systematic insider corruption.

The 3rd sector truly is the backbone of our economy, and since 1995 two out of every three jobs created comes from the SMB sector. And it’s also important to note that small business is what creates big business. BMW started its Airheads in his garage and Zuckerburg started Facebook in his dorm.

Unlike the Wall Street folks, the purpose of your advertising isn’t to build your brand, it’s to generate new market share and increase intention through lead-generating marketing that builds relationships with your target audience. And when you do this properly you get branding and a positive ROI and you get long term consistency over short term intensity.

As Warren Buffet once said, “In the short run, you can fool some of the people all of the time and all of the people some of the time, but in the long run, you can fool no one all of the time.”

We’re proud to be part of the Main Street Economy, and that’s why our goal here at PSM is to maximize personal wealth. Like Madoff did with his $50 billion dollar Ponzi scheme. There is plenty of upstanding people to maximize personal wealth. Like Madoff did with his $50 billion dollar Ponzi scheme. There is plenty of upstanding people

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Before jumping into a breakdown of each media’s pros and cons, I'll lay down a foundation. First, let’s look at the annual definition of Media: The means of communication that reaches or influences people.

Notice there is an emphasis on reaching people, and also influencing them. There is a big difference between these two.

In terms of reaching people, the first step is determining who you want to reach. What defines your audience? For the powersports industry, too many dealerships, OEMs and marketing companies focus excessively on psychographics and demographics that are NOT the average rider. So, marketing that concentrates on Women, Hispanics, African Americans, Millennials, etc.

Why is each one erroneous?

1. Just because you're a male between the ages of 25 and 55 with an annual household income greater than $55,000 doesn't mean you'll buy a powersports vehicle. In fact, most people that fit within this group, the vast majority of them, will NEVER ride what you sell.

2. It's a waste of money to implement marketing based on race, age, or sex. Again, most people that fit within any psychographic and/or demographic segment, the vast majority of any grouping, will NEVER ride what you sell.

So, who is your audience? Powersports enthusiasts. When you market to powersports enthusiasts, the vast majority of them ride what you sell and have a high likelihood of responding to your marketing and ultimately buying something from you.

Then what about new riders, Tory?! We need new blood!

Fact: People don't start riding because of marketing... first time riders do so because of the influence of friends and family. Therefore, the best approach to getting new riders is marketing monthly events and asking (or even incentivizing) customers & prospects to bring their non-rider friends and family. This is single handedly the best way to grow new riders. Be sure you're marketing to new riders (people that fit the description above, but have never ridden a powersports vehicle). In terms of reaching people, the first step is determining who you want to reach. What defines your audience? For the powersports industry, too many dealerships, OEMs and marketing companies focus excessively on psychographics and demographics that are NOT the average rider. So, marketing that concentrates on Women, Hispanics, African Americans, Millennials, etc.

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Dealership:
The MOMS group of dealerships has been a family owned and operated business for over 40 years. In fact, at one time or another all four of Vivian Whitley’s (the original MOMS) kids have worked in the motorcycle industry and now the fourth generation is part of MOMS’s Warranty. With four dealerships in the Atlanta area, they continue to build and maintain relationships with customers by providing the best customer service available.

Solution:
One of the biggest challenges dealers face is marketing. Most dealers lack a plan to effectively reach more customers. They often spend too much time and money on advertising but get little in return. This is the problem that the Sharp Shooter Program is designed to solve.

Sharp Shooter Program:
The Sharp Shooter Program helps dealers grow by increasing the number of “Active Customers” and “Market Driven” dealers. These are the dealers who have the highest number of active customers and spend the most money with their dealership. The program is designed to put more control in the hands of dealers, giving them the tools and resources they need to grow their business.

Looking Forward:
In the future, we will continue to improve the Sharp Shooter Program and make it even more effective for dealerships. We will also work to increase awareness of the program among dealerships and help them understand its benefits.

Looking Back:
Overall, the Sharp Shooter Program has been very successful for dealerships that have participated. We are proud of the results that we have achieved and look forward to continuing to help dealerships grow in the future.

The thing about magic bullets...

Magic bullets are the phrase used to describe products or services that claim to be able to solve all of your problems in a quick and easy way. The truth is that there are no magic bullets when it comes to growing a business. It takes hard work, dedication, and consistency to see results.

The key to success is to stay focused on your goals and work towards them consistently. Don’t make the mistake of thinking that you can achieve overnight success. It takes time, effort, and patience to see meaningful results.

So, if you’re thinking about using magic bullets to grow your business, think again. It’s not going to happen. You have to work for it and be willing to put in the effort.

Brad Cannon
VP of Client Success
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 5.00)

4 5

The team at Boat Farm wanted to upgrade their website to one that felt more like their dealership’s culture and generated more boat leads for their sales team year-round. They had a cookie-cutter website that was hosted by a large, well-known marine website provider, but Marketing Director, Amber Dunne, wanted to have something that was easier to maintain and that created more sales opportunities for the dealership.

As a marine-only dealership in Iowa, it’s critical to The Boat Farm that every dollar they spend generates them quantifiable ROI. Like most dealers, they don’t have the time or money to waste on shiny bells and whistles that turn out to be smoke and mirrors. Like the brands they sell, they expect to get the best product and service for their investment.

OBJECTIVE

By changing website providers from a very popular marine website platform to a new website platform was a leap of faith for Amber and Owner, Kirk Kohls. But, once they saw the improved inventory-management system, the mobile app available for real-time updates, and the full accessibility to making updates to their own website with Firestorm Websites, they were ready to try something new.

Amber worked closely with Account Executive, Kaleb Marks and Website Specialist, Jessica Hopper to create a completely custom website (complete with a new logo design also). The Firestorm Website platform allowed Amber to have full creative liberty with the look & feel of their new site while maintaining some of the proven best practices that are associated only with the Firestorm Website platform.

RESULTS

• The results are what most Firestorm Websites clients are discovering...incredible! The new Boat Farm website (www.boatfarm.com) launched at the end of July 2018. In one month, they generated more leads than they had generated with their previous website over a seven month period. That’s not a typo. You read that correctly. In one month, the new Boat Farm website generated 44 leads, which is more than their previous website had generated from December – June combined.

In addition to the incredible increase in leads, the site creates a great user experience, has the look & feel that is unique to the Boat Farm dealership, and makes adding/updating the inventory fast and easy. Having their inventory updated in real-time with actual images of the boats in stock and a clear, singular call-to-action drives responses by creating an emotional response in website visitors, and ultimately leads to an increase in leads for the dealership year-round.

Give us a call at 877-242-4472 to schedule a FREE Market Analysis of your current Google Ad account, or a custom recommendation for your local market.

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Corisa Waldrop is the newest addition to the IAO Award winners and it’s not surprise why she’s joining the prestigious ranks this month. As our newest Graphic Artist, she’s charged with some seriously killer designs for our Digital Marketing clients. She’s got an eye for great design and the work ethic of a machine! She’s able to turn-around client requests with lightning speed and impressive accuracy. All her skills are great, but it’s her absolutely adorable personality that has quickly won over all her peers this month. To say that she is just precious would not be over-stating her awesomeness. Congrats Corisa!

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 wins the award.