

Make your dealership the hub of the local adventure riding community

Ways to participate in and profit from motorcycling's fastest growing market niche

Presented by:

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Who am I, anyway?



Who is Twisted Throttle?

- Aftermarket manufacturer/distributor
- 12 years experience in Adventure niche
- Warehouses in Rhode Island and Ontario
- 50+ events/year
- 5,000 sf factory outlet store in Rhode Island



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Twisted Throttle's Goal

Help dealers develop strong, profitable sales of the aftermarket accessory brands we distribute.



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Today's Topics

- Marketing 101
- Community, learning, and fun
- “Must have” products
- Merchandising mayhem



Brought to you by:



Marketing 101

- Goal
- Audience
- Call to Action
- Message
- Tactics



Brought to you by:



Goal



The CFO's Goals

- Attract new customers
- Increase customer visit frequency
- Increase visit conversion to sale
- Increase average sale
- Increase lifetime customer value



Brought to you by:



How do you reach the goal?

- Build customer engagement with your store, brand, and staff
- Create personal connections
- Be expert advisors with street cred
- Have the right product



Brought to you by:



Primary audience(s)

- Dirt monkeys
- Newbs
- Round-the-world (RTW) travelers



Brought to you by:



Dirt Monkeys



Newbs



Brought to you by:



Round-the-World (RTW) travelers



Where do these audiences gather?

- Local rides
- Local restaurants
- Facebook
- Horizons Unlimited events
- ADVrider.com
- Bike-specific discussion forums
- Local or bike-specific clubs
- Your retail store?



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Call to Action: the What



Brought to you by:



Core Messages: the Why

- Learn something (from us)
- Have fun (with us)
- Make friends (at our store)



Brought to you by:





TWISTED THROTTLE.COM

Bolt-On Touring Accessories that fit YOUR motorcycle!

The Twisted Difference

FREE SHIPPING OVER \$199

PRICE MATCH GUARANTEE

NO RESTOCK FEES

5% CASH BACK

LIFETIME TECH SUPPORT



855-255-5550

EMAIL US

Search entire store here...

GO

SHOP BY BIKE

SHOP BY PRODUCT

TwistedThrottle.com

BIKE PROTECTION

LIGHTING & VISIBILITY

LUGGAGE & RACKS

APPAREL

DEALS

NEWS & EVENTS

Earn 5% back in Twisted Points with every purchase. Free shipping on orders \$199 or more!

Top Products

- Crash Protection
- Electronics & Gadgets
- Ergonomics & Comfort
- Lighting
- Luggage & Racks
- Riding Gear

Deals & Gift Ideas

- Outlet Store
- On Sale
- Gift Certificates
- Gifts & Twisted Swag

Top Brands

- SW-MOTECH Bags-Connection
- R&G
- Barkbusters
- Interphone
- Macna
- NoNoise

#RTbikeNight

RTBIKE NIGHT

- FOOD
- VENDORS
- MUSIC
- RAFFLES
- PRIZES

LAST THURSDAY OF EVERY MONTH 5 TO 8 PM
570 NOOSENECK HILL ROAD, EXETER, RI



SHOP BY BRAND

Tactics

- Street cred
- Learning opportunities
- Community



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Street Cred



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You are posting, commenting, and liking as TwistedThrottle.com — Change to Erik Stephens

Page

Activity 6

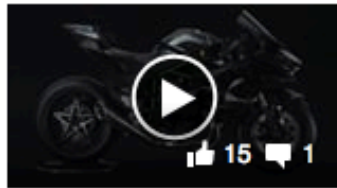
Insights

Settings

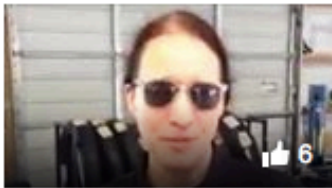
Build Audi



38 6



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6

POSTS TO PAGE



Peng Tsao

October 6 at 3:17am

Big thumbs up to the Twisted Throttle guys, shipping error last week... See More

Like · Comment



SuperBrace Fork Stabilizer

October 4 at 9:08pm

Check out this new V-Strom install video.



TwistedThrottle.com

Posted by Kevin Nixon [?] · September 17

Our buddy Paul Pelland aka "Long Haul Paul" out there shredding through the #TailOfTheDragon during a 9,000 mile month. Paul is on an "Endless Road Tour" chasing his 1 million mile goal before MS prevents him from continuing... <http://www.longhaulpaul.com/> — with Paul Pelland at Tail of the Dragon.



Brought to you by:



Street Cred: sponsored riders



Brought to you by:



Street Cred: guest speakers



Brought to you by:



Street Cred: does your staff ride?



TwistedThrottle.com

Posted by Kevin Nixon [?] · June 23 ✨

Some of the Twisted Throttle team participated in the MSF Advanced Rider course this weekend. If you have the opportunity, we suggest it. You should never stop brushing up on your riding skills. Think of it like training a dog... you're never done. — with [Ernie Young](#) and 5 others. (5 photos)



Brought to you by:



Learning: Tech Seminars



TwistedThrottle.com created an event.
Posted by Jenny Smith [?] · August 7



Tire Tech Seminar

Thursday, August 14 at 4:00pm in MDT
TwistedThrottle.com in Exeter, Rhode Island
11 people went



Brought to you by:



Learning: Riding Skills Seminars



TwistedThrottle.com

Posted by Kevin Nixon [?] · June 26 *

Rhode Island Bike Night June 2014 (16 photos)

Chris McNeil joined us at the Rhode Island Bike Night to teach a seminar on riding control and management of the four most important tools to a motorcyclist Throttle, Brake, Clutch, and Brain. — at TwistedThrottle.com.



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Community



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2010



Monika BMW Endurance Guinness Champion of the World

UNSTOPPABLE BMW

Who actually rides alone?



Brought to you by:



Community: make them famous



TWISTED THROTTLE PHOTO CONTEST

Send us your best photo with Twisted Throttle gear in it, we'll publish the top photos and the winner will get a special prize.

Send photos to submissions@twistedthrottle.com.
Include photographer, location, date taken and a short caption.



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Community: make them famous



Brought to you by:



Community: bike nights



TwistedThrottle.com updated the event photo.

Posted by Kevin Nixon [?] · September 9



Brought to you by:



Community: movie nights



FREE SHOWING

WHY WE RIDE

EVERYONE HAS A REASON

RSVP: [facebook.com/TwistedThrottle](https://www.facebook.com/TwistedThrottle)

FREE Screening | Free Pizza | Bench Racin' | Damnin' the Weather
Friday, February 28, 2014 | 570 Nooseneck Hill Rd | Exeter, RI 02822

A movie poster for 'Why We Ride' featuring a silhouette of a person's head filled with motorcycle-related images. The text 'WHY WE RIDE' is prominently displayed, along with the tagline 'EVERYONE HAS A REASON'. The poster also includes a 'FREE SHOWING' banner and event details.

Why We Ride movie night! THIS FRIDAY

Friday, February 28 at 7:00pm in EST

TwistedThrottle.com in Exeter, Rhode Island

 **Join**

Community: group rides

- Two tracks: Newb and Dirt Monkey
- 1-2 hour “pre-clinic” for first timers
- Shakedown “pre-ride”: sort them
- “Intro to dirt” ride 1-2x/year



Brought to you by:



“Must have” products

- For the bike
 - Protection
 - Ergonomic mods
 - Luggage
 - Electronics
 - Appropriate tires



Brought to you by:



“Must have” products

- For the body
 - Peaked dual sport helmets (for goggles?)
 - Base layers
 - Heated liners
 - Well ventilated yet waterproof riding gear
 - Adventure boots



Brought to you by:



Merchandising mayhem

- See-touch museum
- Branding consistency
- Signage



Brought to you by:



Keeping up with the “.coms”

- Pricematch guarantee
- Free (drop) shipping for items not in stock



Brought to you by:



Use the tools you have

- DMS price files for aftermarket suppliers
- Accessory packages to solve common problems
- Outfitted employee or shop demo bikes



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Thank you!

Erik Stephens
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