

The Online Metrics That Matter

Industry-specific info & insights on online marketing

NEIL PASCALE

DOMINION POWERSPORTS SOLUTIONS

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Digital Solutions Track-
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Let's start here ...



Grab your cell phone, go to
PollEv.com/powersports1
.... and answer the
question

(NOTE: your answers will *NOT*
be identified by person)



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Today's plan

- Identify successes/challenges
- Identify ways to improve
- Make an action plan*

* This is your part –
but we have something that will help!



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The Online Marketing Workbook for Powersports Dealerships

Presented by

Neil Pascale | Communications Manager

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Dominion Powersports Solutions | The Dealership Experts

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BOOTH #1446

PollEv.com/powersports1



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*“We don’t do different things ...
we do them differently.”*



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Do we do 'cool'?

Do we do it differently?



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*“We don’t do different things ...
we do them differently.”*



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40%+

10%

A Motorcycles (1,650)

Featured Year Price Newly Listed

2014 Honda CBR1000RR SP (CBR10RS) \$16,699



New, Sportbike Motorcycle, Pearl White / Red / Blue, Inline 4-cylinder, DOHC, 4 valves per cylinder cc, 441 lbs.

Fort Lauderdale, FL
Broward Motorsports of Ft. Lauderdale
(888) 589-4014

ONLINE



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“We don’t do different things ... we do them differently.”

➔ How they shop for our products

➔ How WE interact with THEM



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Metrics That Matter: Facebook

Wilkins Harley-Davidson
Motorcycles · Motorcycle Repair · Sports & Recreation

Like Follow Message

Timeline About Photos Reviews More

PEOPLE >

★★★★★
8,406 likes

Post Photo / Video

Write something...



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Poll question ...

PollEv.com/powersports1

- Currently we have this many Likes on our dealership's Facebook site ...



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Poll question ...

[PolEv.com/powersports1](https://www.pollevo.com/powersports1)

- Currently we are this active in posting to our dealership's Facebook site ...

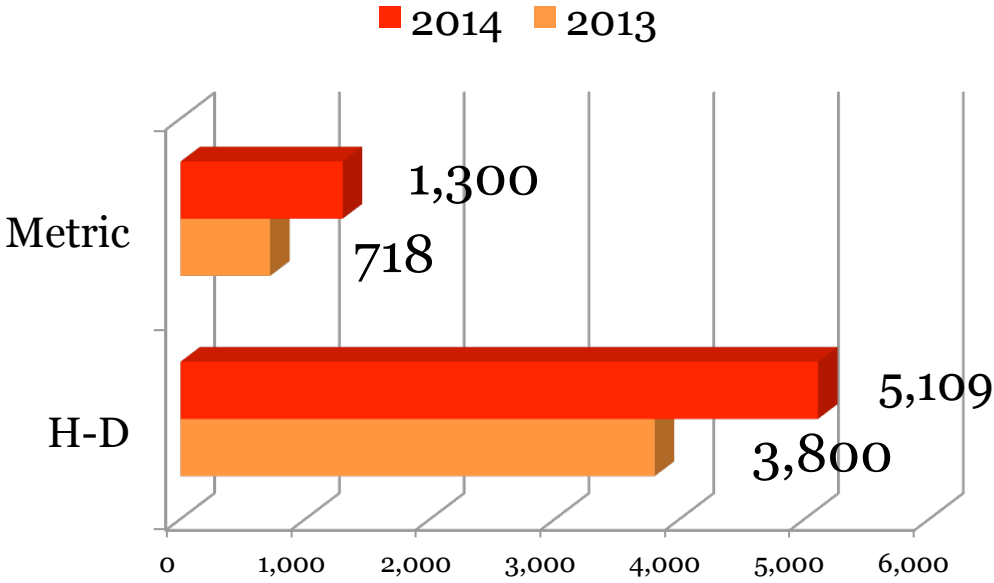


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Industry Likes Average



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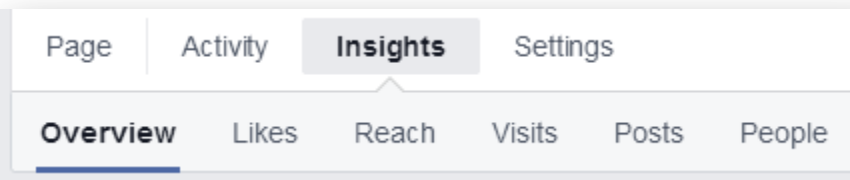


Source: Dominion Powersports Solutions



Industry Engagement Average

- Engagement=Liked, commented, shared or clicked on one of your posts (weekly total)



Industry Engagement Average

- Engaged %=Number of engaged vs. number of your Likes

??

Powersports Industry

21%

Pulse Marketing Group



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Source: Dominion Powersports Solutions

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How to get better engagement

Fun &
engaging

80
20

Sales-oriented



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What do YOU! want?

- Consumer interaction ... the more consumers interact with us, the better

➔ Truly connect with us ... get to know us through posts about our staff



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Wilkins Harley-Davidson

January 17, 2013



Sometimes we have to brag about our staff. An elderly woman called about her power chair. The batteries were no longer holding a charge and she didn't know how to replace them as the manufacturer could no longer help. Tom and Roger from the Wilkins HD Service Dept drove to her residence and brought back the unit to get the battery out and put in a replacement. No one asked them to do this and they didnt charge for it. We want to brag about them!

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ence,
look
"

BRAGBOOK!



1,000+ Likes,
137 comments,
98 shares



Brought to you by:



What do YOU! want?

- Consumer interaction ... the more consumers interact with us, the better

➔ Truly connect with us ... get to know us through posts about the staff

➔ Influence my marketplace ... drive more sales and expand my market

Unit buyer posts

- Buyer's location
- Repeat buyer?
- Why did they buy?



Wilkins Harley-Davidson

July 10

Congratulations to Bob and Amanda from Hartland, Vermont on their 2014 Street Glide Special in Vivid Black! Bob is coming off a 2000 Sportster! Amanda and Bob were both looking for more comfort and They could not believe how the Rushmore Street Glide handled and rode! They plan to use this bike to commute and take long week trips together! Thanks again for making the trip up to do business with the Wilkins HD Family! #Streetglide — with Bob Towne and BobandManda Guy.



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Metrics That Matter: Websites

The screenshot shows the homepage of SUSSEX POWERSPORTS. At the top left are social media icons for Facebook, Twitter, and YouTube. The main header features the brand name 'SUSSEX POWERSPORTS' in a large, bold, red and black font. To the right of the header are links for 'REGISTER', 'SIGN IN', and 'YOUR ACCOUNT', along with a shopping cart icon labeled 'CART'. Below the header is a black bar with the address 'N56W24660 NORTH CORP CIRCLE - SUSSEX, WI 53089 - 1-800-556-7900'. A red navigation bar contains links for 'HOME', 'INVENTORY', 'SHOPPING', 'SERVICES', 'INFO', and 'CONTACT US'. Below this is a row of brand logos: Kawasaki, TRIUMPH, SUZUKI, POLARIS, can-am, and YAMAHA. The main content area is divided into three sections: a search bar labeled 'SEARCH INVENTORY', a 'NEW INVENTORY' section featuring a green ATV, and a 'USED INVENTORY' section featuring a blue motorcycle. A large promotional banner for 'BIKE NIGHT THURSDAYS' is the central focus, with the tagline 'THE EVENT OF A LIFETIME'. The banner includes the text 'JOIN US FOR A NIGHT OF FOOD, REFRESHMENTS, AND FUN' and 'SOMETHING ABOUT FELLOWSHIP WITH OTHER BIKERS!'. A red arrow points to 'EVENT DETAILS' at the bottom of the banner. The background of the banner shows a person riding a motorcycle.



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Poll question ...

PollEv.com/powersports1

- On average, my monthly bounce rate for my dealership website is ...



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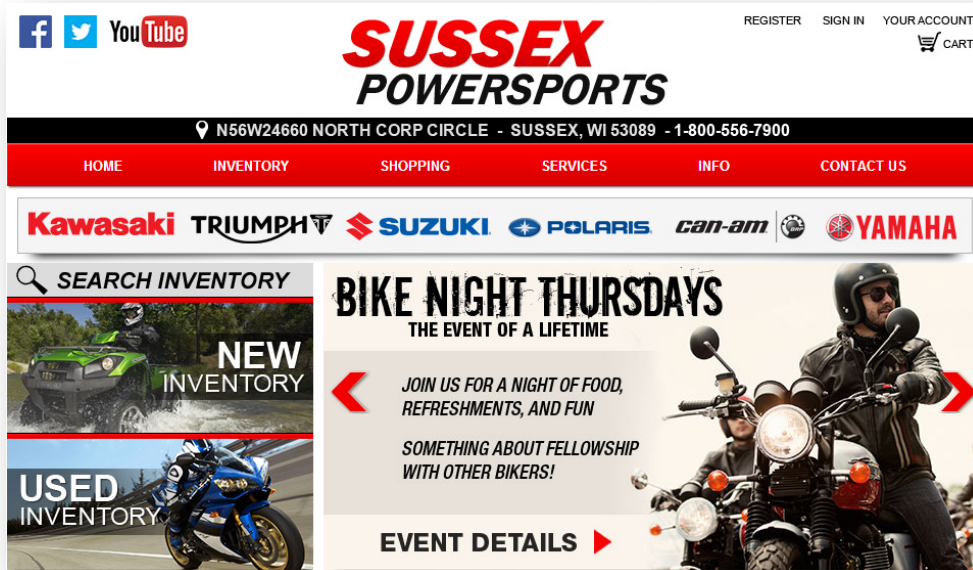
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Bounce rates - what is it?



- Consumer comes to your website, stays on one page and then leaves

Industry bounce rates



- National: 32%
- Regional: ???
- The Top 20 18%

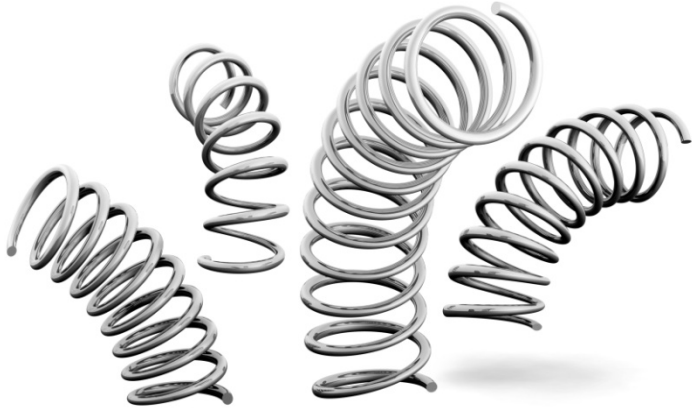


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Understand what's at stake



- **IF YOU'RE AVERAGE (30%) ...**
losing 1,500 to bounces/month
- **IF YOU'RE BETTER (25%) ...**
that's 250 more per month!

Understand what's at stake



- IF 1 OF 10 TURN INTO LEADS... that's 25 more leads/month. How many additional unit sales can you produce with 25 more leads per month over the course of spring and summer?

Understand the problem



- I'm not interested
- You don't have the info I'm looking for

Understand the problem

The screenshot shows the top portion of the Advanced Powersports USA website. At the top left is the logo "ADVANCED POWERSPORTS USA" with a Facebook icon. To the right of the logo is the address "663 VOLUNTOWN RD. GRISWOLD, CT 06351" and the phone number "PHONE: (860) 376-8687". Below this is a navigation menu with links for "Home", "Showroom", "Shopping", "Dealership Info", "Services", and "Customer Corner". The main content area features a large banner image of a person riding a motorcycle on a dirt path and another person riding a four-wheeled vehicle. Below the banner is a section titled "GREAT REBATE DEALS ON 2013 VICTORY & POLARIS" with a small "1 2 3 4" indicator. Below that is a "FEATURED INVENTORY" section with three items, each with a price tag: "\$2,599.00", "\$2,499.00", and "\$2,199.00". To the left of the featured inventory is a "SNOWCHECK SELECT 2012" banner with the text "FIRST SHOT, LAST CHANCE" and "FREE CUSTOMIZATION ON THE WORLD'S BEST MOUNTAIN SLED."

- Online:
We get easily distracted
- Do you have a Link Checker?



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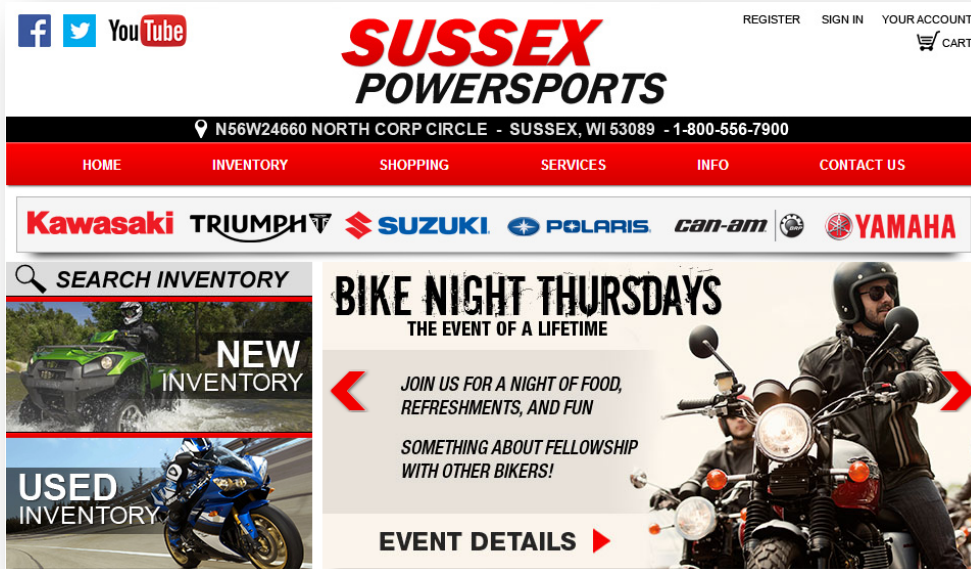


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Returning visitors



- National: **1,800+**
- Regional: **?????**
- The Top 20 **18,000+**



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* May 2014 PowerSports Network study
of powersports dealerships

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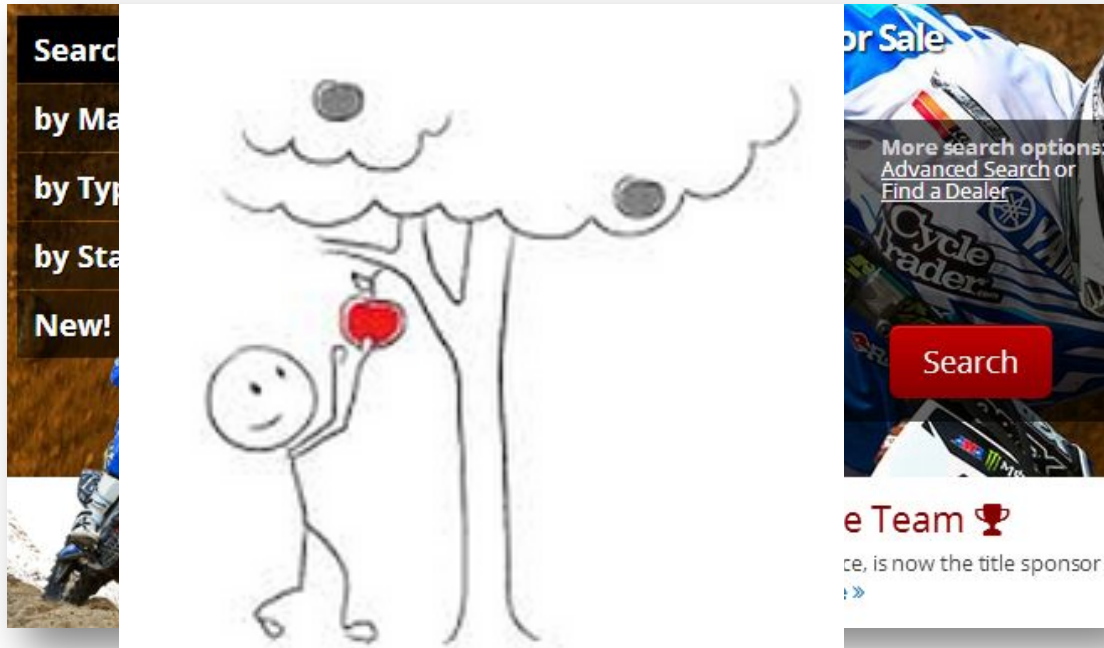
How to improve it

The screenshot shows a Facebook post from 'Broward Motorsports' dated September 15. The post features a large image of a blue Honda Gold Wing motorcycle with two riders. Overlaid on the image is the text '1.99% Fixed APR'. Below the image, there is a section titled 'OEM Promotions' with a dropdown menu for 'Eligible Models' set to '2013 Gold Wing® F6B' and a 'View Model Detail' button. The main text of the post reads: 'Honda has limited this offer... appointment to take advan...'. At the bottom of the post, there is a detailed description of the financing offer.

1.99% Fixed APR on Gold Wing & Gold Wing F6B Models!
1.99% fixed APR financing for up to 36 months available through Honda Financial Services for customers who qualify for super preferred credit tier. Payment example: 36 monthly payments of \$28.64 for each \$1,000 financed. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. Check with Honda dealer for complete details. Special APR finance offer ends 9/30/13.

- Service!
- Social 
- Inventory -Update it!!

Metrics That Matter: Online listings



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Poll question ...

PolEv.com/powersports1

- Besides the default setting, how far are customers willing to go to find the right unit?



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2014 Suzuki V-Strom 1000 ABS



New, Dual Sport Motorcycle, Glass Desert Khaki, 4-stroke,

17

1,700

Save this listing

2014 Suzuki V-STROM 1000 ABS



New, Dual Sport Motorcycle, KHAKI

1

100

Save this listing




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THE PULSE Brought to you by DOMINION POWERSPORTS SOLUTIONS

December 2013 Pulse Webinar

The  experience

- Volume of photos
- How to shoot the photos
- Stay proactive with the sales floor for trade-ins, etc.!

2013 Yamaha YZF-R1

Click to enlarge image

Home

Pre-Owned

New VEHICLE

Newslette

Tips for unit

- photos Available on Pulse December 2013 webinar



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YOUR TURN: The action plan



- Pick one or two categories to focus on – no more!
- Identify WHO and WHEN

Remember: We can help through the Pulse!



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Digital assets for you

- For a complete calendar, go to www.dominionpowersports.com/resources



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*“We don’t do different things ...
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Thank you!



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