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ATTENTION: DEALER PRINCIPAL

CAN ONE COMPANY REALLY PROVIDE ALL THE MARKETING YOU NEED?



Tory Hornsby
EVP

If you haven't read Eric Pedretti's article yet, be sure to check it out on page 6. He tells how we've been working hard on integration so that all our products work even better together and provide more value than ever before.

Firestorm Technology is the culmination of those efforts.

It's all the marketing a dealer needs, and it's all in one place. One login to one system that produces the best results. Guaranteed.

One company to call that provides top-shelf support and cares about doing the right thing. As former dealers, we treat our clients the way we wanted to be treated back in the day, which is why we don't do contracts. Everything we provide is month-to-month.

This means dealers choose PSM Marketing because we consistently perform for them, they like our results, and they love the way we treat them. Never because they signed a piece of paper that locked them in for 12 or 24 months. We think that's a pretty fair way to do business.

Firestorm Technology combines all of our digital products into a single platform and creates marketing SYNERGY. And the results are INCREDIBLE. Check out the Firestorm Technology dashboard with live results...



As you can see in the right-hand part of the top section, Firestorm Technology has generated a total of 10,333 website visits over the last

30-days! Following is a breakdown of how we created that much traffic and generated a lot of additional leads for this dealer.

We created over 1,200 visits from email. What's impressive about this is it's all from automation. While we have over 300 themes full of done-for-you graphics, this dealer was simply too busy to send out their own email. No problem... Firestorm Technology automation to the rescue! Our system sent out a weekly Featured Inventory Email, implemented Email Retargeting to website visitors, and sent a Custom Offer Email to visitors who viewed a sales related page.

We produced over 5,900 visits through Google & YouTube advertising. Most of these results were from our Dynamic Inventory Retargeting/Search, which is all low-funnel traffic. Every click on one of these ads lands directly on a VDP inventory page. To be sure all the bases are covered, we also created display ads for P&A, Service & Sales.

We generated over 3,100 visits from Facebook & Instagram ads. Again, most of these results were low-funnel traffic from Dynamic Inventory Retargeting/Display ads, but we ran consistent ads for P&A, Service & Sales to fully integrate this dealer's digital advertising across all platforms.

I'm out of room for now, but there's a lot more info at www.FirestormTechnology.com.
- Tory

ATTENTION: DEALER PRINCIPAL



WHAT IS FIRESTORM TECHNOLOGY AND HOW WILL IT BENEFIT MY DEALERSHIP?

Rod Stuckey | Founder & CEO

ULTRA
MARKETING
MACHINE
NEWSLETTER

ISSUE #129

Firestorm Technology is a Customer Experience Software with a suite of integrated technology applications which create, manage, and measure customer experiences to boost CSI scores and maximize lifetime customer value. FS Technology will help your dealership conquest new customers and do a better job of retaining the ones you already have. I know that's a mouthful, so I'll share a few of the highlights in more simplistic terminology.

But first, its important to note that within this integrated technology comes a lot of flexibility. We don't do contracts, fine print or auto-renewals and we integrate with nearly every DMS and CRM on the market. We must provide value each and every month or you don't have to keep us around. We can also include and exclude certain applications within Firestorm Technology to accommodate your existing situation. We understand that you may have a particular vendor that you just don't want to get away from or are waiting on a contract to expire. We also understand that some dealers are just adamantly against certain products due particular beliefs, staffing strengths and weaknesses etc. So basically, we customize FS Technology for each and every dealer to best compliment their existing business model. Here's a few highlights of what's included.

It's no secret that pay per click advertising is a non-negotiable for dealers in today's market. And typically, the way this is executed is by creating a generic ad for the dealership that routes users to the dealership home page and then maybe another basic ad for service and OEM specials. Then once a month at best case, the ads are reviewed for performance, maybe the copy or design is updated, and some tweaks are made for optimization, so in total you're running 3 maybe 4 ads per month.

Well, that's how it used to be done until now. Thanks to our new programmatic dynamic

inventory technology, we're able to take a feed from your website every single night and build a unique ad for every unit you have in stock and send those who click on that ad directly to that vehicle details page; as opposed to your generic home page. The reason this is such a game changer is that if you have 100 vehicles in stock, you're getting 100 ads loaded every night. Sold 5 today, no problem, you're only going to have 95 ads serving up tomorrow. And because these searchers are landing on the exact page they are looking for, your conversion rates are much higher with lower funnel prospects. And because google wants serve up the most relevant ads, when those searching put in generic year make model searches that are usually captured by the OEMS and big national classified sites, your dealership can not only compete, but compete and win against the big boys. Remember, Google wants to serve up the most relevant ad, they don't care how big you are, and the more vehicle specific ads you have, the greater the likelihood of you winning those searches.

Now, Imagine what it would take to create a custom ad for every unit you have in stock manually. Display for example requires 3 sizes per ad, so if you had 100 vehicles in stock you'd need 300 graphics created. You'd have to have a couple of full time Google ad experts to deploy those ads, oh and you're probably gonna wanna approve those ads before they're deployed right? And that doesn't even account for your 100 text-based search ads in addition.

As you can see, that math just doesn't scale, but with our new programmatic dynamic inventory technology, we'll handle it all. All you have to do is pick up the leads and close em down so you can sell more units and make more money.

While this dynamic search and display functionality isn't limited to having a Firestorm website, there are

some benefits of using our website. Our websites integrate directly into our in-house email system that programmatically sends out weekly featured inventory emails without you having to do a thing, and then sends email re-targeting follow up emails to every customer that visits a VDP page. Think eBay or Amazon.

And this is just the beginning, we handle your reputation management, texting, social media marketing, GMB page optimization and more. It's just too much to cover in one article so jump on over to our website and check it out or give us a call or text at 770-692-1750. Thanks for reading!

BETTER RESULTS. BETTER SUPPORT.
BETTER MARKETING. ALL IN ONE PLACE.
NO LONG-TERM CONTRACTS | NO AUTO RENEWALS | NO FINE PRINT



FIRESTORM TECHNOLOGY
- PSM MARKETING -

CALL OR TEXT 770.692.1750 TO LEARN MORE
OR VISIT FIRESTORMTECHNOLOGY.COM



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All Your Marketing In
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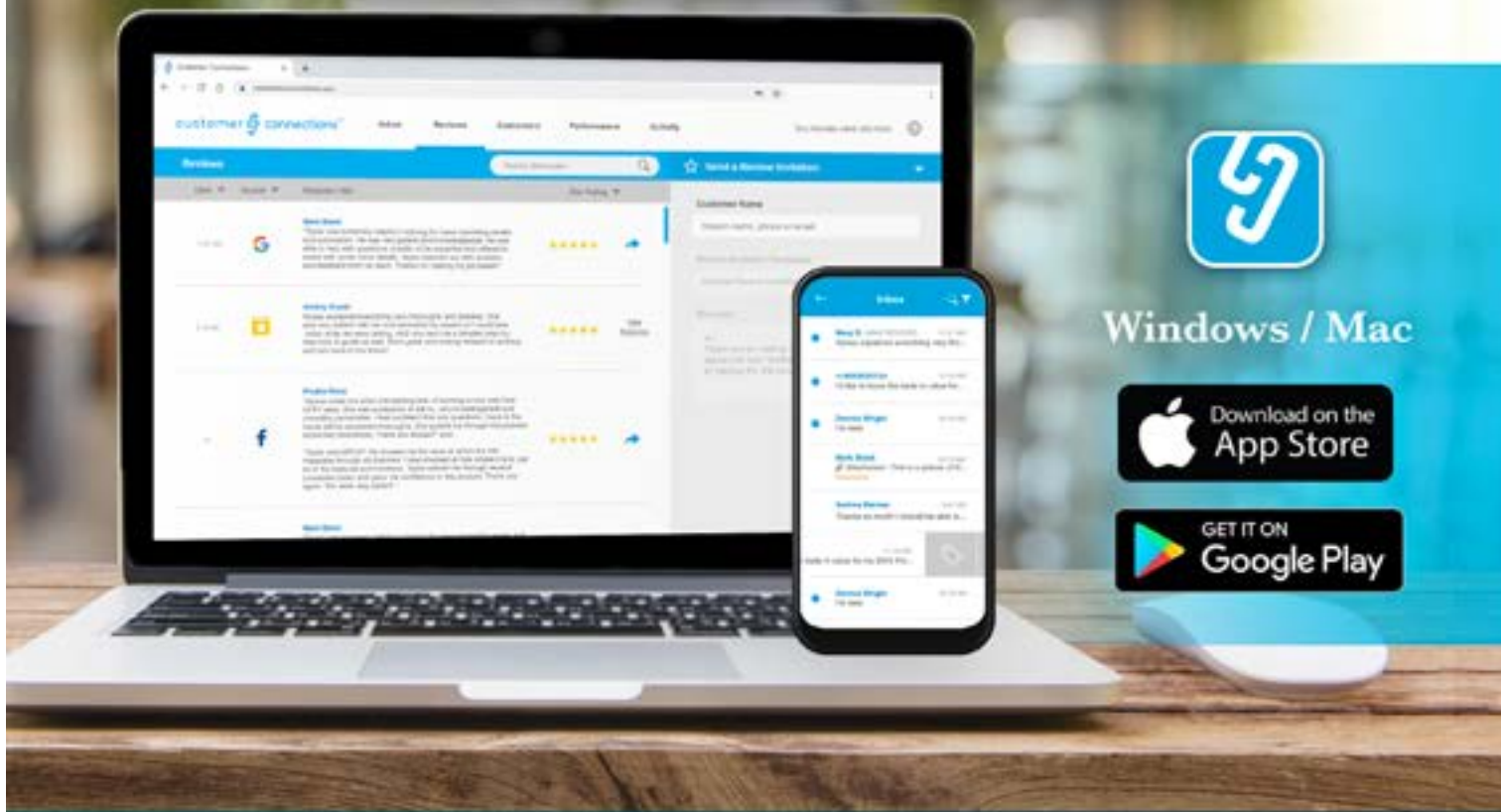
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Windows / Mac



Customer Texting



- The rise in telemarketing and SPAM calls are leading to consumers rejecting more calls from unfamiliar numbers
- Consumers are too busy to take phone calls from unknown numbers
- Today, more consumers prefer texting as their primary form of communication with businesses
- Allows customers & prospects to communicate at their convenience without long telephone hold times
- Increases customer experience and CSI scores

Post Photos to Social Media – A Picture is Worth a Thousand Words!



- Send customers a Thank You for Your Business text using our Photo with Purchase feature to increase loyalty
- Automatically post photos of happy customers to your Facebook page for social proof
- Customers share the photo of their purchase with friends and family to multiply your reach to new prospects
- Provides a system to generate great content for your Facebook page

Grow Online Reviews



- 95% of shoppers read online reviews before buying (Spiegel Research Center)
- 93% of consumers use reviews to determine if a business is good or bad (BrightLocal)
- Most customers don't take action with a business until they've read their reviews (Testimonial Engine)
- Online reviews are a significant source for your Local SEO (Google)
- Provides a system to create ongoing reviews; reviews older than 90-days carry less weight



(877) 242-4472

psmmarketing.com



FIRESTORM WEBSITES

**More Leads. Higher Quality.
Each Month. Period.**

**FREE
DEMO**



Register now for live demo at
www.PSMMarketingDemo.com



**Successful people are simply those
with successful habits.**

-BRIAN TRACY



OUR MISSION:

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



ALL YOUR MARKETING IN ONE PLACE

Eric Pedretti | Sales Director

When I joined PSM 12 years ago, we were a handful of people, with a handful of clients and a handful of vendors helping us fulfill our Sharp Shooter Program (graphic design, printing, email provider, call blast provider, etc.). A lot has changed since 2009. As we grew, we not only brought all of our fulfillment in-house, but also grew a team of developers to specifically build products to help dealers thrive in the ever-evolving digital marketing landscape.

We started with our Reputation Management Software that has grown almost 200,000 authentic reviews for our clients. Then came our Firestorm Email Platform, AdWords Management, Facebook Advertising, Website Tracking, Marketing Automation, Firestorm Websites, Customer Connections and ultimately Dynamic Inventory Based Marketing...something no one else is doing in the industry. We've now worked with over 1,500 dealers, become preferred website providers with Harley-Davidson, Polaris, Indian Motorcycle, digital marketing preferred provider with Honda and a Google Premier Preferred Partner.

Each piece of technology has been developed through the lens of being owner/operators of a five-store dealership group for 10 years. Each was built to integrate with one another to save dealers time so they can spend more of their precious resources on working the additional leads we were generating, freeing them up to sell more units and make more money. Period.

After a lot of blood, sweat and tears we've finally arrived at a point where a dealer can get all their marketing in one place. One login. One bill. One support number to call. No contracts. We actually prefer to keep our clients around because they love the products, the service and ultimately the results...not because they're tied to some contract that keeps auto-renewing. Introducing Firestorm Technology. The all-in-one digital marketing platform designed by dealers, for dealers to help you truly dominate your local market online.

Firestorm Technology is based off of synergy; each piece working together, compounding on one another to increase results. It simultaneously targets low funnel buyers (those immediately in the market) while also proactively targeting high funnel buyers (those who ride and live in your market but

don't necessarily have 'buy a unit' on their to-do-list this weekend) and nurturing all opportunities through retargeting, website tracking and marketing automation. It's a 'be everywhere' strategy designed to get your best buyers bit by the bug, then relentlessly following up on that opportunity until they buy from you.

The foundation of the platform is our Firestorm Website; a custom designed site so you don't look like any other dealer in the country, that saves you time and generates more leads so you can sell more units and make more money. By having a real-time feed of your inventory, we are able to create a specific search ad, display ad and remarketing ad with a specific link to the VDP, for every single vehicle you have in-stock updated daily. 150 units in-stock? You'll have a multitude of specific ads pointing directly to those 150 landing pages on your website, helping you sell exactly what's available today.

Our exclusive website tracking technology identifies anonymous website visitors who hit a sales related page and automatically emails them the units they were looking at to move them further along in the emotional sales process. We also send a custom offer, one-to-one email designed to create a sense of urgency to get them to act now. All leads are funneled into the dealer's CRM so you know exactly how the program is performing.

We have the industry's only email platform built for dealers with hundreds of done-for-you templates that integrate with images and links of your in-stock inventory to make sending email as easy as possible. And if you get busy and don't have time to send one, don't worry we'll send out your featured inventory to your database weekly, to drive low-funnel traffic specifically to the units you want to sell the most!

Firestorm Technology also grows reviews to Google, Facebook & Yelp, provides a texting solution so your customers can text into the business to generate more leads, blows up your Facebook to drive more repeat and referral business and so much more. It even proactively addresses the 2-4 greatest needs of the business each and every month so you're not hoping for change but addressing it head-on to fix those challenges.

Do yourself a favor and pick up the phone and call or text us at 770-692-1750 to schedule a 15-minute demo. I guarantee it will be the best 15 minutes you spend all year. Happy selling.



WE'VE COME A LONG WAY, BABY

Brad Cannon | VP of Client Success



It was ten years ago, when we were in a tiny office in Peachtree City, Georgia and we drew a picture on our whiteboard that ended up being a total game changer.

It was the data silo. It was the roadmap we drew (using our magic wand because none of the technology was in place) for what we would use, and how we would use it, to conduct marketing for dealerships that would far outperform anything available – and do so at an affordable price, with world class service.

Now, we do a lot of things extremely well, but we learned very early on that there was one thing we fail to do nearly every time. We fail to “get the memo.”

When we first started, we set out to combine several different media methods into a single campaign that would provide extremely targeted marketing and completely quantifiable results. We did so, and were outrageously successful with them.

That's how the Sharp Shooter program was born.

We didn't get the memo that nobody was doing that, and that you couldn't. A few years in, one of the 800lb. gorillas in our industry tried to produce a similar style of campaign program. We weren't mad about it, after all, imitation is the most sincere form of flattery, right? Well, they read the memo, and it turned into a disaster for them.

Then we decided that our turn time on these campaigns was just too long. From the time a dealer decided to do a Sharp Shooter, until the mail component dropped was just too long to make us happy. I went on vacation, and Rod

and Tory bought a half million dollar state of the art custom variable printer and gave it to me when I got back. Well, that's not actually true. It was a lot more like “Surprise! You think you can work this thing?”

We hired some Graphic Artists, and THEY actually did an outstanding job of running that printer – and the second one we bought to keep up. Soon into that endeavor though, Rod and I went to a big printing conference where there were owners of huge print houses as well as print equipment OEMs in attendance. We found out there that there was evidently a memo advising that you couldn't turn campaigns around in the timeframe we were – but we were fortunate. We didn't get that memo, so we were able to turn campaigns in less than a day sometimes.

Ignorance of these memos led directly to our first INC 5000 award.

We were feeling pretty good. The company was growing, and we were providing valuable products for our clients.

So, over the years, we continued to follow the roadmap laid out on that whiteboard. Two years after the first INC 5000 award, we got another one. In the process, over the next several years, we missed some other notable memos:

1. You can't build a reputation management platform specific to the powersports industry. We did, and now it has almost 200k genuine reviews from real people.
2. You can't build an email platform with more flexibility and functionality than anything on the market – SPECIFICALLY for vehicle dealers. Yes we did.

3. You can't build a PPC platform to manage hundreds of vehicle dealers. Well... yes you can.

4. There's no way you can build a fully-functional, feature rich, robust website platform specific to the powersports industry. Maybe not, if you got the memo. But we did it.

5. You can't track people who come to your site and see what they looked at – and target them for marketing designed to bring them back and buy. Bet me.

6. You can't build a texting platform specific to vehicle dealers, with more features than anyone else. Sure we can. Got that t-shirt.

The best missed memo of them all? The one that said that there was no way to tie them all together into a single juggernaut of a digital marketing suite of products that targets hot prospects, bringing them into your dealership to spend money. The beauty is that we have the data to prove it.

If you aren't already a Firestorm Technology client, you should be. Let one of our folks walk you through how it all works, it's truly amazing – and an absolute game-changer for any dealership.

Before you do though, take a second to read through our reviews. In all these years, with all this development, we've never lost sight of providing world class customer service to our clients.

Talk Soon.





WEBINARS WITH TORY

- Firestorm Website Best Practices - 12:30pm EST
- Firestorm Technology Dashboard - 1:30pm EST
- Firestorm Email - 2:00pm EST
- Website Tracking - 2:30pm EST
- Customer Connections - 3:00pm EST
- Sharp Shooter Kick-Off Training - 3:30pm EST

Sign up for webinars by visiting:
webinar.psmmarketing.com



DID YOU KNOW?

CASE STUDY: BETTENCOURT'S INCREASES LEADS BY 105% IN FIRST 3 MONTHS!

Tia Robinson | Digital Marketing Manager

Our friends at Bettencourt's Honda Suzuki in Bridgewater, MA have been helping riders have fun since 1954 and are proud to be New England's oldest and largest Honda /Suzuki dealer!

Bettencourt's has been in the motorcycle business for longer than some of us have been alive and they have a proven track record for commitment to quality, service, and customer satisfaction.

So, when "the man with the voice," General Manager - Bobby Bettencourt, decided to take the leap and switch from his previous website provider to a Firestorm Website, he was expecting the same level of quality and service from the PSM Marketing team that he expects from his own team. But, he was also hoping for a bit of a miracle. He had to have a new site in 2 weeks....yep. Not 2 months, but 2 weeks!

So the PSM team put on their magician's cap and got started. Fortunately, Bobby knows the main purpose of a website is to generate Inventory leads. So, we focused on creating a custom homepage design with a lot of local flare, but with a major focus on creating a clear, direct path to his inventory. Having a 'no frills' approach, we made a powerful website in an impossible deadline. And here's what they had to say about their new site:

**"GREAT WORK!
WHAT AN INCREDIBLE JOB. WE HAD AN
INCREDIBLE NEW WEBSITE CREATED IN LESS**

**THAN TWO WEEKS. UNBELIEVABLE. THANK YOU
ALL FOR YOUR HELP!"** - Bobby Bettencourt

But, the story doesn't end there. In the first three months alone, the Bettencourt's site generated a 105% INCREASE in total leads. Yes, over double. And they've increased VEHICLE leads by an average of 44% a month. Woah!

While pulling out a bad ass website in just two weeks isn't something that happens regularly, creating these kind of results IS. Want to experience the 'miracle' of having the highest rated website provider in the industry create a high performing, lead generating website for your dealership? Curious what makes our platform so much better? Let us show you.

Call or Text Us today for a Live Demo: 770-692-1750. Or better yet – see how the Firestorm Website platform incorporates into the industry's best marketing automation package:
Firestorm Technology: www.firestormtechnology.com



**BUILT
QUICK & EASY
WITH
FIRESTORM
EMAIL**

**FEATURED DEALER
EMAILS**



FIRESTORM WEBSITES

**More Leads. Higher Quality.
Each Month. Period.**

