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Lead more customers to your dealership this holiday season

□ November 18, 2019

BY LAUREN LABUNSKY



The holidays are a busy time for everyone. For businesses, it's also a time of year to maximize the opportunity to draw in holiday shoppers. Are online ads for your dealership making as much of an impact as they could be? If your digital advertising strategy is limited to search engine ads, the answer is no. Targeted Digital Advertising can help your business capture more ad impressions and conversions on additional online platforms.

Many dealers will be familiar with Website Retargeting, even if they don't recognize the strategy by name. This is when a website visitor browses your site, perhaps taking some time to look at the specific bike they are interested in, then leaves and browses elsewhere online. Website Retargeting prompts ads for your dealership and even that particular unit on other websites, almost as if the ads are following your past website visitors around online and enticing them to return to the purchase they were considering.

Behavioral Targeting is a tool that dealers may not have prior experience with, but it's arguably even more effective than Website Retargeting. This strategy takes effect before a prospect even knows that your dealership exists. It takes place when someone is conducting online research related to your inventory – for example, looking up dirt bike-friendly trails on a local blog for outdoor enthusiasts. As that person is browsing local trails and the types of vehicles allowed on them, Behavioral Targeting would prompt an ad for your dealership and a trail-appropriate bike to pop up. Behavioral Targeting works with both keywords within content on related websites and searches that people make on related websites. If that same riding enthusiast made a search on the blog like "off-road riding areas near Seattle," Behavioral Targeting would prompt an ad for your dealership's newest ATV unit.

Geofence Targeting is another element of Targeted Digital Advertising that offers a unique opportunity for dealers. This tool allows you to "geofence" or draw a virtual map around any specific location(s), then run ads for your dealership to location

visitors via mobile device. With certain providers, ads continue to run for those visitors for up to 30 days post-visit. Especially when activated in strategic locations, such as a powersports tradeshow or your competing dealership across town, Geofence Targeting can make a huge impact in bringing increased attention and traffic to your business.

Targeted Digital Advertising tools present out-of-the-box opportunities for your dealership to connect with customers online. Especially in this upcoming holiday season when prospects are looking into powersports purchases online (and in person!) these powerful and advanced tools give your dealership an increased chance of bringing more customers into your store.

Lauren Labunsky is the public relations manager at Dealer Spike, a leading web services provider for powersports dealerships. The award-winning digital advertising company is focused on helping dealers increase sales through powerful, distinctive website design and a full suite of online marketing tools to drive results. Dealer Spike's expertise comes from real-world dealership experience and a team of professionals who also ride. When you work with Dealer Spike, you're working with digital marketing experts who have a passion for your industry.



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Indian dealership's second location already thriving

Blown Thunder Motorcycle offering at-home service feature for its customers

BY ABBY LARSON

After two years of building up with Powersports Business, Blown Thunder Motorcycle has just had its second location in its first year. From offering unique events to attracting and maintaining high engagement across social media, Blown Thunder is the leader in how to bring in customers for their first purchase and keep them coming back for more.

Blown Thunder Motorcycle is in Fort Worth, Texas, giving its Indian Motorcycle customers a unique experience in just another part of the city. The Blown Thunder store is the first store in the area where the Indian Motorcycle customers can get their bikes serviced at home. Blown Thunder is a full-service motorcycle dealership offering a full range of services. "We've been open for a year and it's been successful almost immediately," says Doug East, Blown Thunder's Business Development Manager. "We've been open for a year and it's been successful almost immediately."



Teryx KRX 1000 blasts off in the desert

Kawasaki's debut in sport side-by-side market a thrill a minute

BY ABBY LARSON

It's the debut of a new side-by-side market and Kawasaki's debut in the sport side-by-side market is a thrill a minute.

The debut of the new side-by-side market is a thrill a minute. The debut of the new side-by-side market is a thrill a minute.

"The Teryx KRX 1000 has changed the game for us," says Jonathan, owner of a Kawasaki dealership in Fort Worth. "This is another branch of the side-by-side market that we had participated in and we were being in this space will just only add great growth, but it's a great opportunity for the brand."

Jonathan was part of an introductory presentation for the new range of side-by-side vehicles using the Teryx KRX 1000. He said that the new 2020 Teryx KRX 1000 being along with changes and exciting opportunities for the brand.

"Having the opportunity to see the Teryx KRX 1000 in person was a great experience. It's a great opportunity for the brand. It's a great opportunity for the brand. It's a great opportunity for the brand."

After two years of continued success, Kawasaki sees an opportunity to further its business by opening a second location in its first year. The second location of the first location. It's a great opportunity for the brand. It's a great opportunity for the brand. It's a great opportunity for the brand.

When word of the new location got out, customers and employees were excited. "We've been open for a year and it's been successful almost immediately," says Doug East, Blown Thunder's Business Development Manager. "We've been open for a year and it's been successful almost immediately."

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See page 14



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