



Thank you for your interest in our services. Please find abbreviated descriptions of the primary services we offer and provide to our clients. As you review our services, please keep in mind, our staff is comprised of motorcycle enthusiast aka riders, with backgrounds and experience in motorcycle dealerships, manufacturers and parts and accessory companies. We understand the dealership culture from in front of and behind the counters and our expertise in digital marketing within this industry is unparalleled. Our services are offered exclusively to motorcycle dealerships or industry related businesses.

Most Popular & Effective Dealer Services

SERVICES

CRM – Customer Relationship Management

As you consider your CRM, it is valuable to consider the findings of two studies:

1. Nationally only 11% of powersports buyers of major units will return to the selling dealers for parts and service.
2. A 5% increase in customer retention can cause an increase in profitability of 25 – 85%.

These studies firmly validate that a dealer can dramatically increase their profits without increasing their average unit sale. Profits increase by simply building on and improving the relationship established upon the purchase of each unit. Our service is designed to capitalize on this opportunity.

MaxOpp will provide dedicated focus and commitment to all your incoming lead sources and logged CRM prospects & customers.

MaxOpp staff reviews your sales department's CRM daily (M-F) to identify prospects and major unit buyers, and initiates the appropriate follow-up for immediate and long-term value. Additionally, MaxOpp assists in setting-up all available CRM lead notifications source funnels from your Website, Manufacturers, Lead Streams, Advertising, Apps, etc. to guarantee that all leads are captured and placed within the dealer's CRM. This assures that each lead can be nurtured and cultivated through the appropriate email strategy follow-up, in order to produce the greatest results and success.

Prospects: Prospects are sent a carefully structured and timely "Get to know, like & trust us" email that creates a new level of connection, inviting interaction and direct communication with the Sales Department and/or the General Manager and prompting a return visit to use an attractive offer. When the CRM indicates that a prospect has returned for a 2nd visit, we initiate a new/revised email, designed to build upon their continued interest.

Major unit buyers: From the day after sale of a major unit, MaxOpp uses your CRM to deliver carefully structured, timely and the appropriate "Thank you for your business" emails, which include engagement-motivating content (i.e. a message that is designed to increase visits to the dealership after the sale by each customer.



Our CRM service is designed to make each customer feel important and valued. We keep each customer engaged through our ongoing contact message strategy, which is designed to fortify and build trust and confidence, creating the opportunities a lifelong relationship offers. Our contact messages are designed to inspire each customer to return to the dealership for parts, service, apparel and accessories, and to refer others to you, as well as to repeat their own vehicle purchases, again and again in perpetuity.

CRM Monthly Service \$449 (Includes follow-up to 75 Sold Units and all Prospects monthly) Plus a , One-time setup fee of \$350 to create and copywrite 10 to 13 customer letters to utilize in ongoing follow-up.

Smart Email

Custom email created every two weeks and sent to your entire Dealer database. Emails include a custom message – interest-capture image – manufacturing-incentive highlights – links to key destinations in your website – Facebook highlight and invite – Department Promotion – Vehicle Specials or Offers – Events, etc. We gather this information on our own, or accept what is provided/requested and then create, test, deploy and evaluate each email. And, we keep your customer email database up- to-date.

Smart Email Monthly Service \$479 (up to 5000 email addresses) and a one-time setup fee of \$350 to design/create and build your customized/specific email template, and to assist in cultivating and organizing an email address database from your management software and current email list (if available).

Website Optimizer

GOALS: More Engagement Actions, such as increased Lead Generation, Time on page, Page Turns and Reduced Bounce rate

On an ongoing basis (daily, weekly, monthly) as needed, we monitor and study the traffic and use patterns of your website visitors to identify where your traffic is or is not going. We then assess this data to identify if and what actions are necessary to optimize these visits to assist your website in producing the value it is capable of. Our work identifies where improvements are necessary, and the actions required to optimize its value.

MaxOpp then applies our marketing expertise to the data and make the appropriate adjustments to the page content of the website. Our work is ongoing (daily, weekly, monthly). Includes working with existing pages and page content, as well as ongoing changes in naming and/or order of presentation within the primary and sub-navigation of the pages, and in the creation and updating of Rotators – Buttons – Banners – Pop-ups – Side Margins – Linking Strategies and Custom Pages as needed.

Our goal is simple: Maximize user visits by presenting engaging content in the right locations and at the right times to motivate website visitors to contact our dealers through emails, phone calls and visits to the dealership.

MaxOpp takes responsibility for keeping our dealer's website(s) R.I.T.E. 24/7/365, which optimizes and increases the effect and value of every visit, whether it is organically earned or achieved by paid SEO or AdWords services. Our work to produce this result is achieved and is visible as:



- Optimized header, i.e. designed to deliver the content visitors seek most often
- Mobile optimization of header and navigation
- Optimized brand bar
- Engaging rotators with calls to action, properly linked to the appropriate layer of content
- Properly named primary and sub-navigation
- Optimized brand showroom
- Optimized credit application pages
- Lead parsing to CRM (i.e. funneling all leads to Customer Relationship Management software)
- Application of sales psychology using subliminal messages, colors, shapes, calls to action, etc., applied through Navigation Menus, Buttons, Banners and Pop-Ups to increase visitor engagement within all sections of your website:
 - New & Used Inventory
 - Parts & Accessories
 - Credit Application submissions
 - Manufacturer Incentives and Programs
 - Dealer Promotions
 - Service Opportunities
 - Custom Pages: (Vehicle Sales Special Events, Product or Service Specials, etc.)

Website Optimizer Monthly Service \$449 includes our “We do it for you” services for up to three o.e.m. brands – Graphics included. Additional franchises are \$95 per managed franchise. Our service assures that your website is constantly alive and current with support and representation for your brands, used vehicle inventory, service, parts, and events.

Facebook Accelerator (Daily Facebook Page Management Service)

Goal: Optimize the real value and opportunity presented by your Facebook Business Page by building and spreading brand awareness to targeted buyer demographics. Then broadening the value by creating awareness of your products and services, as well as instilling a feeling that your dealership is a person rather than just a brick-and-mortar building that houses motorcycles, atv's, etc.

Active Daily Page Management: Our trained Facebook experts create and post an average of 2 to 4 custom posts every day, 7 days a week. Posts are reviewed for comments and actions to optimize the opportunity through the stimulation of extra actions (aka *engagement*).

We create and deliver posts designed to establish a connection with the riding community. The opportunity here is to post messages that portray the dealership as a living, breathing group of friendly, positive people who share the passion to ride, rather than to just use Facebook as a tool to overtly sell or solicit business. Our methodology works to establish a broad social presence, to expand awareness of your brand, services and, importantly: your attitude, in order to build trust and inspire people to engage with your dealership through your staff.



Our posting strategy includes:

- Shared Interest – Passion – Humor: Posts to convey Dealer connection via Riding – Racing – Family Pics – Buddy Pics – Cool Vehicles – Interesting Vehicles
- Promotional posts – Posts to promote: Used and New Units – Sales – Manufacturer Incentives / Promotions – New Unit Releases – Service Department – Parts & Accessories Department – Events – Rides
- Committed posts: Posts designed to show your interest and commitment to improving the community, supporting causes, helping others, highlighting achievements, etc.
- Comment monitoring: Our staff reviews visitor comments for opportunities to engage and inspire conversation, acknowledge visitors
- Delivering lead opportunities: Our staff forwards leads or customer queries, etc. to a designated member of your staff

Facebook Accelerator Monthly Service \$599 Plus a one-time setup fee of \$350 to restructure the current look and listing content. May be waived if pages do not require overhaul.

Facebook/Social Media Advertising (Includes up to 9 different social advertising streams)

Goal: Dramatically increase your dealerships' sphere of influence to increase unit sales. We use these very specific ads to increase lead generation, i.e. unsolicited credit application submissions, requests for trade appraisals, information requests, door swings, phone calls.

In today's marketing, Facebook's Social Media Marketplace Ads are unequivocally the most powerful and effective method available to deliver targeted marketing content that captures engagement and interest to build broad active

awareness of your vehicles, typically within a 50 - 100-mile radius of your location. We are skilled at creating these ads, and our proven practices do not rely on discounts to sell vehicles.

MaxOpp has cultivated an effective methodology to strategically target and expand your pool of buyers. Our ads maximize the opportunity for your dealership by consistently using social media to broaden awareness of your dealership name, location, services and products to targeted riders or users of your products within an optimum range of the dealership. We utilize friendly, forthcoming ads that generate comfort and project the persona of a trustworthy dealership to do business with. We deploy our content to a well-defined rider demographic living within a 50 - 100-mile radius to help them know your dealership better and motivate them to engage.

There are two basic types of ads.

1. Community Growth aka Fan Growth: The goal is to add 200 to 300 new highly targeted fans/riders per month to your Facebook community. The average recommended monthly budget is \$300. Keep in mind that each new rider/fan offers you the opportunity to socially validate your dealership to your fans' average of 300 friends who share their similar interests. The keywords here are "Socially Validate." Think of this as what used to be called a "word-of-mouth" referral.



- Budget Includes ad graphic(s) creation, demographic targeting and ad management. Building and updating custom pages within your website (Requires website management access)
- 2. Vehicle Sales: We create/deploy and manage daily/weekly/monthly video and static ads to promote select units, vehicle types/models, or brands to the attention of targeted buyers typically within a 50 to 100-mile radius of your dealership. Our weekly reach goal is 15,000 - 30,000 + targeted individuals meeting defined buyer demographics which are likely to have interest in the advertised units. These ads typically drive between 250 - 1000 engagement actions* per week. **Recommend Initial Monthly Budget to be discussed and determined.** (Average budgets for clients vary between \$1500 to \$3500 monthly; based on geographic locations, population density, number of brands, used inventory, competitive dealers, etc.)

-Service includes: Vehicle ad content* review, graphic theme creative decisions, Base image sourcing, Overlay graphic creation, Info-Graphic Creation/Construction, Ad Image content review, Video editing & production, Licensed Music, Comment creation, Titles, Geo and Demographic targeting development. And from there all the ongoing review and adjustments as needed.

*Vehicle ads content requires approximately 45 minutes per month of assistance from sales manager.

Note: Specialty Ad Promotions: Can also be designed and deployed as needed to bring attention to events, i.e. Service and PG&A specials or offers, etc. (See Special Event service lower in this document)

*Engagement: Driving people directly to specific pages within a dealer's website. Ad reach is dependent on budget.

Google+ & Google My Business Service - (Daily management service)

Goal: Use Google's algorithm to optimize organic opportunities available to increase Google Search's presentation of their Google assets: (Google+ Page, Google Business Page, Google Maps, etc.) we capitalize on their search algorithm in order to increase presentation of your dealership(s) when Google searches are performed. i.e. Delivering added attention to Google Maps for Driving Directions, as well as increasing phone calls to your dealership and clicks to your website.

MaxOpp uses our active daily strategy in posts made directly to your Google+ & Google Business pages in order to increase the Google search page position, and delivers added attention to Google Maps for Driving Directions, as well as increasing phone calls to your dealership and clicks to your website.

Google+ Monthly Service: \$379 – Plus a One Time Set Up Fee \$350

Example of one smaller clients not located in a major population zone

30-day contact results:

- 9000 Direct views of their Google assets
- 318 Clicks to visit their website
- 163 Phone calls made only by smartphones

SEO On Page - Very effective and far outperformed what is offered by website provides and generic SEO companies



SEO - On Page

PHASE 1 (abbreviated list)

- Audit All Existing Page Titles, Meta Data, & Content
- Optimize Title, Meta Data, & Content

- Remove Old Pages & Site Errors
- Create Search Optimized Content on Existing Pages
- Internal Link Optimization
- Google Webmaster Tools Setup
- Site Map Creation & Submission

PHASE 2 (abbreviated list)

- Full Page Content Creations Manufacturers
- Locations Served Landing Pages
- Optimize search value of primary navigation pages with deep SEO
- Citation submissions
- Schema vocabulary (optimizes content to be more attractive to search engines)
- • Negative Back-link Search & Removal

SEO On Page Service: We offer multiple levels. Please contact us to discuss and define opportunities and needs. Service level ranges from: \$450 to \$1250 per month.

Review/Reputation: – Daily interactive emails to customers who made a purchase (Parts-Service-Sales) These e-letters thank them for their business and asks simple: Were you satisfied: YES NO

- Selecting NO immediately send you and whoever else you designate an email letting you know who that customer is and provides you contact info, so they can be contacted ...
- Selecting YES and they immediately get a pop-up message asking if they would please write a review and it provides instant opportunity to write the review ...

Our system provides us the ability to also limit the aggregation of reviews that fall under a ranking level we can select

Review/Reputation Service: \$375 monthly – Plus a DMS setup & monthly service fees. See examples below.

*Our service requires API keys to dealers DMS. We pass through these setup fees per the DMS software service providers fee structure. i.e. Lightspeed¹, DX-1 or similar are required to connect daily to your DMS in order to download daily customer interactions so our service can send the live e-letters.

¹Lightspeed requires one-time setup fee of \$1000 per API key and three are recommended and a recurring monthly fee of \$20 per API key. However - MaxOpp has negotiated a pre-agreed one-time set key for three API keys (Parts, Service, Customers) of \$600 (six-hundred) total plus their standard recurring monthly fee of \$20 per API key.



Digital Business Listing Management (Management of Digital Business Directories)

Goal: Capture and manage your dealerships' business directories; there are between 65 to 100+ digital directories currently online for use through desktop and mobile search engines.

We use this multitude of directories to optimize the presentation of your dealership across the most popular search sources used by desktop computers, smartphones and tablets. Using Best Practice protocol for business representation in the digital age, our staff collects, organizes and optimizes the 70 areas of pertinent

information about your dealership. Additionally, we work with your staff to create a collection of photos (and, potentially, video) to produce a visual presentation that tells a compelling story. We then apply graphics

to the photos and appropriately tag videos to enhance the representation, instilling confidence and trust with the viewer.

Footnote: These are the most popular directories as searched by mobile devices in order to deliver mobile search requests for business information. i.e. phone numbers, addresses, maps, hours, driving directions, reviews, website, products, services, brands, franchises, social media pages, etc.

Below is an abbreviated list of the directories we work in to capture, create and manage business listing information as described:

White Pages	Telnav	Here
Bing	TomTom	HotFog
Yahoo	USCity.net	iBegin
Yelp	Waze	iGlobal
Avantar	Where To?	Insider Pages
Chamber of Commerce	Yellow Pages Goes Green	Kudzu
Credibility.com	Factual	City Search
Elocal	FourSquare	Local.com
Co-Pilot	YellowMoxie	YaSabe
Mapquest	Get Fave	Local Database
Navmii	Go Local 247	Merchant Circle

Digital Business Directory Monthly \$175 - One Time Set Up Fee \$290

Special Events - This is an area in which we are particularly proud of our accomplishments. Each promotion is considered on an individual basis, and we offer many levels of service: Pre-promotion, Signage, Staff Trainer, Preparation, Product Display, Offers, Floor-plan layout, On-the-ground Assistance, etc.

Our event services are only available to clients subscribed to our monthly services. Each event is considered, and bid based on our areas of involvement.



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Cost vs Success: Over the years, quite a bit of information has been shared with us about our clients' past event promotions that are (most often) provided by outside powersports service providers such as ourselves. Through that information, we are comfortable stating that our event promotions are typically 60% less costly than what others charge for similar services, and are equally (or most often, more) effective, less stressful, and less time-consuming on the dealer staff.

Pricing upon request and based on scope of promotions.

We appreciate your review and consideration of MaxOpp Marketing as your service provider and partner. Should you have any questions, we welcome your calls or emails and we'll work to get you the information or answers you seek.

References

We will happily provide a list of contacts of dealer principals/general managers who have agreed to discuss our services, and to share their opinions of our services and our staff. In fact, we encourage you to make contact, as we find that this accelerates confidence and expectation, which we fully expect to exceed.

Best regards,

John Vaughan-Chaldy

We reserve the right to decline services at-will.