

SET YOUR SALES TEAM FREE  
WITH MARKETING AUTOMATION:  
HOW POWERSPORTS  
DEALERSHIPS CAN  
**BENEFIT**

— FROM —  
**AUTOMATED  
LEAD MARKETING  
CONVERSION**

**PX** DIGITAL



**+ 2020 E-BOOK**



844.779.3444



PSXDIGITAL.com



PSXDigital



@PSXDigital



## TABLE OF CONTENTS

<b>Chapter 1: Marketing Automation: A Quick Refresher</b> .....	<b>3</b>
How Powersports Dealers Can Use Marketing Automation.....	4
How Do These Platforms Work?.....	4
What's Next for This Technology?.....	5
<b>Chapter 2: What's an Automated Lead Marketing Assistant?</b> .....	<b>6</b>
Meet ALMA, Your New Right-Hand Gal.....	6
What Can Automated Assistants Do?.....	7
Have a Conversation with Personalized Communication.....	9
<b>Chapter 3: The Benefits of Automated Lead Marketing</b> .....	<b>10</b>
Get Away from the Desk.....	10
Better Lead Cultivation.....	11
Efficiency Boost = Bottom Line Boost.....	12
<b>Resources</b> .....	<b>12</b>





## CHAPTER ONE: MARKETING AUTOMATION: A QUICK REFRESHER

If you're staying on top of the needs of your powersports dealership, you have already taken the time to implement an effective, customized CRM and marketing automation platform that is taking care of a lot of backend operations and customer management solutions. If you haven't, you need to get on board as soon as yesterday. **Marketing automation is going to change the way that your dealership handles everything from lead generation to customer follow-up and more.**

Put simply; marketing automation is the process of implementing tools and platforms designed to automate specific tasks and activities for your dealership. There are so many different tasks and processes that can be put on autopilot, taking tasks off your sales team's plate and allowing them to focus their efforts on actual sales and customer needs. Plus, with the available platforms and software solutions, there's a scalable, customizable platform out there for every powersports dealership, no matter what you have in mind.

We've created this eBook to help you understand the new world of automated lead marketing, including how it works, what it can do for your dealership, and more. In addition to the other marketing automation tools in your suite, this one will ensure that you are making the most of technology to maximize your customer contact and maximize lead conversions.

First, however, we're going to use this chapter as a quick reminder of what marketing automation is and what it can do for your dealership. Then, we'll sum it all up with a glimpse at what's next in AI for powersports dealerships and how you can get started now so that your dealership is ahead of the game.

*(Continued next page)*





(Continued from previous page)

## How Powersports Dealers Can Use Marketing Automation

Marketing automation comes in many forms, but an integrated platform that includes CRM and marketing tools is typically the best way to go. With the help of this technology, you can automate several tasks and activities that used to have to be done by hand. Data entry isn't for the sales staff—with the right marketing automation tools, you'll be able to get them out from behind their desks and back on the sales floor where they belong.

Marketing automation will allow you to streamline your day-to-day operations. If you sit down and make a list of all of the things that your team does in a day, how many of them could be automated to make things more efficient or free up more time? Some things, like serious conversations with a customer, require your full attention. Others, like sending follow-up emails or even setting up social media posts can be automated and even set on a schedule so that they're entirely hands-free tasks.

**These tools can be used to reduce the manpower involved in customer data management, lead generation, and other activities.** It can also allow you to reduce overhead costs and provide a better way to get your dealership growing in the right direction both now and for the future.

## How Do These Platforms Work?

Marketing automation platforms are uniquely designed to be scalable and customizable, which is what makes them such a powerful tool for your powersports dealership. As discussed above, they can be used for many tasks and solutions for your sales team and other departments throughout your dealership. They are designed to be implemented across all departments so that everyone has the same information, and you aren't duplicating forms or other tasks that are wasting valuable time and resources.

With an integrated automation and CRM platform, you'll be able to manage all aspects of your customer base from the very beginnings of lead generation through post-sale engagement. This could include service reminders, warranty sales or extensions, and even updates on the dealership itself to keep customers engaged and involved in what's going on.

(Continued next page)



(Continued from previous page)

## What's Next for This Technology?

Automation is on the rise, and new solutions are being devised regularly. You can now automate just about every aspect of marketing in your powersports dealership, improving the efficiency of the customer journey and freeing up your sales staff to focus their efforts on the customer and the deal while the system handles the tedious details.

**This is all going to help improve your efficiency, reduce your expenses, and increase your bottom line.** Plus, it will allow you to maximize your resources and focus your efforts where they are most needed. When you have an automated solution that is handling more than 1,000 different touchpoints throughout the customer journey, you can trust that it's safe to switch your focus to other areas.

Next in line for your dealership in the marketing automation arena: ALMA, your Automated Lead Marketing Assistant. Automating lead generation and marketing is the last key to optimizing your operations through your automation and CRM platforms and tools. This type of assistant offers many benefits and can take care of many aspects of lead marketing, which we'll discuss more in-depth in the next chapter.



## CHAPTER TWO: WHAT'S AN AUTOMATED LEAD MARKETING ASSISTANT?

An automated lead marketing assistant is exactly what it sounds like: an AI bot-like solution that can be customized to respond to customer inquiries and provide tailored responses. These assistants make it easy to catch buyers in the moment when they're ready to make a decision. You're no longer hoping that your sales team is around to catch hot leads **because the assistant will always be on call and available 24 hours a day.**

*This assistant can do as much or as little as you want, handling all aspects of lead generation from start to finish, or just taking care of things here and there as needed. It will be able to support multiple channels and languages, in many cases, and can provide real-time insights that can help you optimize your lead generation efforts. We'll get more into the details of what these assistants can do below.*

The best thing about this tool, like many marketing automation tools, is that it can integrate with your existing technology, so you don't have to start from scratch or invest in a whole new platform. Just add on the virtual assistant and start taking advantage of all that it can offer.

### Meet ALMA, Your New Right-Hand Gal

ALMA is our new marketing tool that's going to change the way that you handle all of your lead generation and cultivation efforts. This assistant will provide you with the chance to automate so many different aspects of your lead generation, as part of the PSXDigital AMP (Automated Marketing Platform). She can work 24 hours a day, seven days a week, to ensure that you never miss a potential lead, and she can even learn as she goes.

*(Continued next page)*

(Continued from previous page)

## ▶▶▶ OPTIMIZING YOUR CUSTOMER DATABASES WILL ALSO ENSURE THAT YOU CAN:

- *Customer interactions*
- *Visitors*
- *Inquiries*

Once the information is stored, the assistant will be able to learn people's behaviors and anticipate their needs, connecting buyers to the sales staff at the perfect moment for the most likely sale follow-through. **If you're looking to automate as much as you can, this might be a great place to start because your lead generation is what sets the standard for the rest of your customer journey.**

### What Can Automated Assistants Do?

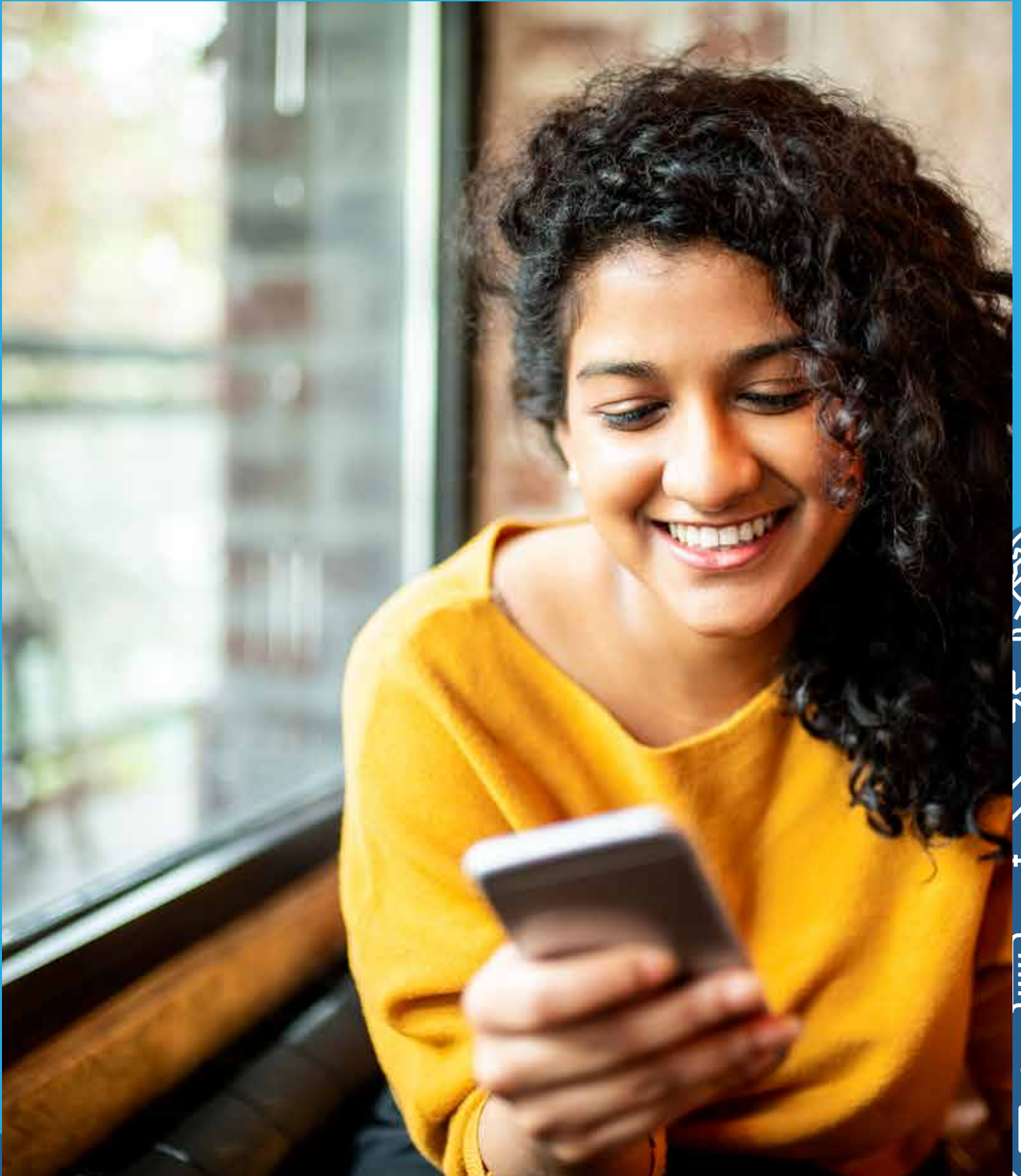
With automated assistants, it's all about engagement. These tools can be designed and customized to have a variety of skills, but each one is focused on creating a way to engage with customers and potential contacts at every stage in the buying journey. For example, you can use an assistant to reach out and ensure that people are still doing okay if they've been stagnant on a page for a while.

You can also use an automated assistant to virtually eliminate data entry, which is one of the most tedious tasks for any dealership. **Plus, it eats up a lot of valuable time when the sales team could be on the sales floor closing deals.** With the right automated lead marketing solutions, you can ensure that data is captured and entered flawlessly and automatically so that your staff can focus their efforts elsewhere.

Automated assistants will be able to reach thousands of possible touchpoints in the buying journey that no human would be able to get to, even with a dedicated focus on lead generation and marketing. They can also connect people to salespeople instantly, via text, email, phone, or messenger, to ensure that the two-way conversation is available for those who need it.

Lead scoring and qualification are all assisted by AI in this platform, helping you create a more efficient dealership over time. Plus, utilizing this technology can help you improve the lead pipeline overall.

(Continued page 9)





(Continued from previous page)

## Have a Conversation with Personalized Communication

The biggest thing that most AI has lacked, up until this point, is the personal connection. Although it helps to automate several tasks and activities, it can be rather detached and impersonal feeling in many cases. Fortunately, when it came to the development of assistants for lead marketing, there was a big emphasis put on this personal connection. After all, it's what the modern buyer wants—a relationship and a two-way conversation.

It's been years since anyone has been interested in being “sold” something. **People don't work like that anymore.** The modern buyer won't look twice at a hard sale in most cases. They would rather have a relationship with someone that gives them a sense of authority and peace of mind. Then, once that relationship is in place, they can be counted on for just about any purchase because they are committed to the brand.

*A lot of dealers balked on incorporating AI because of this detachment, and now that's no longer an issue. With the solutions available today, everyone can guarantee that their potential and existing customers are all getting the personal connection that they want to start a great conversation—with any luck (and proper implementation), **it will be a conversation that results in a sale.***

As discussed in the previous section, these lead marketing assistants are capable of learning and interpreting people's responses, allowing them to offer a more interactive way to communicate than a standard bot. It will only allow your lead generation and cultivation efforts to get better over time. When people feel the conversation even from your automated solutions, they're going to be inclined to continue it with your sales team.





## CHAPTER THREE: THE BENEFITS OF AUTOMATED LEAD MARKETING

There are so many benefits to be had from automating your lead marketing efforts. A few have come up organically in the chapters above—such as the improved efficiency and increase in profits. Others have yet to be discussed, and naturally, some are going to offer a more significant value or benefit than others.

You might even find that certain perks are more relevant or useful to your dealership—the beauty of these assistants is that **you can customize them to your exact needs**, allowing you to capitalize on the benefits or solutions that you need most. As it stands, however, the reasons below are why most people are moving toward AI for lead marketing to secure the future success of their powersports dealership.

### Get Away from the Desk

You didn't hire the best sales pros in the industry to have them chained to a desk, filling out forms, following up on endless leads, and wasting valuable floor time on tedious paperwork. Automated lead marketing solutions are designed to put your sales team back where it belongs—on the sales floor.

**Chasing down leads and making sure that customer information is accurate is critical to your success.** However, it's not something that you can afford to have your people taking care of 24 hours a day. Not only is this inefficient, but their efforts are often better used elsewhere. With lead marketing automation and other AI that is designed to assist with these functions, you will be able to trust that things are being managed 24/7, all without much more than the occasional oversight on your part.

Take a look around your dealership. How many of your sales staff are sitting behind a desk, looking at a smartphone, or otherwise dealing with data entry, logistical tasks, or things that are detracting from their time spent with customers closing deals?

If you want to take it one step further, have each sales team member document the amount of time they spend on their computers or dealing with tedious tasks that could be automated. **Then, add that all up and see how many man-hours you could save just by integrating the right automated solutions.**

(Continued next page)

(Continued from previous page)

If your sales staff wanted to sit at a desk all day, they'd have gone into insurance sales or chosen to work at a call center. These people want to build relationships, talk to customers, and close deals. If you continuously have them micro-managing things like data entry and lead follow-up, you're not using them to their best abilities. Not only that but if they don't feel appreciated and valuable, people tend to leave. You could lose some of your best people by not letting them do their best work.

## Better Lead Cultivation

The benefit of the software is that there is no human element. Technology does have its glitches, but when it comes to cultivating leads, there are typically a lot more elements missing when people are doing the work. **Automated lead marketing allows you to benefit in several ways that all boil down to getting better leads in the end.**

First of all, your sales team will be able to focus their efforts on nurturing the best and most qualified leads while the system weeds through the rest. Plus, you will have more time to focus on your overall marketing strategy and make sure that you're using your people where you need them, not just where there are tasks to be done. Beyond the human element, you'll find other perks that improve your lead quality.

For one thing, automated marketing solutions can help you get a detailed, dynamic look at the behavior of potential customers. You can track people's paths on the buying journey or even as they're exploring and looking into your dealership for the first time. Using this information will allow you to gain valuable insights about people's interests and their place in the buying journey so that the follow-up can be personalized to fit their needs.

You'll be able to integrate and gather information from a variety of touchpoints. The system will handle qualifying, prioritizing, and scoring those leads so that you can create the most dynamic marketing campaigns, no matter what you have in mind.

### ▶▶▶ SOME OF THE WAYS YOU CAN USE THIS TECHNOLOGY TO IMPROVE LEAD CULTIVATION INCLUDE:

- *Personalized emails and communications*
- *Trigger-based marketing or email campaigns*
- *Drip-feed campaigns designed to touch base and maintain interest*
- *Facebook, Twitter, and other social media messages or posts*

(Continued next page)



(Continued from previous page)

## Efficiency Boost = Bottom Line Boost

Of all the benefits of automation, that improved efficiency that is padding your bottom line will be the ultimate goal and the best benefit of using AI tools for your powersports dealership. Utilizing marketing automation and lead generation tools to take care of things that don't require a human touch can save you a lot of time and effort. **Not only that, but it can provide you with better information and a more in-depth perspective of where people are and what they expect from their experience.**

Understanding what people expect is how you are going to be able to execute your marketing campaigns effectively. Utilizing the information collected by your lead marketing assistant and other AI tools, you can approach different audience segments and potential customers in the way that will be most effective for their specific needs or interests. You will also be able to avoid even looking at many leads that don't qualify, saving you a lot of time and effort on figuring out which ones are worth following.

*AI also helps decrease your response times, allowing your dealership to maintain solid communication with multiple individuals, ensuring that each gets the appropriate amount of attention. **How do you decide who needs the attention?** With automated lead marketing assistants, you will receive a list of only the best leads to follow and trust that the system is providing the right amount of attention to those leads until they're handed off to you.*

The integrated platform that contains your CRM, marketing automation, and lead generation solutions is going to save you a fortune on software and back-office expenses, giving you even more, to add to your bottom line. Your backend operations will be running like a well-oiled machine, and your sales team will be much better for getting out from behind the desk and getting back to spending time with customers—**which is where they should have been all along.**

Whether you're looking to save time and money, improve your day-to-day operations, or just make sure that you're using your resources effectively, the next item on your list should be automated lead marketing assistants. Now that you know how much they have to offer, all that's left is to decide how to customize yours to best suit your dealership's needs.

---

## Resources

[https://psxdigital.com/amp/?nab=2&utm\\_referrer=https%3A%2F%2Fwww.google.com%2F](https://psxdigital.com/amp/?nab=2&utm_referrer=https%3A%2F%2Fwww.google.com%2F)

<https://www.auraptor.com/how-automation-can-help-dealerships-sell-more-cars/>

<https://www.conversica.com/ai-assistants/automotive-sales/>

<https://www.successwithcrm.com/blog/bid/71527/automated-lead-management-taskcentre-as-virtual-assistant>

<https://www.salesforce.com/products/marketing-cloud/benefits-of-marketing-automation/#:~:text=Generate%20better%20leads,-Lead%20generation%20is&text=Automating%20the%20many%20steps%20between,more%20prospects%2C%20and%20more%20customers.>

<https://www.leadliaison.com/best-practices/the-challenges-and-benefits-of-automated-lead-generation/>

<https://www.conversica.com/ai-assistants/sales-marketing/#:~:text=Sales%20AI%20Assistants%20engage%20with%20leads%20through%20email%20and%20text,CRM%20or%20marketing%20automation%20system.>

THANK YOU FOR READING OUR 2020 E-BOOK:

SET YOUR SALES TEAM FREE  
WITH MARKETING AUTOMATION:

HOW POWERSPORTS  
DEALERSHIPS CAN  
**BENEFIT**

— FROM —

***AUTOMATED***  
**LEAD MARKETING**  
**CONVERSION**

For more on this topic, check out these titles on our blog:  
<https://psxdigital.com/our-blog/>

PLEASE SHARE YOUR THOUGHTS  
AND REACTIONS WITH US:  
**SALES@POWERSPORTSX.COM**



844.779.3444



PSXDIGITAL.com



PSXDigital



@PSXDigital