

MOTO MARKETING

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Which Brand Matters Most?

Dealers pretty much rely on their manufacturers' brands to draw customers. The problem is that lots of dealers sell the same brands, especially in urban areas, where there can be five shops selling the same bikes within a 40-mile radius.

So how can you stand out? Tailored content marketing promotes your shop's own brand and builds a loyal community around it, rather than just the manufacturer's brand. The dealer-focused web builders I've seen focus on new bike and service promos. Most shops want to provide great customer service, for example, and many organize an occasional dealership event, but these are just the beginning. Tailored content marketing enlarges your dealership brand and increases traffic by regularly delivering significant, additional value to your customers.

The best shops understand this. That's why they have newsletters, blogs, and social media posts that somewhat personalize their operation in the minds of customers. GMs or DMs are usually too busy to fill those channels with anything more than canned manufacturer bike promos or sale announcements; and many marketing agencies push out the same stuff.

Your customers already own bikes, though, so new model promos are of limited value. They'll appreciate your shop much more if you offer relevant, timely, and valuable information they can use - riding and maintenance tips, tire selection tips, staff profiles, ride reports, staff product reviews and the like.

No time for this? No kidding! Most shops run pretty lean staff-wise. No budget? Well, if you could pull in 10-15% more traffic with a 40:1 ROI, it'd be worth doing, right? My advice: look for a part-time marketing person or motorsports-specific marketing agency whose only job is keeping your branding and content programs moving forward.