


HARLEY-DAVIDSON® CERTIFIED PROGRAM



PSM MARKETING™
.COM



**MORE LEADS.
BETTER QUALITY.
EVERY MONTH.
PERIOD.**

PSM Marketing is the highest Google-rated website provider in the Powersports industry. Our Firestorm Website platform combines proprietary trailblazing technology with advanced direct-marketing best practices to generate more, higher quality leads for dealerships. This powerful combination enables dealers to sell more units and make more money. Since 2004, we've dedicated ourselves to providing premium service with quantifiable results to our valued clients.

Firestorm Website is the only website platform that is purpose-built to seamlessly integrate with Email Marketing Automation to drive more traffic to your site and Reputation Management to grow and showcase reviews for your dealership. When combined with the marketing automation features of the Firestorm Onboarding system, our website platform can identify and market to anonymous website visitors as well. We'll send your team a daily report of the customers who viewed inventory (and which vehicles they were browsing). Then the Firestorm Email system will automatically email those customers who visited key pages of your website inviting them into the dealership – leading to a quantifiable increase in unit sales – guaranteed.

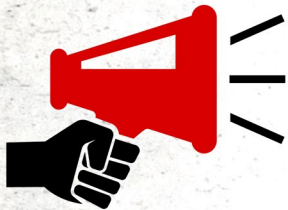
**HIGHEST
GOOGLE-RATED
WEBSITE
PROVIDER
IN THE
POWERSPORTS
INDUSTRY**

WHY CHOOSE PSM MARKETING?



CUSTOM, RESPONSIVE DESIGNS – Built to capture the unique look, feel and local character of your dealership with flawless functionality across desktops, tablets and mobile devices.

OPEN-ACCESS TO AN INTUITIVE BACK OFFICE CONTENT MANAGEMENT SYSTEM – Experience the freedom to quickly & easily add, remove or change content on your own website directly.



OEM PROMOTIONS – New promotional content is automatically added to your site each month.

SUPPORT FROM THE HIGHEST-RATED TEAM IN THE INDUSTRY – Our top-rated website specialists are ready to tackle your questions and help with anything your site needs. Check out what our clients have to say about us on Google or at PSMMarketingReviews.com.



INVENTORY MANAGEMENT MOBILE APP – Manage website inventory from your iPhone, Android or Tablet. Instantly take and upload vehicle photos, change pricing, embed a YouTube walk-around video (and more) to your site. Updates are applied in real-time while standing in the middle of the showroom floor.

VEHICLE DECODING – Our industry-leading decoding feature works seamlessly and automatically to add vehicle specifications, stock images, and SEO-enhancing marketing descriptions to each Harley-Davidson motorcycle (based on valid 17-digit VIN).



ENHANCED SEO FOUNDATION – With SEO-rich URL structure and Up-To-Date schema on your site, you'll rank higher organically for in-market vehicle searches in your local area on Search Engines.

SSL SECURITY CERTIFICATE – Google now favors secure sites over those that aren't, and most browsers generate a security warning for sites that do not have an SSL in place. For additional security and higher Page Rank, it is now a non-negotiable to have a secure website.



PACKAGES & PRICES

	H-D® FIRESTORM WEBSITE	H-D® ADVANCED FIRESTORM WEBSITE	H-D® ADVANCED FIRESTORM WEBSITE + REPUTATION MANAGEMENT	H-D® ADVANCED FIRESTORM WEBSITE + MARKETING AUTOMATION	H-D® ADVANCED FIRESTORM WEBSITE + ULTIMATE
	\$595	\$795	\$1095	\$1295	\$1595
Semi-Custom Design (basic modifications to templated design)	⊞	⊞	⊞	⊞	⊞
Creation of Home, About Us, Contact Us, PG&A, & Service Pages	⊞	⊞	⊞	⊞	⊞
Fully Responsive Site	⊞	⊞	⊞	⊞	⊞
Enhanced SEO Foundation	⊞	⊞	⊞	⊞	⊞
Showroom & VDP Pages	⊞	⊞	⊞	⊞	⊞
OEM Promotions	⊞	⊞	⊞	⊞	⊞
Complete Open Access to an Intuitive Back Office CMS	⊞	⊞	⊞	⊞	⊞
Conversion/Lead Booster	⊞	⊞	⊞	⊞	⊞
Mobile Back Office App	⊞	⊞	⊞	⊞	⊞
Premium URL Structure	⊞	⊞	⊞	⊞	⊞
Google-Like Inventory Searching	⊞	⊞	⊞	⊞	⊞
Internet Lead Manager	⊞	⊞	⊞	⊞	⊞
SSL Certificate/HTTPS	⊞	⊞	⊞	⊞	⊞
2 Call Tracking Numbers (minutes not included)	⊞	⊞	⊞	⊞	⊞
Highest Client-Rated Support Team (Check out our Google Reviews)	⊞	⊞	⊞	⊞	⊞
Custom Design Based on Geography, Dealership History & Culture		⊞	⊞	⊞	⊞
Up to 5 Additional Pages Created (Meet the Team, Events, Riding Academy, etc.)		⊞	⊞	⊞	⊞
500 Call Tracking Minutes		⊞	⊞	⊞	⊞
3rd Party Inventory Feeds		⊞	⊞	⊞	⊞
Custom Review Site			⊞		⊞
Review Acquisition System			⊞		⊞
Google Review Generation			⊞		⊞
Reviews & Rankings Mobile App			⊞		⊞
Auto-Post Customer Pictures to Facebook			⊞		⊞
Customer Review Widget on Website			⊞		⊞
Marketing Automation				⊞	⊞
Onboarding System				⊞	⊞
Identify Anonymous Website Visitors				⊞	⊞
Unlimited Firestorm Emails				⊞	⊞
Email Seamlessly Integrates Email with Inventory Pictures & Links				⊞	⊞
Automated Weekly Email of Featured Inventory Linked to VDP Pages				⊞	⊞
All Marketing Automation/Email/Onboarding Benefits					⊞
All Reputation Management Benefits					⊞

FIRESTORM WEBSITE ADD-ONS

Website Setup & Implementation – Initial one-time charge for setup & implementation.	\$750
Custom Design – One-time charge for design, coding & installing a custom design.	\$550
Inventory Migration from Previous Site – Our staff migrates inventory images and details from previous provider.	\$600
SEO – Monthly Optimization – SEO Specialist conducts SEO services once per month.	\$400
SEO – Bi-Weekly Optimization – SEO Specialist conducts SEO services twice per month.	\$800
3rd Party Inventory Feeds – Opens access to inventory feeds to 3rd parties.	\$100
Multi-Location Inventory Integration – Gives ability to share inventory on multiple sites.	\$100
Portal Page – Landing page/URL for multi-location dealerships.	\$50
Portal Page Design & Setup – Landing page/URL for multi-location dealerships.	\$300

(877) 242-4472
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