

# Modern Dealer Marketing:

## What Works— and What to Leave Behind

June 4, 2025



**EMILIE SPALLA**

Vice President



**DON HUNDLEY**

President and Founder



# Session Overview

About Us

Marketing Leads

Using Reviews & UGC to  
Drive Results

Maximizing Leads, Metrics &  
Sales Efficiency

Q&A



Modern Dealer Marketing: What Works—and What to Leave Behind

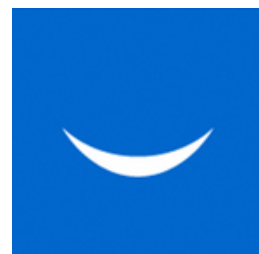
# Your Partner



**Wowing customers & employees since 1998**



**Heavy equipment dealership specific experience**



**Fully integrated and automated with key business systems**

# Our Solutions



## Voice of Customer

Boost revenue by leveraging customer feedback gained through our automated full-service customer experience survey process



## SATISFYD Reviews

Take control of your online reputation by managing online reviews with our software designed for the heavy equipment industry



## Voice of Employee

Attract and keep talent by turning employee feedback into actionable insights with our turnkey engagement program





It's a fact that independent equipment companies and marketing professionals speak different languages. That disconnect wastes time, money and creates missed opportunities. Iron Pulse was created to ease those frustrations and allow equipment people to speak their industry language fluently while working on their marketing and sales goals more effectively.

With over a decade of hands-on experience marketing in the equipment industry, Don Hundley understands the unique challenges you face, and has the battle scars to prove it. More importantly his company specializes in translating your utilization and market share goals into targeted strategies that drive results.



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**MARKETING  
LEADS**



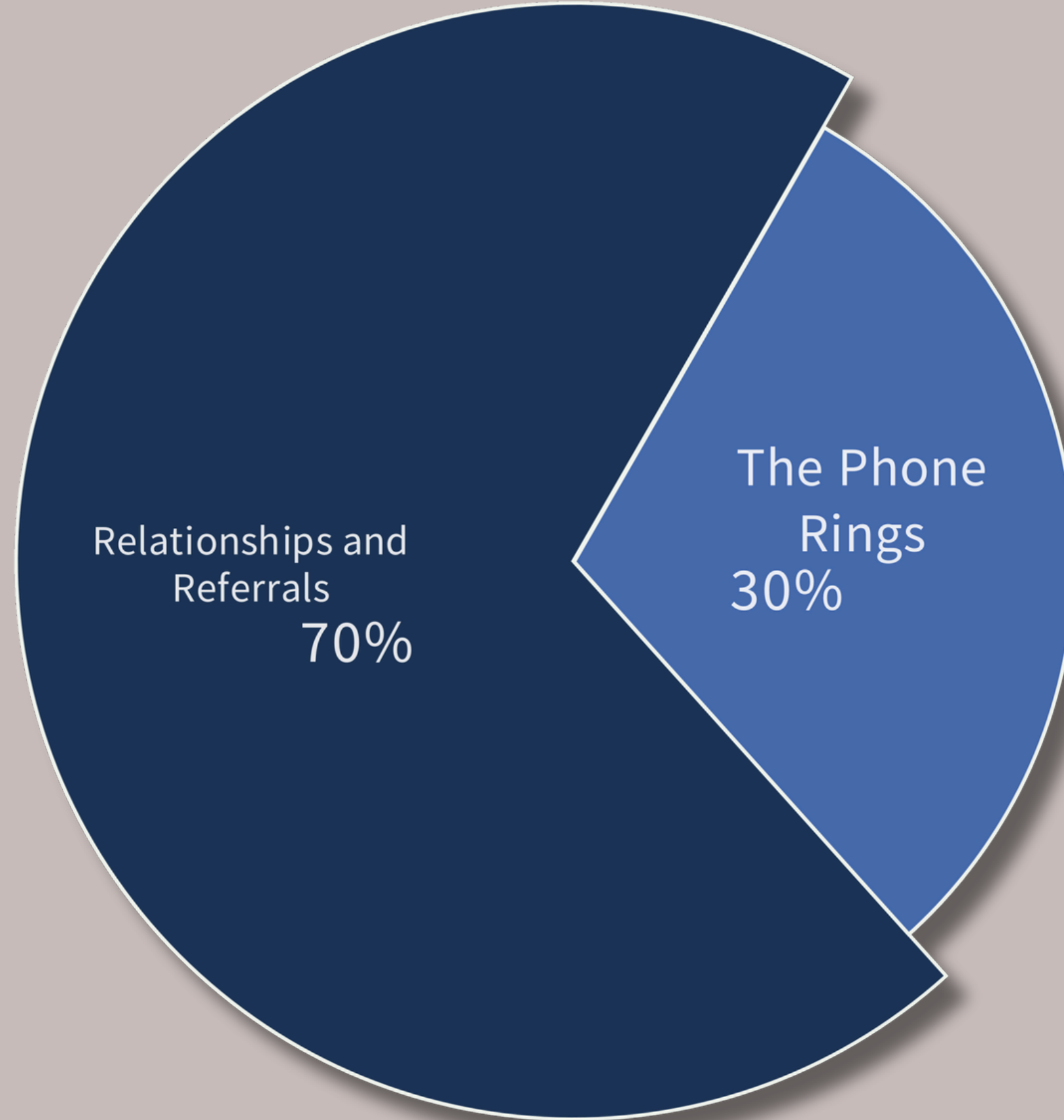
# WHAT DOES YOUR TOP CUSTOMER TYPE LOOK LIKE?



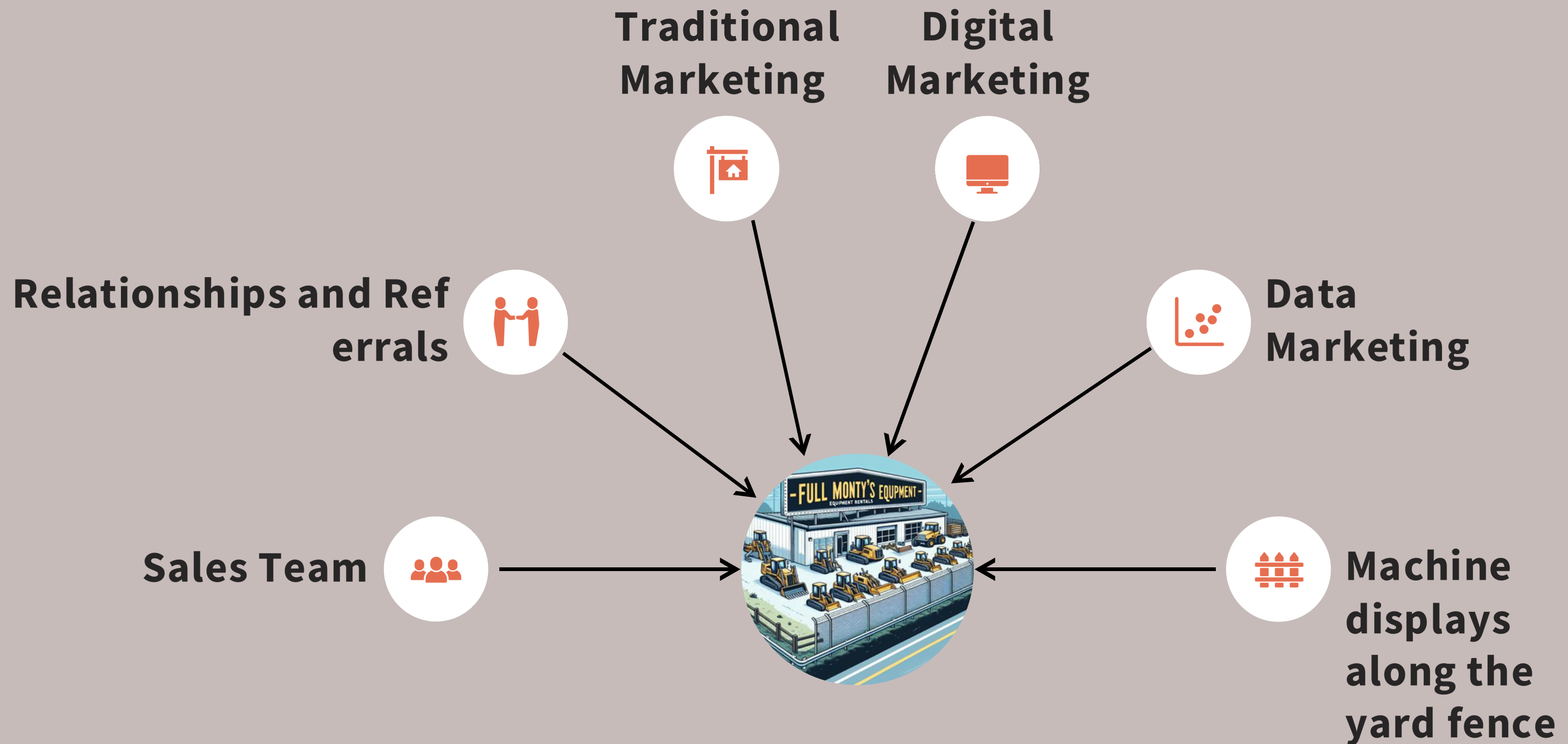
Where do your  
customers come from?





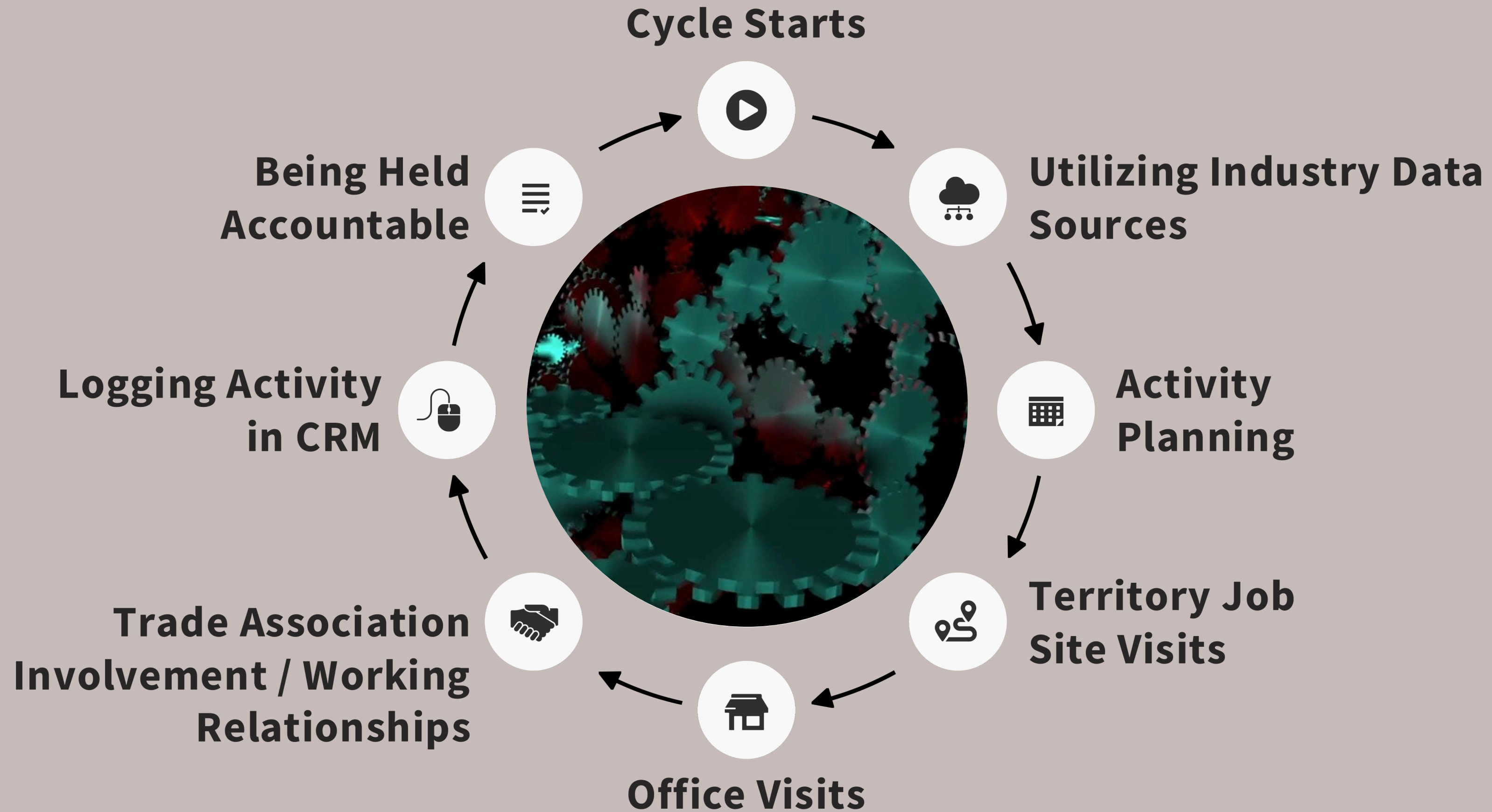


# CUSTOMER ACQUISITION AVENUES

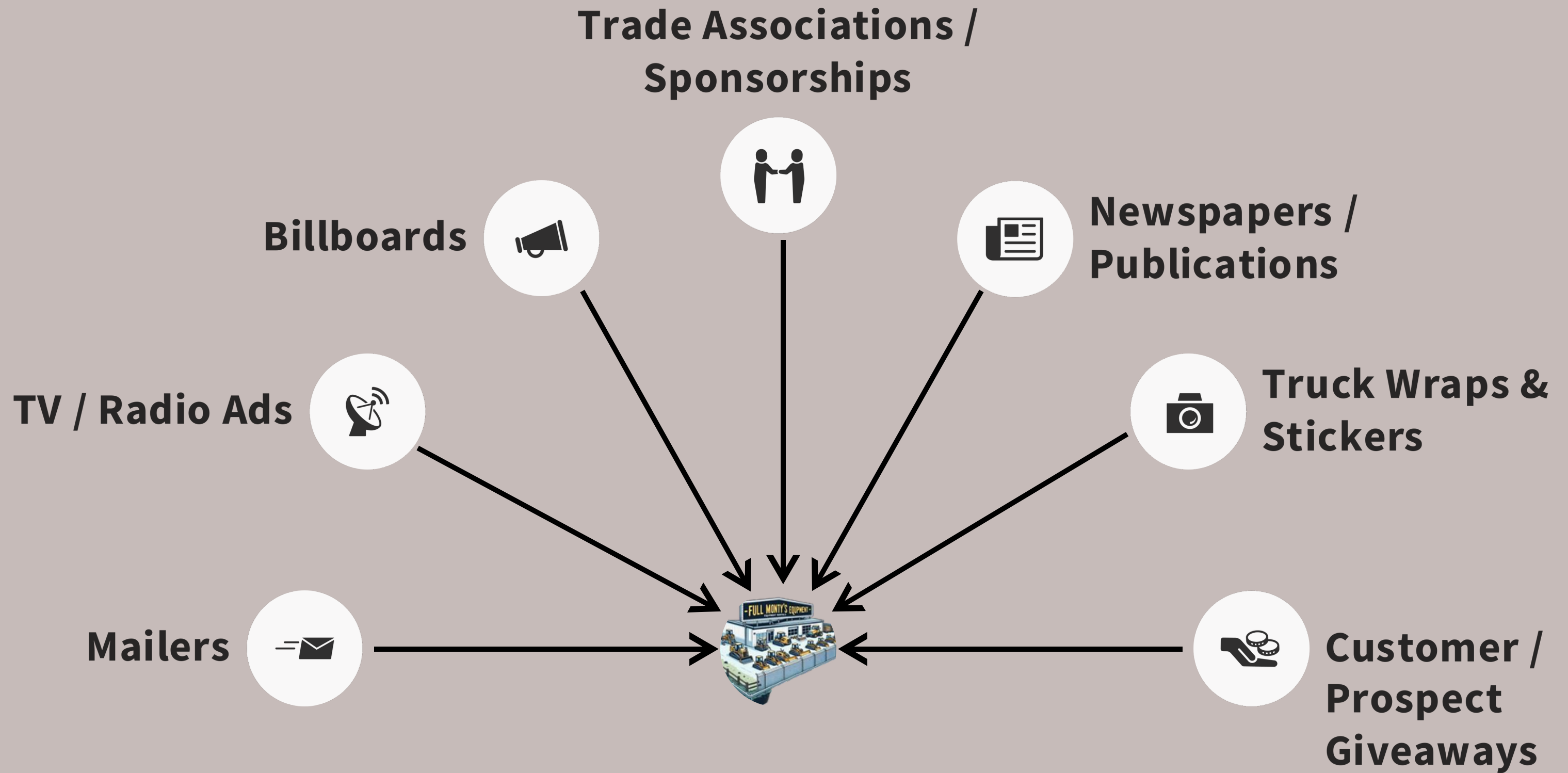




**SALES  
TEAM**

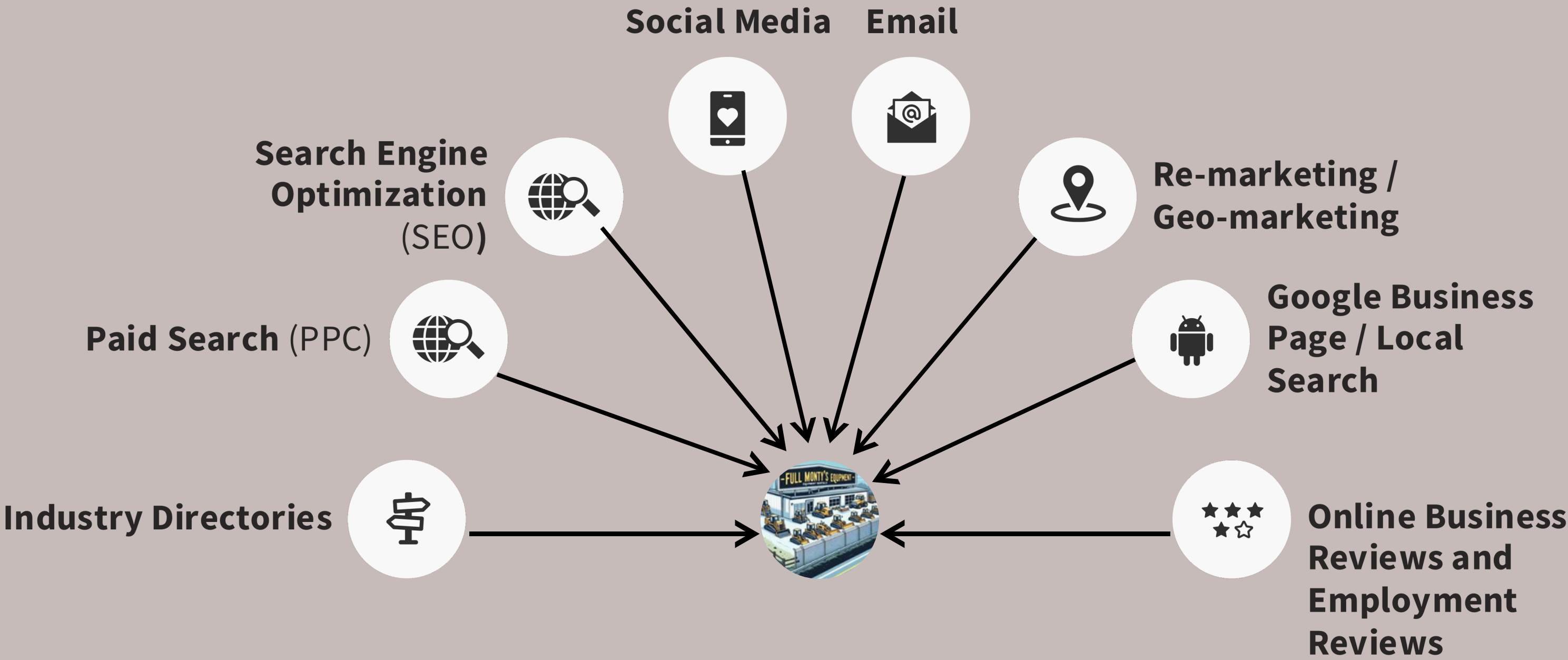


## TRADITIONAL MARKETING





DIGITAL  
MARKETING



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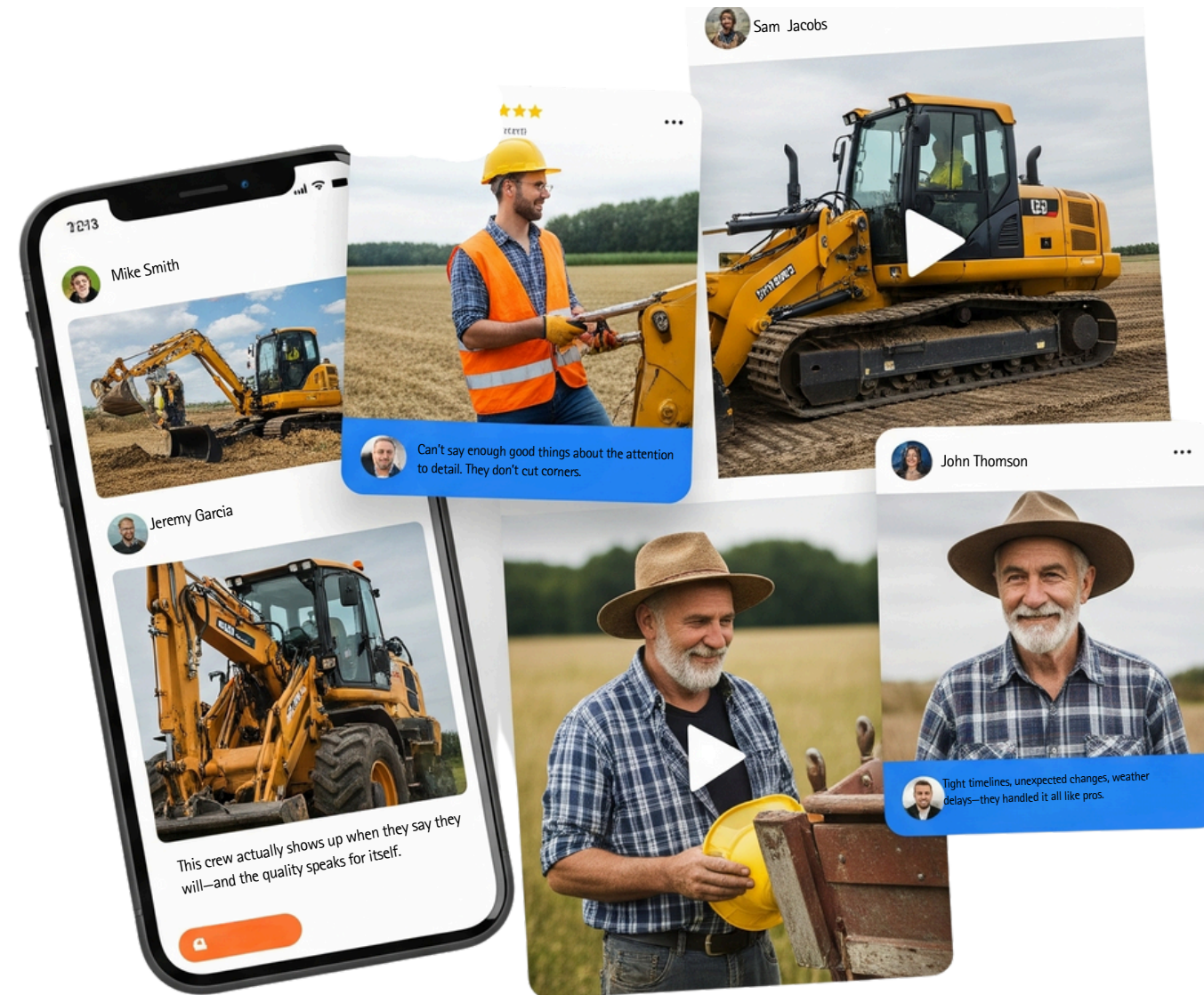




# Why Reviews & UGC Matter?

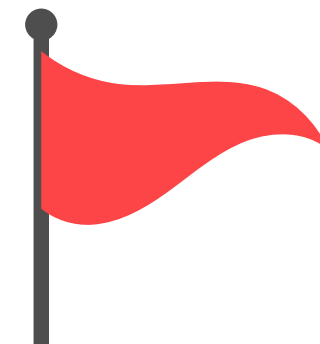
**User Generated Content = reviews, photos, videos, testimonials from real customers.**

Social proof that builds trust and drives decisions.



**90% of customers** read reviews before making a purchase.

Lack of reviews =

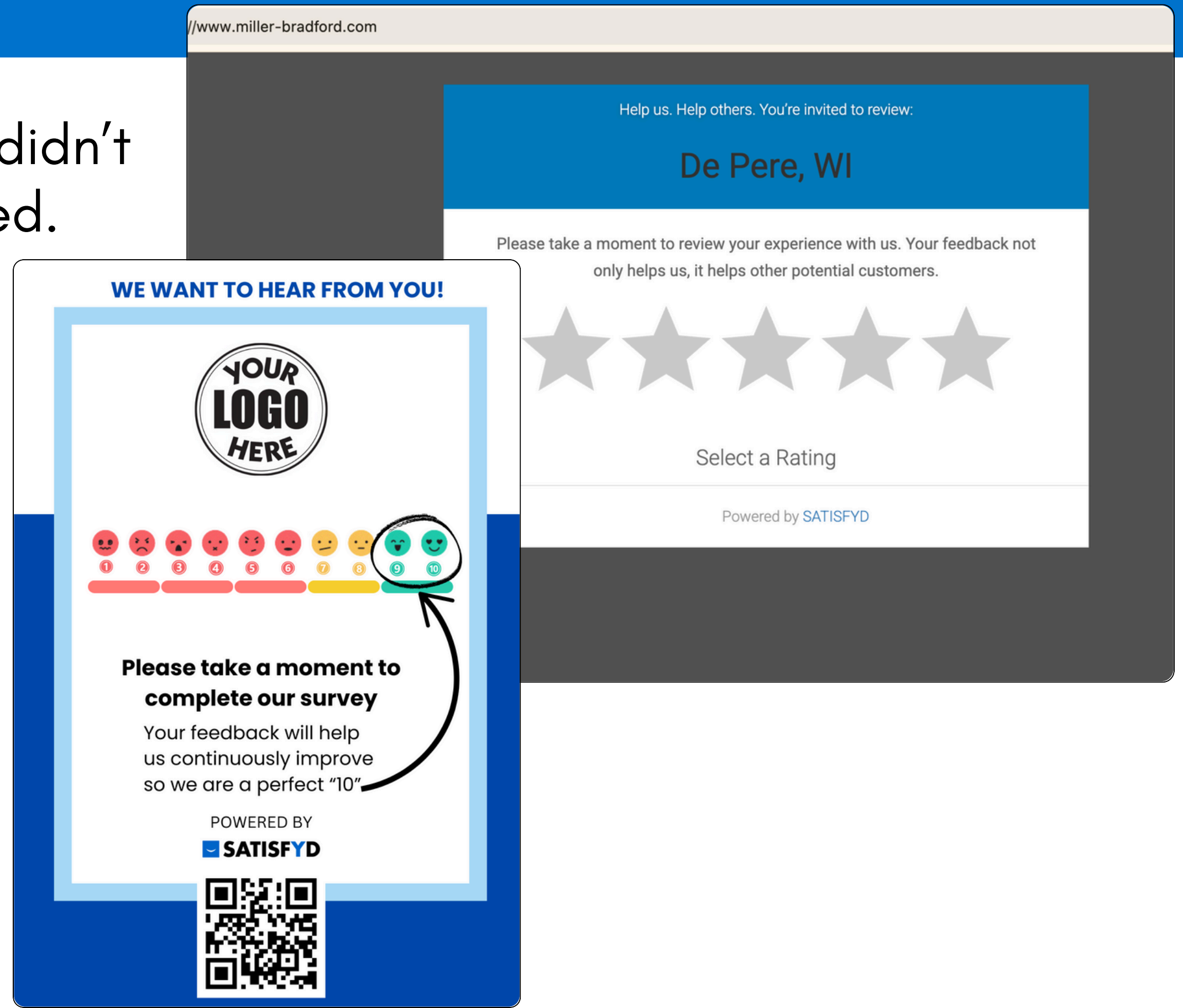


# HOW TO GET MORE REVIEWS

**Just ask!** Only 19% of customers didn't leave a review when directly asked.

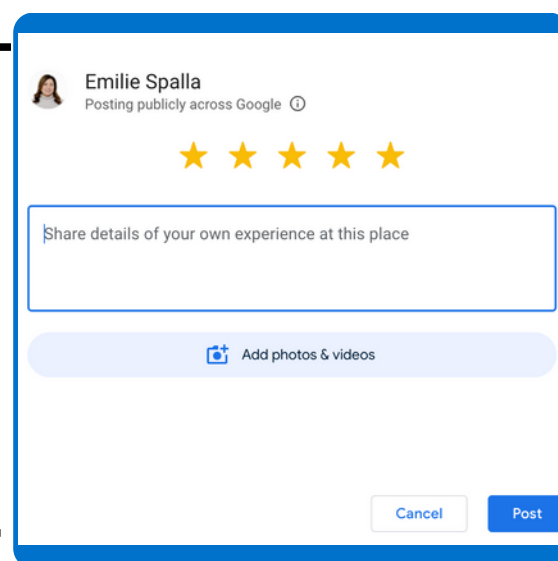
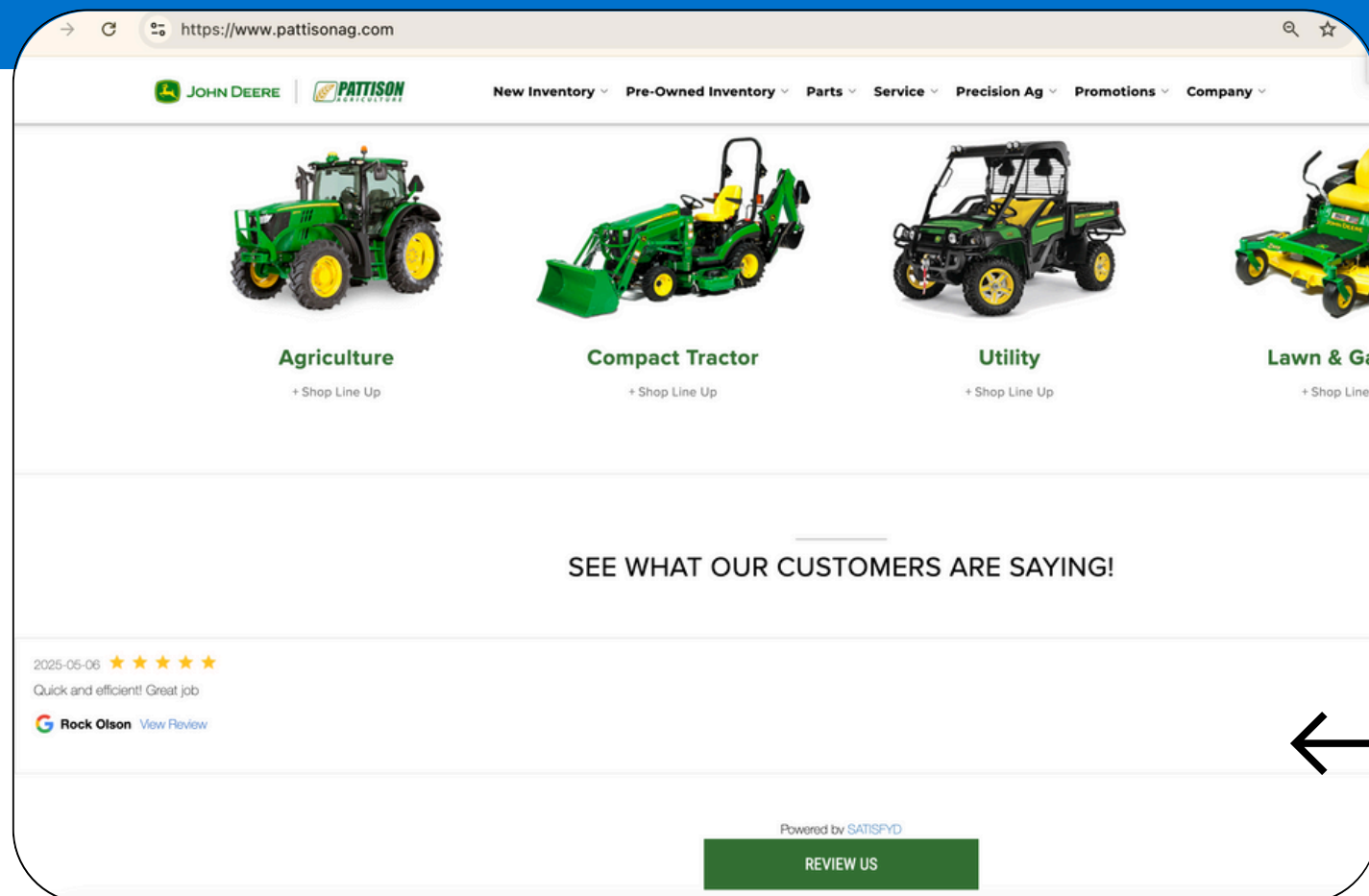
Best methods:

- Automated post-experience via email, text, or phone
- In-person asks at the time of experience
- Use QR codes to simplify the process

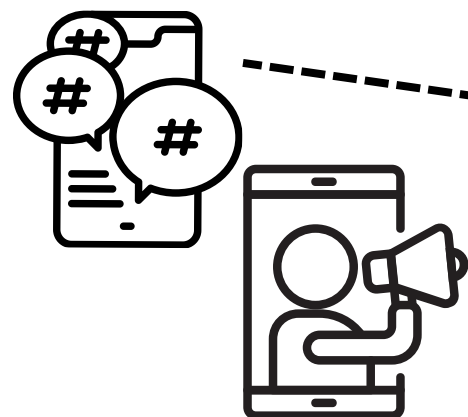




# HOW TO USE UGC IN YOUR MARKETING



Track hashtags to find potential influencers or advocates for deeper engagement (e.g., video testimonials)







# DOWNLOAD YOUR DEALERSHIPS REPUTATION SCORE





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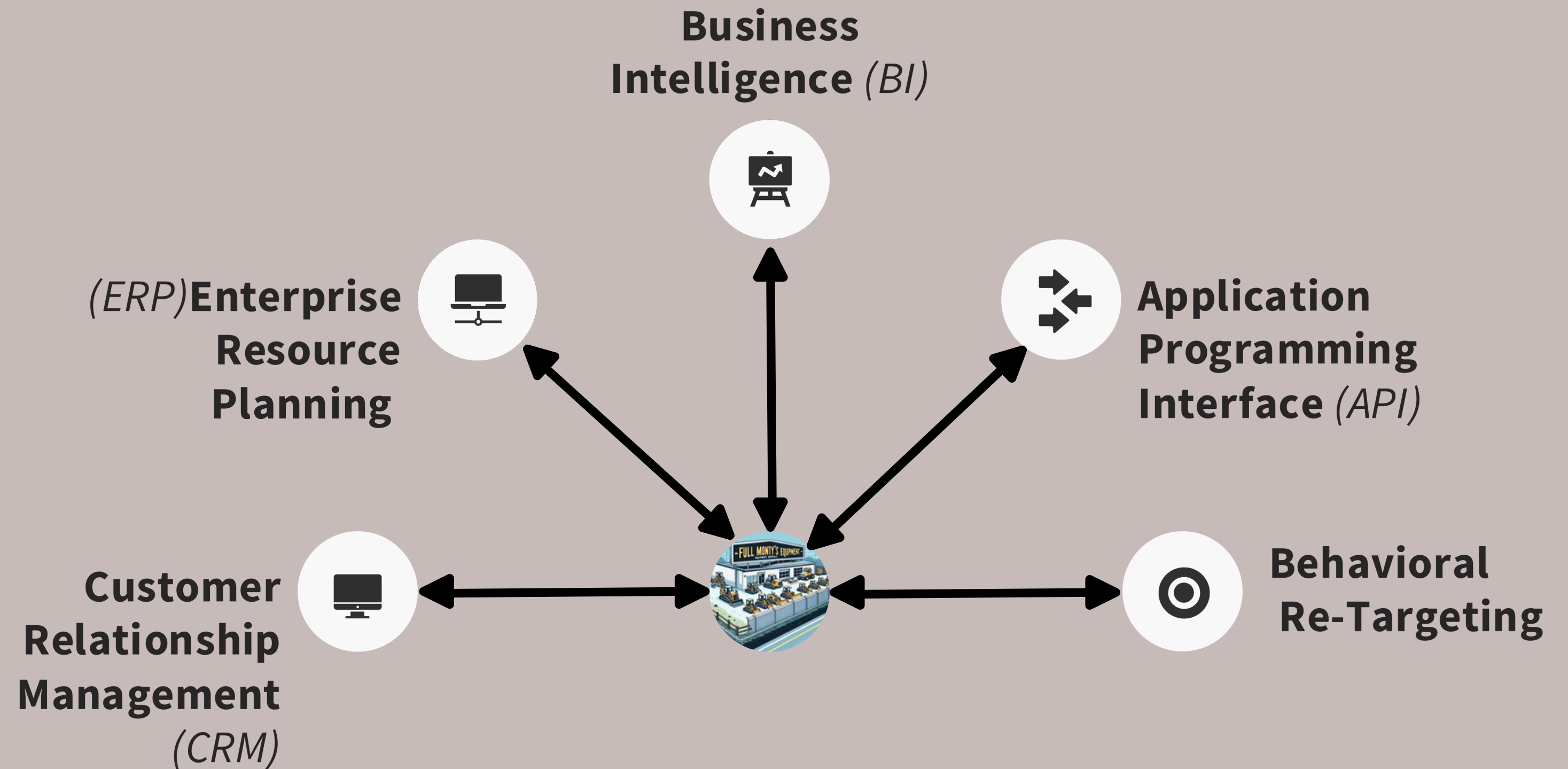
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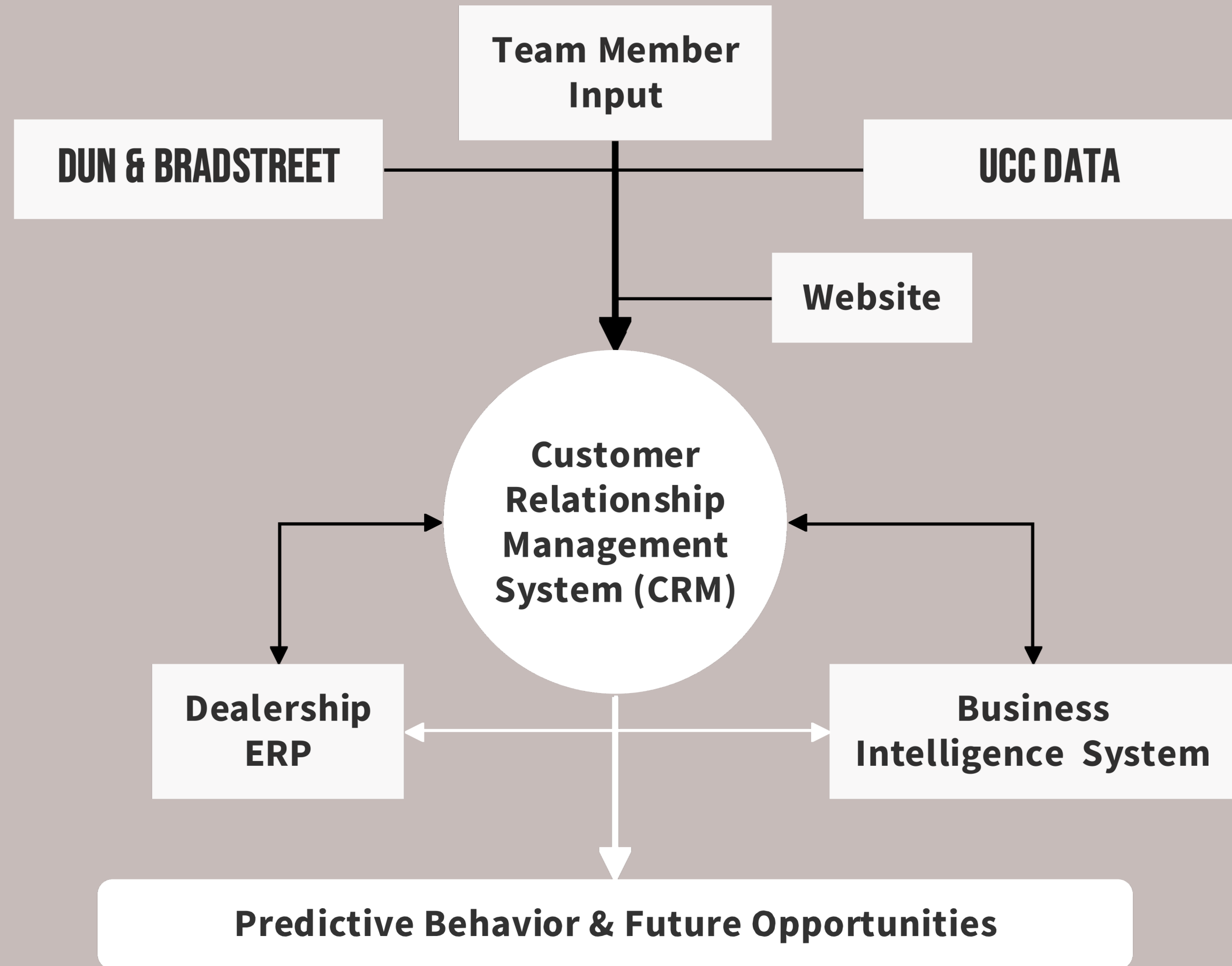


**DATA  
MARKETING**





# DATA FLOW

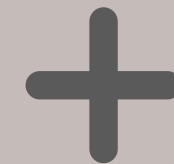


# WHAT CAN YOU DO TODAY TO ENHANCE YOUR REVENUE?

- Communicate top customer profiles with your team members
- Build out your Google Business Page
- Work to have a clean and easy to navigate website. Utilize Search Engine Optimization Strategies
- Create a customer review process for Google Reviews from happy customers.
- Confirm industry / business directory listings.
- Shift social media spend to Facebook Marketplace Advertising.
- Adjust outbound marketing for equipment that may currently have a low marketshare.
- Start or refine your Paid Google Search (PPC)



Q&A



# THANK YOU



**Emilie Spalla**  **SATISFYD**

Vice President

[espalla@satisfyd.com](mailto:espalla@satisfyd.com)



**Don Hundley**  **IRON PULSE**

Founder and CEO

[don@ironpulsesolutions.com](mailto:don@ironpulsesolutions.com)

