



Who They Are

Harley-Davidson Motor Company

L-A Harley-Davidson is a division of Harley-Davidson Motor Company which produces heavyweight custom, cruiser and touring motorcycles. The company offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel and general merchandise.



www.l-aharley.com
www.harley-davidson.com

Summary

L-A Harley-Davidson, the largest Harley-Davidson dealership in Maine, began including the SMS marketing solution in 2011 as an integral part of its multi-channel marketing strategy. Since then, L-A Harley-Davidson has boosted attendance at its various events and increased customer engagement which, in turn, has led to greater customer loyalty and improved sales.

Challenge

L-A Harley-Davidson sought to boost attendance at its customer appreciation events – improving customer interaction to ultimately further its brand loyalty and achieve greater sales conversions. To do so, L-A Harley-Davidson strived to utilize the most powerful form of marketing – word of mouth.

Effective word of mouth marketing is fueled by customers interacting with one another. To create excitement about the brand, customers tell their friends about their positive experience. To get this word-of-mouth buzz going, L-A Harley-Davidson needed to find a personal, direct, and cost effective way to communicate with customers. To achieve its goal, L-A Harley-Davidson sought to develop a real camaraderie among its customers, making them feel like members of the Harley Davidson family.

"By utilizing the two-way mobile short codes, we're really able to foster a sense of community among our customers. People feel like they can count on us and that they are a part of our family,"

- says Sara Therrien,
Marketing Manager for L-A Harley-Davidson.

Campaign

Pinnacle provides businesses with tools to help them connect with their customers in a very personal and direct manner – all the while, keeping costs low. So the platform was perfect to help L-A Harley-Davidson achieve its marketing goals. To do so, the dealership integrated SMS Marketing tools into its marketing plan.

The campaign consisted of two phases:

Phase 1:

Build a substantial contact database.

- Use the system's mobile keyword and short code tools so that customers can text "HARLEY" to the business's short code, 99000, opting-in to L-A Harley-Davidson's contact list to receive special offers and event notifications.
- Generate exposure, advertising the dealership's keyword and short code across multiple channels –including radio stations and on Facebook.

Phase 2:

Engage with customers to generate positive buzz.

- Send out three-to-five texts per month, inviting customers to participate in special events, such as weekly Saturday evening bike nights.
- Boost customer engagement through automated two-way text messaging, earning the trust of people who are able to reply back to the dealership and keep the conversation going.
- Generate feedback and build a sense of companionship among customers through SMS messaging.

The Facts

95%
open rate for SMS messages

Grew contact database to
1,000 customers

Increased event turn-out to
250-350 attendees

Soar Above



PMM PINNACLE
MOBILE MARKETING

Case Study

“We’ve been extremely happy with our results including a very strong, 95 percent open rate and a spike in our event attendance, which – in turn – has led to greater customer loyalty and improved sales. Many of our customers have become repeat attendees at our events.”

Results

Through multi-channel marketing, and the system’s SMS marketing solution as the main driver, L-A Harley-Davidson was able to grow its mobile text marketing database to 1,000 customers. Sending personal and direct messages to these customers enabled them to enjoy an event turn-out of about 250 to 350 attendees – which represented between a 20 and 35 percent response rate – at each event. This not only improved sales. It also led to an increase in repeat business. Based on its interaction with customers, the dealership had truly earned the trust of loyal customers.



Text “HARLEY” to 99000
for special deals and event updates!

