



Motorcycle Creative Strategies for You!

**Spring 2016**

**Marketing Campaign**

**“Experience the Difference”**



# *Experience the Difference*

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**Full document consisted of 86 pages**

**originally...confidential information has been removed**

## Introduction

**December 21, 2015**

**Objective:** Create campaign to promote Romney Cycles for Spring 2016 motorcycle sales using the “Experience the Difference” promotion.



W. Grant Norman  
Morgantown WV 26508  
304-692-9000

*Romney Cycles, Experience the Difference Campaign Proposal*

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December 21, 2015

Mr. Kevin Carr  
Romney Cycle Center

Kevin,

I appreciate the opportunity to have worked with you and your team over the last year and a half to help with the marketing of Romney Cycles. This marketing plan, *Experience the Difference* should provide many opportunities for you. As you know, from working with me over the last several months, my goal is to help Romney Cycles reach out to clients on several levels – through video, print media, and remote marketing activities. I plan to make recommendations on taking Romney Cycles to the next level of sales in outlying areas and bring even more customers to the dealership. It is my sincere hope that by following some of the recommendations in this plan and continuing your efforts in both traditional and more recent electronic marketing tactics, that Romney Cycles will experience even greater growth over the next, and coming years.

My sincere gratitude,

W. Grant Norman

Ride Appalachia!  
304-692-9000

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### **Ride Appalachia! Credentials**

Ride Appalachia! LLC (RA) was formed in 2010 to provide support to the Appalachian riding community through various riding activities and coordinating with motorcycle dealerships to provide guided rides for their customers. As it evolved, RA became associated with providing marketing assistance and Customer Relationship Management (CRM) support and service to local motorcycle dealerships.

The principal of Ride Appalachia!, W. Grant Norman, has been a full time motorcyclist for 27 years. During that time he has dealt with dozens of dealerships and has purchased roughly 25 motorcycles – so from a customer perspective, Grant knows what it is like to look for and purchase motorcycles. As an IT professional for over 30 years, Grant is also aware of past and current software and technology capabilities. Lastly, Grant has over 20+ years of sales experience in the IT and software markets, and even a short period of actual motorcycle sales experience.

Combining all of this experience, plus his involvement with the West Virginia University Integrated Marketing and Communications program, has made Grant an ideal candidate to help with promotion, marketing, and sale of motorcycles for dealerships. Additionally, Grant has a Master's degree in Software Engineering and a Doctor's Degree in Technology Education, bringing the right combination of passion, experience, and education to motorcycle marketing.

NEWS



*Motorcycle Creative Strategies for You!*

For Immediate Release  
December 21, 2015

### **Ride Appalachia! Provides Motorcycle Dealership Marketing**

**Morgantown, WV:** Ride Appalachia! LLC, (RA), a 5-year-old motorcycle Appalachian-focused company has officially launched motorcycle dealership marketing service for dealers in the Appalachian region. This service, primarily operated by W. Grant Norman, owner of RA, focuses on the needs of the regional Appalachian motorcycle dealerships. As Grant has noted, these dealerships have some unique to Appalachia needs to be addressed. Their clientele are not just fairly well-to-do young men, but also consist of a lot of rural farmers, hunters, and other Appalachian people who, for the most part, do not even know the difference between a cruiser and a sport bike. For them, it is all about what can the utility/ATV or other off road vehicle do for them. Whether it is for hunting, monitoring fences, towing feed or hay, or a wide variety of other farming materials, the motorcycle dealership needs to be aware of how to work with and market to these individuals. Weather in the region means when motorcycle sales drop-off in November, the utility vehicle market is the sole income for the dealership. Ride Appalachia! lends its assistance to these dealerships in marketing to those individuals.

By the same token, as winter thaws, by February, the dealership needs to be ready for the influx of interested motorcycle riders. Preparation from previous fall and winter is crucial to attracting those new buyers. It is readily known that as the weather breaks, people start riding their motorcycles, and as interested potential riders, just seeing all the motorcycles out on the highway spurs the interest. RA makes certain the dealership has presented an integrated marketing message for those potential buyers so they know where to go for the motorcycles they seek.

The principal of Ride Appalachia!, has over 20+ years of sales experience in the IT and software markets, and even a short period of actual motorcycle sales experience, Master's Degrees in Software Engineering and Integrated Marketing and Communications, plus a Doctor's Degree in Technology Education.

## ***Experience the Difference***

### Executive Summary

It is all about the customer. They are the ones that make Romney Cycles what it is. For years, Romney has been a low price leader on a wide variety of products from Yamaha, Kawasaki, and Suzuki. This price leadership, along with a huge inventory of in-stock products, is what has initially attracted thousands of people over the years.

However, price and inventory are *only* two components of the picture. Customer support and service are the third major component, and, probably the most important piece. This is what truly shapes Romney Cycles to be what it is – a low cost motorsports dealership that truly goes the extra step to make certain each customer is pleased with their purchase.

**This campaign is *centered* on the communication of these three factors: price, inventory, and customer support and service.** It is summed up in the statement “Experience the Difference” and spreading these words is the overall goal. If you are looking to purchase one of these vehicles, doesn’t it make sense to go to the dealership that provides *all three* factors? Of course it does.

The campaign has one major goal: To communicate this concept. “Experience the Difference” does not mean a whole lot unless you are aware. As a customer, you do not need to go somewhere and haggle price; you do not need to go somewhere and just see pictures of the product because it is not in stock; and mostly, you do not need to go somewhere and be treated as an afterthought by some unpleasant or arrogant salesperson. No, you can come to Romney Cycles and “Experience the Difference!”

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So how do we show potential buyers just what this difference is at Romney? We let the *customers* tell the story. Repeatedly. By more and more customers telling their stories on video. Today on the Internet (and elsewhere) people mostly consume information through video (Abramovich, 2015). For years, people would read, look at pictures, and study about things they were interested in. Today, video is king! Everyone is so spoiled by smartphone and tablets, and the go-to application (right behind Google) is YouTube. From making lemon cupcakes – to working with a lathe – building a bathroom – or trimming your nails - (my grandson just this month used YouTube in the woods to see how to gut a deer he shot) – video is everything.

That being said, the primary focus of this campaign is the development of videos. These videos are based on and starring the Romney Cycle's customers. (It should be noted, production quality videos that star professional actors are *not* the videos people believe or wish to consume – the video must be somewhat amateurish and genuine with *real* customers). It is recommended that a minimum of 12 videos be developed over the next months all showing experiences actual customers have had with Romney. These videos will be available on a special links from the Romney Cycle's website, Facebook page, even incorporated into QR codes available in-store and on a variety of printed media.

So, primarily, the creation of the videos is the focus of the campaign. Secondly, however, is to promote and drive people to view these videos. This promotion will be accomplished through a variety of traditional – print and mail activities – and newer promotional activities – mobile billboard trucks – website, Facebook, texting – and finally, good old recommended telephone contact by sales people and others.

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Thirdly, in conjunction with the videos and the promotion of those videos, this campaign will focus on building remote marketing activities. Romney Cycles does a lot of things right, but unfortunately many people only an hour to an hour and a half away (and beyond) do not realize this. This is the third component of the “Experience the Difference” campaign – help capture those people in that range (and beyond) to view the “Experience the Difference” videos and join the Romney family of customers.

### **Discussion**

Romney Cycles is a full service motorsports dealership located in Romney, West Virginia, and carries the product lines of Suzuki, Yamaha, and Kawasaki motorcycles and ATV/Utility vehicles and trailers. It also has a parts and accessories department and a service department.

Romney Cycles has earned, over the years, the reputation of being a low-cost volume dealer, where there are no price negotiations – reason being, every vehicle is sold at the lowest possible price – roughly \$100 over the dealership’s invoice cost. In order for this business model to work, Romney has to move an incredible amount of inventory every month. As so, they frequently move upwards of hundreds of units in some months, which equates to millions of dollars in sales annually. Additionally, there are also no hidden charges, such as freight or setup – the price you see is what you pay (plus tax, title, and license).

To achieve these sales, Romney uses many traditional and some newer forms of marketing. For instance, they advertise in regional throw-away papers – found in convenience stores and other stops in the West Virginia and Shenandoah Valley areas.

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As usual, the first thing many notice is the low prices on a variety motorcycles and utility vehicles. Additionally, they have 6 billboards in the area displaying motorcycles, ATVs, and Utility vehicles. From time to time they have used other local print advertising. They also sponsor a yearly "Camp and Ride" event, where up to 100 motorcyclists converge on Romney and camp on the grounds (there is plenty of open space) which culminates with a BBQ dinner provided by Romney. Many times, they will also have demo trucks from Suzuki, Yamaha, or Kawasaki providing an opportunity of test rides for many motorcycles.

For electronic marketing, Romney utilizes their website, Craigslist, Facebook, and most heavily, Cycle Trader, an online motorcycle sales venue. According to interviews with sales staff, Cycle Trader represents about 60% of their new leads and sales. CycleTrader.com lists motorcycles all around the country – both private sellers and dealer advertising. Romney makes heavy use of the dealer advertising – promoting their low cost and huge inventory – a tactic that has been quite successful for them the last several years.

However, "low price" is only one draw for customers. Romney is in a unique situation in that they do offer lowest prices, but, they also have exceptional customer service and sale support. People are amazed when they first come into the dealership – first because of the sheer size – 100's of vehicles on the floor – but secondly how promptly they are greeted and how the sales staff will be as helpful as needed (or leave you alone if you like) and have true knowledge about the various products.

According to the owner, Kevin Carr, Romney is frequently one of the top dealers for their manufacturer's AND also rated as one the top dealers in customer satisfaction.

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The combination of these two areas is frequently missed by many dealerships. Yes, they may have great customer satisfaction (but not too high in sales) or they may have great sales numbers (but not too high in customer satisfaction) and THAT is why Romney has started the promotional tag line, “Experience the Difference” and is the focal point of this campaign.

The tag line was created by several months of interviews and discussion with Kevin Carr, the owner, and the General Manager, Larry Presgraves. As with many dealerships, when discussing brands, Romney immediately went to Yamaha, Suzuki, and Kawasaki as their brands. As we looked deeper into the idea of *brand* Kevin and Larry began to see that *Romney Cycles* is the brand – not the motorcycle manufacturer. It was with this understanding of the company as separate from the manufacturers that Kevin and Larry began to see that it was something really different about THEM, not just the products they carried. As I told them, Romney Cycles is still Romney Cycles, whether they add or drop specific manufacture brands, and that is what we want to bring to the customers and potential buyers. After many discussions, the tag line “Experience the Difference” was created – and as the heart of this campaign – we will show just what those differences are through a large amount of customer testimonials and employee discussions.

With all of these positives, Romney Cycles has been doing a good job of maintaining good customer relationships and bringing in new customers. However, as noted in the SWOT table, Romney’s greatest weakness is its physical location. Within the town of Romney, approximately 1,800 people (roughly 5,800 people in the area), there just isn’t enough people to support a dealership of this size. Romney has to pull

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customers from far outside its immediate area. In interviews with staff, a large amount of their business does come from Virginia, Maryland, Pennsylvania, and beyond – even to the Beltway and Baltimore areas. With close to 10 million people, the Baltimore–Washington Combined Statistical Area (Wikipedia, 2015), there is no shortage of potential customers to reach out to. The trick will be, how can Romney do even more outreach and capture even more customers from these areas. This will be a large part of the “Experience the Difference” campaign.

### Customer Interviews

Customer interviews were performed on October 10, 2015. This was during a Romney publicized (only through email and social media) customer appreciation day. Several people were at the store – both previous customers and people making new purchases.

Throughout the day, one on one interviews were held and customers were queried on a variety of experiences they had. For instance, every customer was aware of and visited Romney Cycle’s website and most also visited Facebook. None of the customers used or viewed Twitter, but several did visit Instagram. This was very useful information to help plan and gauge where to apply social media resources.

Many of the customers had purchased multiple vehicles from Romney over the years and were very pleased. Again, pretty much all spoke highly of the customer support they received and how Kevin stood behind the products – making things right no matter what the issue. The customers truly had “Experienced the Difference” and had no problem talking about it. While it was great to hear their stories, it even made it

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clearer that there is a wealth of individuals willing to provide customer testimonials for upcoming videos.

### **Focus Group**

In preparation for the focus group, three concepts were explored as being presented to the group for discussion. The primary concept, “Experience the Difference” was planned to capture the reaction from the group participants. Several questions about and around this were to be discussed at length. Other concepts included, remote delivery and marketing of products, and lastly, the video presentation of these all as part of the “Experience the Difference” campaign.

The group was cycled through, approximately 3-4 individuals at a time, for roughly 10-15 minutes, until a total of 14 Romney Cycle’s Employees had been questioned and presented with the concepts. The entire group conversation was recorded and notes were taken by the group leader. Venue for the Focus Group was Romney Cycles lunch room. A large circular table that sat about 6 people was used. Larry Presgraves gathered up 2-3 individuals from around the dealership and cycled them into the break room. The previous folks finished up and the new folks were told the story and allowed to reflect on their responses to the “Experience the Difference” and other marketing concepts, remote selling and video testimonials. Focus Group Findings Report

**Focus Group:** Romney Cycles Center

**Date:** Saturday, October 31, 2015

**Group:** 14 employees

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**Discussion:** Primary concept: "Experience the Difference"

**Other Concepts:** Remote selling, video promotions

**Conclusion:** When asked to explain the meaning of the tagline, "Experience the Difference", employees unanimously focused on the fact that Romney provides the very lowest prices on motorcycles, ATVs/UTVs. It was clear to them that it is the price that initially brings customers in. However, the group also noted that customers are always surprised at the level of service they receive. Not only does Romney have lowest prices, they overwhelm the customer with friendliness, service, responsiveness to questions, and just making people feel comfortable and welcomed. This theme was repeated throughout entire focus group session and is core to the company's operations. (It had also been verified previously by interviewing individual customers, one on one, on October 10, 2015)

Remote sales and service was additionally discussed. One issue of remote sales was related to financing. Romney's internal financing relationships wants the buyer to actually be in store for identification purposes to make certain ID matches individual and that the person being financed is who he says he is. There is concern that financing remotely in the field could lead to fraud or deception. However, cash buyers or folks who have arranged their own financing could be possibly serviced in the field, making a trip to Romney not necessary, a sales concept worth pursuing. Lastly, discussions of keeping Facebook current and adding video testimonials to both Facebook and the website brought overall positive responses.

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### Campaign Scope

The overall scope of the campaign is to clearly define what “Experience the Difference” means. After interviewing both customers and employees, Romney Cycle clearly does have a difference from other motorcycle dealerships. Yes, the first thing most people see is the price – much lower than other dealerships selling the same products. That said, many individuals come to buy and just to save money – a good motivator for many. However, once they get to Romney Cycles, they find out there is much, much more than just price. The dealership is unlike any other in that *all* employees attempt to do the best to make sure the customer is happy. This is clearly driven down from the top – both Kevin Carr and Larry Presgraves continually make this known to the employees that yes, profit is very important, but extremely pleased customers is the way we get there.

The scope of this campaign will be to deliver this message of price and customer satisfaction, as defined in the Integrated Communications Strategy Statement (ICSS): “Our prices will bring you in; our customer service will make you want to stay”

### Campaign Context

There are several good motorcycle dealerships within a few hundred miles of Romney Cycles. Yet, very few of them are willing to match the pricing or carry the inventory (up to 600 units) as Romney. If one were to look at the area within 2.5 -3 hours from Romney Cycles there are about 10 million people. However, a more immediate marketing area, 1-2 hours, is the I-81 Corridor from Hagerstown, MD to Staunton, VA, which is approximately 650,000 people and shown in pink below:

## Confidential Graphic Removed

This area has roughly 12 dealerships (as listed by Google – see Appendix 2) but even more importantly, it is within a reasonable drive time from 1 – 2 hours. So well over a half-million people are that close, and generally, the area has a significant number of individuals that meet the Romney Cycle's demographic. The only trick is to get them away from their local dealerships (see Appendix 2) and have them deal with Romney Cycles. To do this, a full competitive study, beyond the scope of this document, would need to be performed to determine just what tactics would be needed for each area.

Likewise, the Baltimore – Washington area has a significant number of dealerships also. Again, to fully compete (again, we're talking 2-3 hours away) a competitive study would need to be performed on this area as well in order to capture useful marketing tactics beyond those suggested in this document.

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As can be seen, many of the dealers are multi-line so they are repeated in the lists above; Lists are Honda, Yamaha, Suzuki, and Kawasaki from their respective websites – for Baltimore - Washington area.

This is quite a significant number of dealerships with which to compete. Many are within a very short distance of less than 30 minutes from customers. As can be seen, Romney is well within the 2 to 3 hour reach of this well over 10 million people, but that is a lot of drive time compared to 30 minutes.

The key areas for marketing need to be existing areas of Romney, Keyser, Augusta, and Cumberland along with their immediate surrounding areas. Two reasons:

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A) they are local and represent ~23 -25% of the current business (units sold) B) but maybe even more importantly, the customers are also local and can support both the parts/accessories and service department. While margins on bikes themselves may be quite slim, there is more profitability in parts/accessories and service. There are some folks from well over a hundred miles away that come for service, but it is the more local areas that will provide the greatest ongoing support of these departments.

Reach out to the Baltimore-Washington, D.C. surrounding areas is important – it is hard to ignore an area of 10 million people – however, the 2 to 3 hour distance is quite a challenge. Plus, there are several other dealers in the area, and unless clients can be captured by price discounts, they would typically be hard to lure into Romney.

Much closer is the Shenandoah Valley I-81 Corridor from roughly Hagerstown, MD down to Staunton, VA (valley actually goes farther – down to James river, but for our purposes, Staunton is our stopping point). This area represents roughly 650,000 people and is all within less than 1- 2 hours from Romney. This is a much more reasonable distance to expect customers to drive.

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I-81 Corridor from Hagerstown to Staunton provide a population of 650,000 people; a significant area to market to within 1-2 hours of Romney Cycles

### **Audience**

The target market for products from Romney Cycles is primarily men from the age of 20 through 70+, most frequently rural farmers, blue collar, laborers for ATV/UTV sales; young professionals and skilled laborers for motorcycles. Generally, incomes are

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from roughly \$30k through \$100k+ annually. While women are more and more becoming potential customers, for the most part, they only represent roughly 12.5% of the market for motorcycles according to website *Women Riders Now*. [http://www.womenridersnow.com/pages/About\\_Women\\_Riders\\_Now.aspx](http://www.womenridersnow.com/pages/About_Women_Riders_Now.aspx)

### **Integration**

The pricing at Romney Cycles frequently captures the first time visit/purchase. If they seriously are interested and have the money (or ability to secure financing) potential buyers quickly become customers. It is difficult to find many reasons not to purchase. This all integrates with the ICSS message – the price does initially bring them in, but once they start dealing with the Romney staff, they will generally purchase.

### **Impact**

The campaign addresses the key factors of Romney Cycles – the price and the customer service. This is truly an example of “Experience the Difference.” The concept of presenting these differences through testimonial videos will help clarify those Website/Facebook/YouTube visitors just what the difference is. There will be a series of at least 12 different videos that each will highlight some of the differences.

### **Plausibility**

Ride Appalachia! can coordinate and implement the plan within budget by early 2016 if Romney makes a positive decision. Videographers, marketing lists, and remote vehicles with graphics all could be in place relatively quickly. Additional staff may be a little more difficult to acquire, but overall, by the end of the plan, virtually all goals should be met. All of this marketing work would be at a for fee basis (see budget).

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### **Target Demographics**

First, there are three fairly distinct groups who need to be marketed to.

- 1) Motorcycle potential buyers
- 2) ATV/UTV potential buyers
- 3) Previous Romney Cycles customers

### **ATV/UTV Potential Buyers**

In some cases, people may own both, but for the most part they frequently are separate groups. The target demographic for ATV/UTV vehicles are frequently rural people with land (or access to land). Many of them are farmers or do a lot of farm related work. However, many are younger to middle-aged men or women who have grown up with an ATV as being just a standard part of their world experience. Rural people look at an ATV as something everyone has just as city folks all assume everyone will have a computer.

Sometimes they may be members or companies that do forestry, oil/coal exploration, or utilities. Also, there are many who are hunters and utilize their vehicles to take them to difficult places. Lastly, there are individuals who like to ride ATV sport vehicles for racing, mudding, or other recreational activities. These people are most frequently blue collar laborers, retirees, or business people in outdoor activity professions.

### **Motorcycle Potential Buyers**

Many models of sport bikes frequently appeal to professional or folks who earn fairly well, are in the age groups of 25 – 45, and also are highly energized and seek risk

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taking activities. Other motorcycle customers are frequently older, more mature middle-aged individuals who enjoy the camaraderie of other motorcyclists and may like cruiser or adventure bikes and/or touring. They will frequently have travel on their minds and will also like to camp, use hotels, or just do out and back day trips.

Many will have wives or female companions, so rear seat comfort on some bikes is extremely important. The really addicted motorcyclists will generally own several bikes, ride pretty much every day they can, and plan their lives around motorcycle events and trips. They are usually a little older, at least 30+ and are frequently in their 40s to 60s and have incomes that can afford multi-bike ownership.

### **Previous Romney Cycle Customers**

Return customers are an important part of Romney Cycles sales. As such, they need to be treated with the same customer support that they were originally afforded. Some have been purchasing and trading different models of bikes and ATV/UTV vehicles for years and enjoy knowing their long term status is appreciated and welcomed. It is kind of like the old days when you knew the local butcher – you'd go in and pick your meat, but a lot of the time was spent more on chatting about local events and people. Same at Romney – some customers have known Kevin for 20+ years and the purchase is more about visiting an old friend than a specific vehicle. Building long term relationships with *all* customers is always a great goal. The purchase becomes so matter-of-fact that it almost becomes just a side activity of the visit.

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### **Behavioral Considerations**

As mentioned, the customers are somewhat risk takers. Motorcycle riding is a very dangerous sport. Severe injuries or death can occur in many instances. So riders typically have to have dealt with that idea at some level.

Motorcyclists, generally will be folks who see the ride as more important than any safety concern. Yes, it is dangerous, but again, it is so important to them to be able to travel and feel themselves immersed in the world around them. They just need to get out and ride – simple and basic.

ATV/UTV riders typically have access to expanses of land and/or trails, and while may not be the risk takers of motorcyclists, in general, many may also be into sport quads, or racing of 4-wheel vehicles –usually younger men (or women).

### **Customer Interviews**

Interviews with previous Romney Cycle customers, on October 10, 2015, has shown the customer satisfaction to be extraordinarily high. Many have purchased multiple motorcycles, ATVs, combinations of both, and have supported Romney Cycles for years. These repeat customers provide a large amount of business, and even more importantly, frequently help Romney Cycles through Word of Mouth (WOM) advertising. Some comments, “I don’t worry about anything. If it is not right, Kevin will make it so.” and “Always good prices and they do all the service on my Kawasaki. Great place to deal with.” and “I came all the way here from Baltimore to have my R1 serviced. That probably says something.” Comments like this were repeated by customer after customer. Romney Cycles truly does have a difference.

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This WOM is very important, especially in the areas 2 hours or more away from Romney where the dealership is not so well known. Individuals may come along with a friend who has purchased from Romney and then they too become a customer. Word of Mouth cannot be purchased, it can only be cultivated by providing the best customer service to each individual – a concept that Romney Cycles has understood for years.

In part of this cultivating WOM, it is important that Romney continues to market to customers long after they have purchased. This is an area that helps keep the Romney experience fresh in the customer's mind and can be performed by a variety of customer contact or touchpoints. Offering coupons, follow-up by salespeople, events like “Camp and Ride,” all provide that ongoing Romney communication. Facebook offers a lot of opportunity as does other social media such as Instagram, Pinterest, or even Twitter.

### **SWOT Analysis**

Strengths, Weaknesses, Opportunities, and Threats. The following is an analysis of Romney Cycles SWOT:

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The SWOT analysis helps to clarify the specific opportunities that need to be pursued and threats to mitigate. Some key strengths, low prices, great inventory, great customer service, and friendliness – these all already exist at Romney Cycles. Some of the other opportunities, close access to I-81 Corridor, already doing business in Beltway and Baltimore areas, strong word-of-mouth, lower prices than Baltimore-Washington area dealers, provide a good case for expanding remote sales to this area.

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Weaknesses include remote location in Romney, WV. **This means there needs to be a constant outreach to areas beyond.** Plenty of business is being done within a relatively short distance – up to an hour – but too much of the farther out business is more a unit here or there. Remote sales need to be built up to be more regular and **specific target areas need to be effectively worked.**

Threats include possible price matching from remote dealers. If price is the number one selling point for the customer, other dealerships could take that away from Romney by simply matching the price. However, most of the regional dealerships do not sell at the volume of Romney so they cannot afford to pursue that course except once in a while. Also, if they give a special price to one customer, they risk the issue of other customers finding out and wanting similar pricing. If you are not a committed low-price dealer, discounting could pose a problem. Still, price matching is a potential threat.

Back to the positive, in conjunction with video testimonials on Romney's website and Facebook, price leading marketing on Cycle Trader, and expanded remote marketing efforts (such as proposed trucks shown below), Romney Cycles has a great opportunity to increase sales in a very large market area. **This is key to the expansion – while maintaining continued local sales and growth, dramatically increasing revenue from I-81 Corridor and beyond is** the focus of much of the marketing being proposed. **Actively going after that business will be the opportunity to help growth.**

**This could be accomplished by making a concerted effort to market remotely through one or more painted/screened vehicles promoting the Romney brand. The truck could carry giveaways – Romney Cycle's "Experience the Difference" hats or kickstand plates. It could be staffed with knowledgeable personnel or they could immediately**

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connect interested parties to sales people back in the store. It could also have a prominent QR code on it and someone just walking by could scan with their smartphone and immediately be viewing a customer testimonial. Outreach will be key to penetrating remote areas and these vehicles could provide the platform for that activity.

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### Branding

#### Positioning

As mentioned earlier, in discussions with Kevin and Larry, the concept of brand was quite thoroughly explored. It is quite common for any privately owned retailer of major world brands, such as Yamaha, Suzuki, Kawasaki (or for that matter, Honda, Ford, or Chevrolet) to take on the *Brand Identity* of the products they sell. If you ask most any dealership about who they are and what their *brand* is, they often come back with manufacturer product, “We are the largest Ford dealer in...” or “We sell more Yamaha motorcycles than any other dealer...” and so on.

In first discussions, that was much of how Kevin and Larry described Romney Cycles. As we explored deeper, I believe they both started to get the idea that the Romney Cycle *brand* was much more than the specific manufacturer products they sold. As we discussed, I frequently brought up ideas like, if Romney Cycles carried Triumph, or BMW motorcycles, would that change who you really are?

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With this thinking, truly seeing the business as *not* just an extension of the manufacturer's product they sell, but its own company that happens to sell and service motorcycles, Kevin and Larry were able to see that there truly was some amazing differences between *how* they sold a Yamaha compared to another dealership. This difference is what makes Romney Cycles unique and what constitutes their *brand* and THAT is what the entire "Experience the Difference" tag line and campaign is based on.

### Personality

This brand, focused on a very different motorcycle buying difference, can be very clearly communicated, repeatedly, by numerous customers who have dealt with Romney. In interviews with these customers, (Norman, 2015) it was amazing the praise they had for the dealership. Not a one had anything bad to say. And yes, many of them had had problems, but they were always resolved. Statements like, "I don't worry about anything because I know if I have a problem, Kevin will make it right!" and "I've known Kevin for years and everything I've ever bought from him he stands behind!" Not just a few individuals expressed this positive feeling about their purchase, but several. They also they all virtually made it clear that Romney's prices *and* support were always the best.

With dozens of individuals with this feeling, there is an opportunity for several testimonial videos to be recorded and added to Romney's website and Facebook pages. Video after video, people will explain their experience with Romney Cycles in their own words, helping to clearly spread the *brand* to any visitors to the sites.

## ***Experience the Difference***

### Perception

The focus group discussion brought out a lot of comments about customer's experience with Romney Cycles. The employees are well aware of the efforts they go to in order to please the client. **They make it so matter-of-fact that this is what is expected of them and how they do their jobs. An organization can easily make customer service claims like this, however, in previous customer interviews, I found this to be fact, time and time again. Statements like how pleased they were with not only the prices, but how they were treated throughout and after the purchase,** There was both phone and email follow-up contact, plus those that had any problems, all were resolved within an expected time. (This is frequently an issue at many dealers – not that they don't fix things but that they take several weeks or months). Romney customers, from one on one interviews, overall, are extremely pleased. The Romney *brand* is very well respected by their customers.

### Integrated Communications Strategy Statement (ICSS)

The focus group was successfully carried out on Saturday, October 31, 2015 and from that session an Integrated Communications Strategy Statement was created:

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The ICSS hits the core of the Romney Cycle's "Experience the Difference" tag line. Obviously when shopping, people will search for the product they want and inquire where they find the lowest price. While price is extremely important to many, and maybe not so much to others, still, it usually will grab someone's attention initially, if nothing more than a psychological response to feeling they are getting a good deal. This is a

## ***Experience the Difference***

basis for first contact, and for the most part, it will be a positive experience with the Romney staff. However, the customer service and support from Romney will next make the individual customer want to work with the Romney staff and make a purchase. The fact that the price *haggling* option is completely off the table makes the buying decision quite simple, “Do I want it at the lowest price?” or “Do I not want/can’t at this time?”

Sometimes people try to get a lower price, but the response is always quite simple, “No.” Selling as close to their invoice cost means there is absolutely no more room to discount. Learning this upfront and proceeding from that point makes the purchase experience simple. For many people, it takes away a lot of the expected *price tension* usually involved with vehicle purchases, a contributing factor to the customer being pleased with the transaction. If you have ever left a car dealership after purchasing a vehicle, you know how that price stress feels.

Second portion of the ICSS, customer service will make you want to stay, the overall friendliness and helpfulness of the Romney staff makes the customer feel very welcomed and pleased to do business. Sure, they were there for a low price, but the experience they have with the staff makes one want to stay and purchase to “Experience the Difference.”

## Creative Brief

### **Creative Brief Ride Appalachia!**

**Client:** Romney Cycles

**Date:** December 21, 2015

**IC Strategy Statement:** Our prices will bring you in; our customer service will make you want to stay.

**Why are we advertising?** The goal of our advertising is two-fold: 1) Increase sales and broaden customer base 2) Promote the Romney Cycles *brand* among both customers and prospects and lead them to the “Experience the Difference” series of videos.

**Whom are we talking to?** Primarily men, aged 20 to 70+ with interest in motorcycles or ATV/UTV vehicles, generally blue collar workers with incomes above \$30,000 annually and/or professionals with incomes of \$30,000 through \$100,000 plus with a willingness and risk taking personality looking to enjoy the sport of motorcycle riding or need/sport for utilizing ATV/UTV vehicles.

**Remainder of document contains too much confidential information and has been deleted.**