

CASE STUDIES

SMS case study – Route 66 Harley-Davidson

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By RIMMA KATS

Name and city and state of marketer

Route 66 Harley-Davidson, Milwaukee, WI

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Name and city and state of agency or marketing services firm

7 Media Group, Oklahoma City, OK

Campaign/program name

12 Days of Christmas

Duration

December 12 – 24, 2011

Call to action

Consumers were encouraged to text the keyword RT66 to 55678.

Objective

Route 66 Harley-Davidson wanted to maintain its visibility with current customers and add new customers and revenue through a holiday promotion.

Strategy

The goal for 7 Media Group's services for Route 66 Harley-Davidson was to promote products and increase sales to existing and new members of their mobile club.

Call to action

Membership in Route 66's mobile club was promoted through its social media campaign, in-store marketing and previous customers of the dealership. Members then received daily alerts offering a 20 percent discount on a different merchandise item each day. This increased customer awareness of the merchandise inventory and drew more customers into the store during a time of the year when sales are typically slower.

Results

The dealership had significant increase in sales of the specific items discounted during the campaign period. For example, the sale of T-shirts purchased on T-shirt Day was over 250 percent more than a normal day. High-dollar items also saw increased sales. On Helmet Day, the number of helmets sold with the 20 percent discount equaled the number sold for the entire previous week; and on Leather Jacket Day, seven leather jackets were sold at the 20 percent discount, representing a 16 percent increase over jacket sales the previous week. These numbers also represented an increase in dealership traffic.

Lessons learned/ Strategy quote from brand executive

"The 12 Days of Christmas campaign provided Route 66 Harley-Davidson increased sales, increased dealership traffic, and an increase in its mobile club membership," said Nick Edwards, marketing manager for Route.

"This promotion continued the success of its mobile marketing that previously helped drive traffic to sponsored events, expanded membership in its mobile club, and increased entries in contests," he said.

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