

Chap 11 video harley davidson

[Business](#), [Marketing](#)



1) With the rise of the internet, s can easily find information regarding Harley Davidson motorcycles. Doesn't this contradict Hal's emphasis on personal selling? Why or why not?

The rise of the internet has helped Harley Davidson improve its exposure which has increased the company's sales. There are approximately two billion internet users worldwide (Plunkett Research, 2011). The company has a corporate website that provides lots of information regarding the products the company sells. Due to the popularity of the brand there are plenty of independent reviews of Harley Davidson products. I do not think that the internet is hurting the ability of the firm to provide personal selling. The employees of the company provide a very personalized approach to selling once the customers reach the store. The internet is only enhancing the ability of customers of getting information to discuss with the sales agents. Vehicles sales are enhanced when shoppers have information available to them (Finlay, 2010).

2) Write copy for a radio advertisement for Hal's Harley. Discuss how the concept of integrated marketing communications impacted your message.
Radio advertisement - If you are looking for an experience and a lifestyle change you need to acquire a Harley Davidson.

The use of integrated marketing communication can enhance the ability of a company to provide valuable information to its customers. Integrated marketing information ensures all forms of communication and messages are linked together (Multimediamarketing, 2009).

3) What actions does/could Hal's Harley take to further build the relationship between itself and the customer after a purchase?

Hal Harley could improve the relationship with its customers after the sale using a variety of different methods. " Customer service is one of the most important parts of your companys overall strategy to conducting business" (Haycox, 2011). The firm can offer its new customers that purchase a motorcycle a subscription to a bikers club. The subscription would enable the company the ability to perform primary research by offering questionnaires to the customers. The questionnaires would be included inside a free monthly magazine. The information retrieved from the questionnaires can be used to enhance the customer service function of the company.

References

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