



# NORTH CASCADES HARLEY-DAVIDSON

by Andrew Fenstermaker

# OVERVEIW

- Managed All Dealership Events
- Managed Dealership Website
- Managed Social Media
- Managed Dealer HOG Chapter
- Managed EagleRider Rentals Department
- Oversaw Integration of New CRMs
- Acted as In House Graphic Designer
- Doubled Facebook, Quadrupled Instagram, & Boosted YouTube Subscribers >20x.
- Successfully managed largest on-site event, drawing >1,000 attendees.
- Oversaw the successful integration of a new CRM, leading training efforts of sales staff (CRM use prior to it had been lackluster).
- Assisted in database management (DMS, customer merges, email, CRM).
- Aligned local franchise identity with corporate brand strategy.
- Participated in dealership's strategic 20 Group.



# NCHOG

Generated extreme loyalty and participation with "The Great 18 Pass Challenge of 2018," which led riders on a journey over 18 mountain passes in Washington state.

In addition to the idea behind the event, I created a "Treasure Map" and "Pass-port," the latter of which is pictured at right with the first two riders to complete the challenge.

Two dozen riders completed the trek. Riding equals \$ in maintenance, dealership loyalty, and even occasional new bike sales.







# GAS HOG

I designed a vehicle wrap for a delivery van the company took in on trade. The van, when running, showed up at select offsite locations and was used on-site at events to pump out the jams with a killer stereo system.



# EVENT LOGISTICS & MANAGEMENT

## DIGITAL PROMOTION

- Facebook Events
- Social Media Calendar Timing Regular Posts & Teasers
- 3+ Email Blasts (Depending on Event Size)
- Website Presence

## POP/STORE PROMOTION

- Bag Stuffers
- In Store Flyers & Handouts
- Posters
- Employee Word of Mouth on Sales Floor
- NCHOG Meetings
- In-Store TV Graphics

## REFINED TIMELINES

- Event creative was given it's own sub-brand while remaining cohesive with H-D and North Cascades Harley.
- Timelines and calendars were created to ensure customers were regularly reminded of events.



# FRED SMITH MEMORIAL RIDE

On a Group Ride, previous owner Fred Smith passed away in a tragic accident. Nearly 150 riders joined us at the dealership for a group ride to his Memorial Service. Afterwards, 300+ descended on the dealership for a celebration of life luncheon.







# OYSTER FUN WEEKEND



- 1000+ Attendees Over Three Days.
- Coincided with the annual Oyster Run Festival in Nearby Anacortes
- Features live music, a beer garden, free food, stunt riders, pinstriping, big sales on gear and bikes, and more.
- In addition to managing the event, I was also in charge of event photography.







# CASINO NIGHT

- 200 Attendees Two Years Running
- Curated Hors D'Oeuvres Menu by Local Chef
- Prizes for Highest Chip Winners
- Beer Garden with Free Drinks





# POP GRAPHIC DESIGN

## DAYTONA HELMET SALE

**\$25 Half**  
**\$35 Three**  
**Quarter**

Limited to stock on hand.  
Discount taken off original price.  
Not good with any other offers.



## HALF YEARLY SALE

Up to 75% off Select  
Licensed Merchandise.  
Not available with  
other discounts.  
This rack only.  
Ends 2/15/20.



## HALF YEARLY SALE

Up to 50% off Select  
Parts & Accessories.  
Not available with  
other discounts.  
This rack only.  
Ends 2/15/20.





# DAILY DEALS

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To entice the regulars, I strategically placed cork boards that featured upcoming events, Motor Company promotions, and "Daily Deals" - the last of which could be swapped out each day with a new deal.

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