



Haulen Ass

Internet Marketing Plan

7

Centristic Consulting Group

Haulen Ass Team:

We at Centristic Consulting Group would like to thank the Haulen Ass team for their time and co-operation throughout this entire marketing research process. We appreciate the access they have given us to their information as well as the access to their resources.

We know that as a small company in the Rochester Area, it is not your first choice to allow students to tell you how to market your business. As such, we would like to thank you for your patience with us and our learning process and the respect you have given us.

We would like to take this opportunity to thank you for allowing us to learn and grow with your company. This has been an extremely beneficial situation for us, and we hope to reciprocate the feeling with this marketing plan. You have allowed our ideas, and accepted them graciously, which we greatly appreciate.

Thank you once again,

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Legal Disclaimer and Indemnity

While all the information and recommendations contained within this report have been developed to the consultants' highest perceivable standards the Centristic Consulting Group, Ashley Cole, Daniel Leveille, Michael Phillips, Luz Ramirez, and Aaditya Shah, shall in no manner be held legally liable for any proceedings or consequences that occur from the use or implementation of any of the following report.

Executive Summary

The Centristic Consulting Group marketing plan is a strategic outline to promote brand recognition for Haulen Ass, a division of US Transportation Products, Inc. Haulen Ass is a innovative designer of aftermarket Harley-Davidson parts. In order to create a marketing plan for Haulen Ass, Centristic Consulting Group did extensive secondary research on the industry, Haulen Ass' competitors, and target markets. In doing this Centristic Consulting Group was able to create a solid foundation in order to develop objectives suitable to meeting Haulen Ass' business goals for market development. Centristic Consulting Group then developed these tactics specific to Haulen Ass' business model and target markets. These approaches focused on developing brand recognition, online presence and social networking initiatives. Suggested activities include supporting web presence and Youtube campaigns with offline promotions, increasing social networking activities and redesigning their corporate webpage. After tactics were expanded upon in a three-tier marketing plan, methods of measurement and Centristic Consulting Group projected implementation schedule. By following the strategic plan, Haulen Ass will be able to develop their brand recognition and increase their return on investment.

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Assumptions

Although the consulting team based the information contained within this report on their understanding of the client and the previously discussed goals, several assumptions were made to ensure the optimum quality of the this report.

The researchers assume that there is an active advertising budget of \$5,000 allocated to the implementation of this report. Many of the tactics were developed and constructed to meet and withdraw every possible benefit from this budget.

Centristic Consulting Group has assumed several aspects and details about Haulen Ass' target market. The first of these deals with the consumer's perception of the Haulen Ass brand. The team has assumed that Haulen Ass consumers perceive the brand and the company as a high quality specialized customization parts supplier.

The second of these assumptions deals with consumer values. The consulting team has assumed that Haulen Ass consumers value that all Haulen Ass parts are American made, that Haulen Ass supports local companies and also that Haulen Ass caters to the customized motorcycle subculture.

The final of these assumptions involves consumer buyer behavior. For this assumption the team has assumed that all consumers are essentially one time purchasers due to the fact that after the initial purchase of many of the Haulen Ass products there isn't a need for any repeated purchases. The second part to the assumptions of value deals with consumer's perception that Haulen Ass' high prices for their products are directly correlated to the products high value.

All of these assumptions have guided and allowed for the quality and proper completion of this report.

Preface

Haulen Ass is a subdivision of U.S. Transportation Inc. whose parent company is Acro Industries. Haulen Ass was founded in 2006 and has seen an increase in annual sales since its conception. As a Rochester, New York company that takes pride in the exceptional quality and a 100% American made product line. Haulen Ass is at a crucial point in their business' development, seeking to strengthen branding, web presence, and value proposition based on the researched recommendations of Centristic Consultancy Group.

Based on cumulative knowledge, experience and resources, Centristic Consultancy Group has developed a three-tier budgeted plan equipped with objectives that are specific, realistic and measurable. Implementation has been planned on a timeline based on projected return on investment. Haulen Ass will be able to customize the proposed action items and timeline in order to meet business needs and suit company resources.

Haulen Ass will effectively reach potential customers through the successful implementation of the research-based tactics set forth by Centristic Consulting Group. The growth will be reflected increased traffic to the website, visitors viewing more pages, and increased activity on social networking sites.

Centristic Consulting Group used a systematic approach to examine the current status of the company, evaluate and determine objectives effective to Haulen Ass' company growth, and identify measurable tactics to ensure success. Haulen Ass will benefit from this approach by gaining a strategic marketing plan that is both applicable and will enhance their current business model.

Centristic Consulting Group utilized multiple resources to accumulate valuable information to include in the analysis of Haulen Ass and the aftermarket motorcycle parts industry. The most noteworthy contributing factors were the utilization of client meetings, industry audits, industry white papers and Professor Neil Hair's consultancy. While these resources were effective in providing a baseline for developing the marketing plan, Haulen Ass should consider conducting primary research, in the form of a survey, to current and past customers to affirm these results.



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The **analysis phase** is the point where the researchers begin the investigation of the Haulen Ass company's improvement points. This is the stage where the current situation is analyzed and initial research is conducted on the industry. By the end of this section, the reader will have the same understanding of the aftermarket motorcycle part industry as the researchers. Using various charts and marketing techniques, such as a SWOT analysis and Competitive Analysis, the researchers dissect the industry and the Haulen Ass company to determine their strengths, weaknesses, opportunities and threats.

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Industry Analysis

The aftermarket motorcycle industry directly controlled by the function and use of motorcycles by consumers. For this reason the aftermarket for parts is directly affected by its connection to the global motorcycle industry. This industry is classified by four types of motorcycles on the basis of their engine size, style and price. These four classifications include standard, performance, touring and custom. Japanese models have dominated worldwide market in the light and middle weight classes, while Harley-Davidson has gained leadership in heavy and super heavy weight classes. Major manufacturers in the industry include BMW AG, Harley –Davidson, Honda, Yamaha, Suzuki and Kawasaki. (Stanford Technology Ventures Program, 2005)

Motorcycle Industry by Region

As Haulen Ass expands its markets and customer base using online tactics, the company will need to gain understanding of how the industry is behaving regionally. Centristic Consulting Group has examined each of the industry's most sizeable regions.

North America

In 2001, 14,000 retail outlets accounted for \$12.4 billion in new/used motorcycles, parts, accessories, apparel and services in the US. (Stanford Technology Ventures Program, 2005) More than a third of the US's motorcycles during this time were registered within California, Florida, New York, Ohio and Texas(Stanford Technology Ventures Program, 2005), indicating markets of high potential for Haulen Ass. In 2002, 15 out of every 1,000 people owned a motorcycle. (Stanford Technology Ventures Program, 2005) For many of these people, motorcycling is viewed as a leisure activity, with only .0011% of commuters reporting that they use motorcycles for their daily commutes in 2003. (Ridetowork.org, 2009) Canada and Mexico represent significantly smaller markets with approximately 400,000 motorcycles in use in Canada and 270,000 in use in Mexico in 2001. (Stanford Technology Ventures Program, 2005)

Japan

Sales and production of motorcycles in Japan dropped drastically in the 1990 and have continued to decline. The number of motorcycles in use in Japan, which during the mid-80's had reached a high of 18.7 million had decreased to 13.7 by 2001. (Stanford Technology Ventures Program, 2005) However, imports from the US have increased from five thousand units in 1988 to nearly 14,000 by 2000. (Stanford Technology Ventures Program, 2005)

China

Motorcycle sales in China increased from 3.3 million units in 1993 to 12.4 million in 2002. . (Stanford Technology Ventures Program, 2005) This may be due to China's large population and rapidly developing economy. There is still a lot of potential for growth in this market however, with only 26 of every 1,000 citizens owning a two-wheel vehicle in 2001. . (Stanford Technology Ventures Program, 2005)

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India

With more than a billion people and two-wheeled vehicles being the major mode of transportation, India is a major region of importance in the motorcycle industry. The population of motorcycles increased from less than a million in 1975 to 25 million in 2001. . (Stanford Technology Ventures Program, 2005) In 2002, two-wheeled vehicles represented 80% of all vehicles sold in the country. While India represents a large segment of the market, it also is a region of high competition. . (Stanford Technology Ventures Program, 2005) With the major manufacturers competing heavily in this region, it may prove difficult for small manufacturers such as Haulen Ass to penetrate the market.

Latin America

With the exception of Brazil, sales and production of motorcycles in Latin America have declined sharply since the mid 1990's. In Brazil in 2002, there were approximately 30 two-wheeled vehicles per 1,000 people, which was consistent from the previous five years as well. . (Stanford Technology Ventures Program, 2005) The largest motorcyclist populations are found in Brazil, Argentina, Colombia, Mexico and Venezuela. . (Stanford Technology Ventures Program, 2005)

Europe

Europe has seen a general increase in motorcycle sales since the 1990's, as well as reaped the benefits of increasing exports. For Germany, exports dramatically increased from 26,000 units in 1993 to 80,000 by 2001. . (Stanford Technology Ventures Program, 2005) In addition, the country has 56 two-wheeled vehicles for every 1,000 people. . (Stanford Technology Ventures Program, 2005) As of 2003, in France, the top 10 manufacturers, evaluated by units sold were: Yamaha (42,212), Honda (31,279), Suzuki (27,894), Piaggio (15,585), Kawasaki (12,276), BMW (6,959), Peugeot (6,781), Aprilia (4,560), KTM (3,738) and Harley-Davidson (3,230). . (Stanford Technology Ventures Program, 2005)

Aftermarket Industry Specificities

Haulen Ass is an aftermarket motorcycle part company; they create aftermarket or OEM parts for Harley Davidson motorcycles such as backrests, license plate mounts, and taillight mounts. These products create additional value and customization to the motorcycles purchased by Harley Davidson consumers.

Haulen Ass identifies its main competitors as Kuryakyn, Custom Chrome and Harley Davidson. While these companies do not carry identical product lines, each company's line includes products similar to Haulen Ass. Competitive Analysis

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Competitor Overview

The research team has identified and examined three of Haulen Ass' largest competitors, on a local and international scale. These competitors offer both an online presence and physical retail location to their consumers.

Competitor Sites

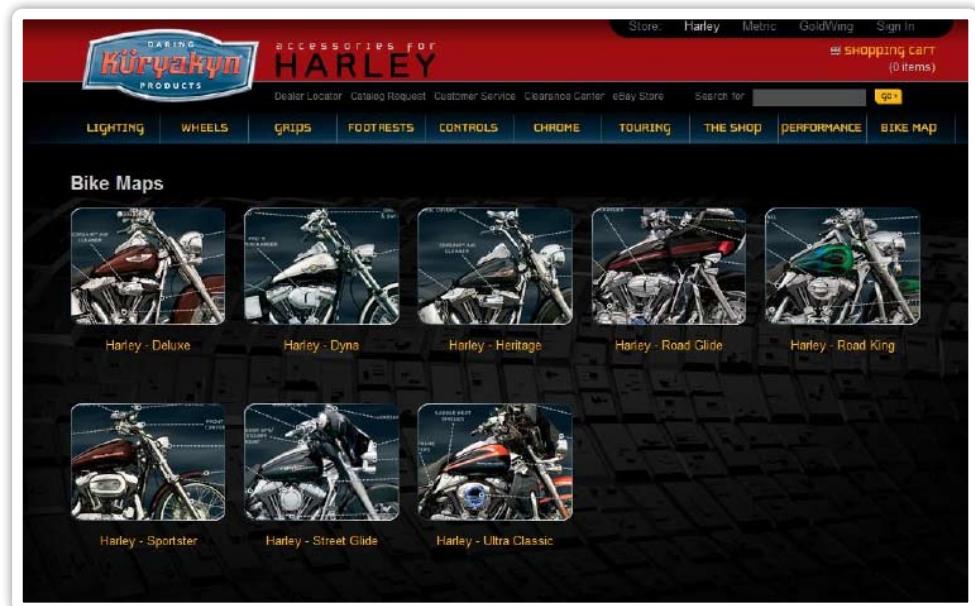
Küryakyn

Küryakyn.com (2009) is a virtual online store with several retailers which specializes in the sales of accessories for the personal customization of Harley, Metric and Goldwing motorcycles. Küryakyn.com has been one of the top motorcycle accessory dealers for more than 145 years. They offer an extensive selection of accessories which fall under the categories of Lighting, Wheels, Grips, Footrests, Controls, Chrome, Touring and Performance. This extensive product line and dominance in the field has not only posed Küryakyn as one of Haulen Ass' greatest competitors but also a benchmark.

Küryakyn	
Positive	Negative
Time in industry	Intimidating
Extensive product line	Internationally created products
Caters to other motorcycle companies	Large Enough to be Name Brand



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Custom Chrome

Custom Chrome (2009) is the world's largest independent supplier of aftermarket parts and accessories for Harley-Davidson motorcycles. It was founded in 1970 and since then has ruled the market in supplying Harley customization parts to individual distributors. They are an innovative company that constantly creates new and innovative products to retain old customers and draw in prospective consumers.

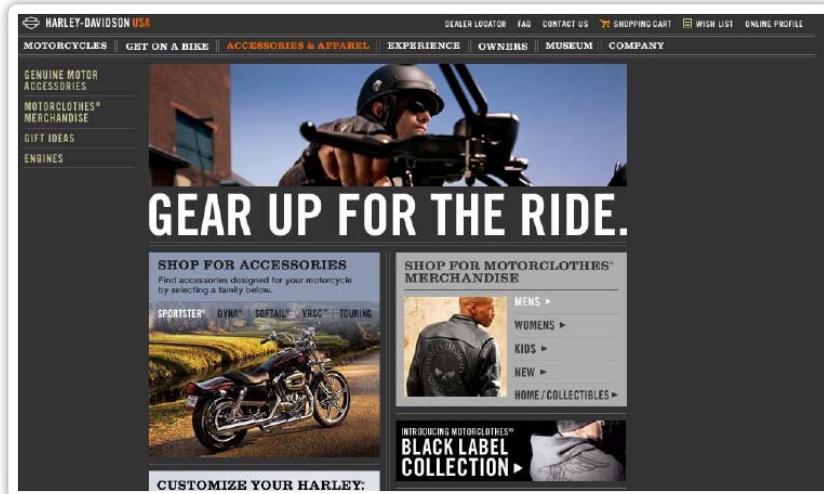
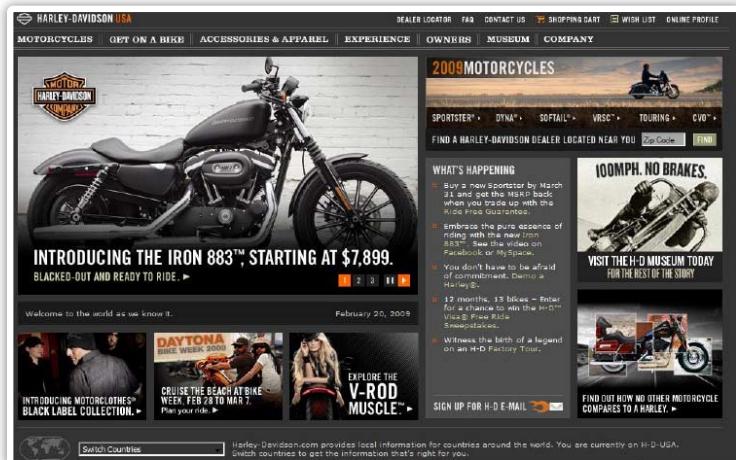
Positive	Negative
Largest supplier	Overwhelming
Time in industry	Confusing website
Rejuvenating product line	Catered more to dealers



Harley Davidson

Harley Davidson (2009) is a top American manufacturer of motorcycles and motorcycle accessories. It was founded in 1903 and has become an American subculture. Many businesses are solely focused on providing accessories for Harley motorcycles but Harley also sells authentic certified accessories making them one of Haulen Ass' principal source of income and a large competitor.

Harley Davidson	
Positive	Negative
Created industry	Product recalls
All-embracing product line	Too mainstream for counter cultures
Authentic accessories	Not solely focused on accessories

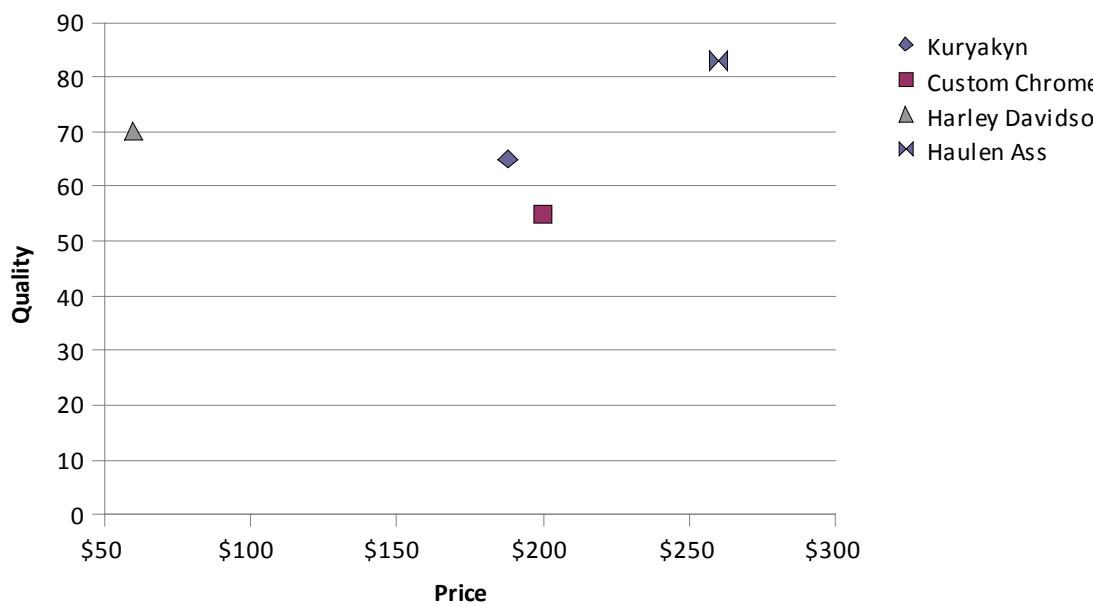


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Competitive Positioning

Haulen Ass identifies Kuryakyn, Custom Chrome, and Harley-Davidson as its main competitors in the aftermarket motorcycle industry. Centristic Consulting Group gauged each of the competitors based on their retail pricing in comparison to quality. Quality was determined through reading user reviews of each company's product line and rating performance on a scale of 1 to 100. Haulen Ass, as the only small-business carrying 100% American-made parts, holds superior product quality; however also carries a high price tag. The other competitors hold moderate perceived quality with lower prices. Haulen Ass will need to elaborate on quality messaging in marketing communications in order to emphasize the value added by their company.

Positioning Model



Competitive Advantage Frame

Haulen Ass' competitive advantage is focused around differentiation. While their price may be higher than that of its competitors, Haulen Ass promotes its American-made products as superior in quality and reliability. These product features differentiate Haulen Ass from its competitors on a level that is valued by the American consumers within the industry. As Haulen Ass expands its business internationally, this competitive strategy will need to reexamined to add increasing value to other markets. In addition, although not the focus on their competitive strategy, Haulen Ass will need to consider low-cost competitors with caution. These types of competitors can create pricing wars within the market, which can be detrimental to differentiators.

		Competitive Advantage	
		Lower Cost	Differentiation
Competitive Scope	Broad Target	Cost Leadership	Differentiation
	Narrow Target	Cost Focus	Differentiation Focus

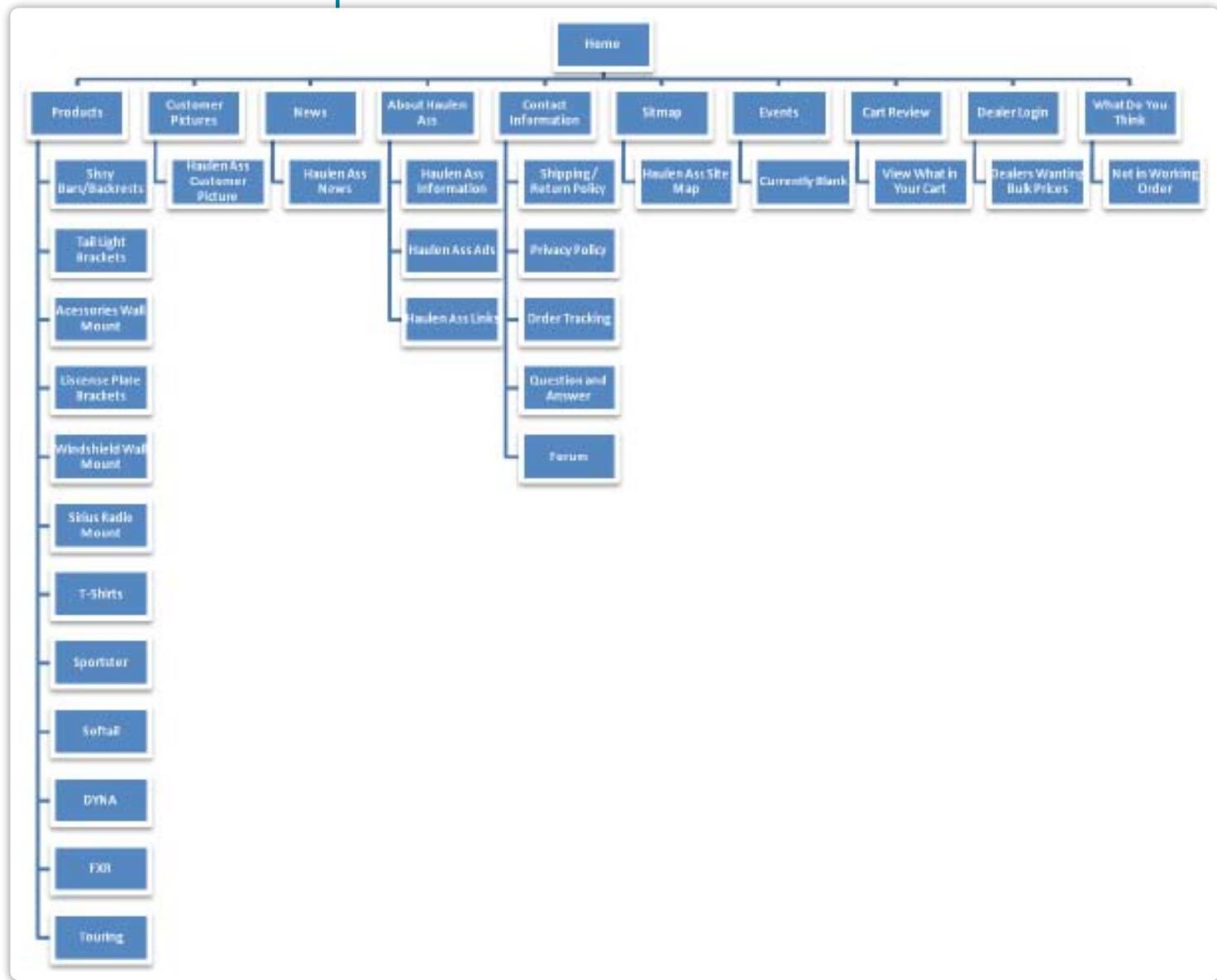
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The Haulen Ass Company

Haulenass.com

Content / Description

The Haulen Ass website is a multileveled website which mostly focuses on providing consumers access to their product line with much of the website dedicated to this purpose. The website allows consumers to voice their opinions both through pictures and text. They provide a section solely for dealer's to login and receive special prices on bulk amounts of their product line. The site posses many positive aspects but would also benefit from some potential changes in structure and content.



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Website Aesthetics

Centristic Consulting has found through careful analysis of industry standards a need for the redesign and modernization of Haulen Ass' website. While the colors are suiting to the target consumer because of their use of the Harley-Davidson color scheme, the consultants feel that the contrast between the black background and white text is too high which is not the best option for visibility and consumer comfort.

The styles of the Haulen Ass website are inconsistent because of the large amount of variations in font sizes. Many designers suggest using a small amount of font sizes to create a sense of consistency throughout the site. The sizes of the font should represent the hierarchy of the content. Headings should be larger and stand out , giving the user a "path" indicating what content should read first. There are some areas on the Haulen Ass website that do not follow this rule of thumb. These areas do not have much visual separation between many of the site's elements, which causes the content blend together.

The user interface also needs several adjustments due to the fact that some general user interface standards are broken. In general, website users are accustomed to certain interface practices, and when an interface does not follow those common practices it leads to significant amount of dissonance in the user. For example, the shopping basket is very commonly placed on the top right of a website but on the Haulen Ass' website, it is placed on the bottom left. Another example is, the search bar is generally on the top right of the site as well, and this too is on the bottom left.

The consultants have also concluded that the hierarchy of the site is unclear due to that fact that the navigation does not appear to follow a proper form of hierarchy. An example of this when a user clicks on "Product" and follows the Product Options" links they then have no way of getting back to the parent category besides clicking the "Back" button on the browser. The consultants believe due to web standards that users should always have a return option besides the "Back" button.

A content problem that plagues the Haulen Ass website is the lack of a visual representation of the website's structure for consumers. One suggestion to visually aid consumers in the navigation of the website is having a sub-navigation with the consumer's current page selected.

The Haulen Ass website consists of a "liquid layout" website, meaning that it expands to the width of the browser. This is a good option when a website has a large amount of content and listings (for example, eBay), however, Haulen Ass may be more suitable with a "fixed layout" meaning that it'd be a fixed size (800 pixels or so) centered in the middle of the page.

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Search Engine Analysis

SEO

Centristic Consulting Group has identified that currently Haulen Ass's Google page rank is low, scoring only a two out of ten and that their Alexa.com estimated traffic rank is #3,987,324. There are many techniques that can aid Haulen Ass in the raising of these scores. Currently, the coding structure has some flaws that are not properly optimized for search engines. The page titles that appear at the top of the browser, are not properly optimized for search engines. In a careful analysis of search engine keywords the researchers discovered that searching "hauling ass" or "haulin ass" does not return haulenass.com. Both domain names haulinass.com and haulingass.com are currently purchased by other sources which makes it possible for consumers searching for Haulen Ass to be misdirected. There are also some URLs that optimization, for example, haulenass.com/category/309871 is not descriptive or search engine friendly. The domain name haulenass.com is one of the most important sections of search results, so any search query with "Haulen Ass" in it should ideally return a haulenass.com page as the first result.

Search

In a careful analysis of search engine keywords the consultants discovered that searching "hauling ass" or "haulin ass" does not return haulenass.com. Putting a clever inclusion of "hauling ass" on the site may facilitate searches for consumers attempting to find the site while searching for something like "hauling ass sissy seats". If a simple phrase on the front page is included such as "We're Hauling Ass!" this will link the keywords "Hauling Ass" with the domain. Both domain names haulinass.com and haulingass.com are currently purchased by other sources which makes it possible for consumers searching for Haulen Ass to be misdirected.

Word density of front page:

Word	Count	Density
mount	20	3.12%
harley	19	2.96%
detachable	19	2.96%
davidson	18	2.80%
wall	17	2.65%
ass	16	2.49%
haulen	15	2.34%
touring	11	1.71%
windshield	11	1.71%
plate	11	1.71%

Source: <http://www.sitereportcard.com/>

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The following search queries return haulenass.com as a top 10 result on Google:

Rank	Terms
1	haulen
1	haulen ass
1	detachable wall mount
1	harley radio mount
2	Detachable Windshield
3	Detachable Windshield Mounts
3	harley light brackets
4	Sportster Sissy Bar
5	harley backrests
8	Harley Davidson aftermarket
11	Harley Davidson sissy seats
13 (hdforums post)	Sissy seats
18	harley davidson custom products
[none]	hauling ass
[none]	haulin ass

Below are Haulen Ass' top referring sites:

Rank	Site	Referrals
1.	hdforums.com	7,296
2.	aimag.com	739
3.	hdforums.com.au	539
4.	forbikergirls.com	234
5.	stumbleupon.com	148
6.	fixmyhog.com	66
7.	thunderpress.net	46
8.	barbedwirebiker.com	44
9.	bikersites.com	40
10.	bikeweekreport.com	35
11.	victory-motorcycle.com	33
12.	arn1e.co.uk	32
13.	jetclothing.tafitibuilder.com	31
14.	ironworksmag.com	27
15.	hdparts.com.au	25

Haulen Ass Business Processes

SWOT Analysis

The S.W.O.T. analysis is an examination of the external and internal facets that effect the Haulen Ass organization. Centristic Consulting Group investigated these features from the customer perspective. These factors were then organized into Haulen Ass' strengths, opportunities, weaknesses and threats. These categories will be reevaluated in the Control Section of this report to determine how strengths and opportunities will be exploited and weaknesses and threats will be reduced using the marketing tactics suggested by Centristic Consulting Group.

Strengths	Weaknesses
<ul style="list-style-type: none"> • American made (American traditional value) • Young company (willingness and ability to adapt/adopt business strategies) • International business • Free shipping, usually ships next day • Online purchasing (multiple payment methods) • Custom parts • Easy installation; practicality 	<ul style="list-style-type: none"> • Website (content, layout, security, keywords, logo, etc.) • Higher Pricing • Limited product line • Market exposure/reach • Limited client feedback, Customer Relationship Management • Total resources • Limited customer service
Opportunities	Threats
<ul style="list-style-type: none"> • Increase number of products (variations) • Increase reach • Increase web presence (Search Engine Optimization, site revamp) • Discussion board groups (blogs, testimonials, forums, etc) • Multiple channels of access (twitter, Facebook, LinkedIn, craigslist, MySpace, etc) • Increase market exposure – brand awareness and recognition • Current economical situation- People searching for cost-effective transportation 	<ul style="list-style-type: none"> • Corporate competitors i.e. Harley, Kuryakyn, Custom Chrome) • Limits on consumer disposable income • Hybrid & gas-efficient vehicles – May limit consumers searching for motorcycles as a cost reducing vehicle • Increases in shipping costs

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The 4S Web Marketing Mix

The 4S Web Marketing Mix is a model used to effectively evaluate a website. This model consists of four areas in which websites can be thoroughly evaluated. These areas are Scope, Site, Synergy and System.

- **Scope** describes the strategy and objectives of the analyzed website and an analysis of the website's competition.
- **Site** explains and analyzes web experience, design, navigation, and interactivity.
- **Synergy** integrates the physical aspects of the company, database and accounting systems, as well as third party services.
- **Systems** is the back-end content management, software and hardware, payment method, and technical performance.

Scope

The scope evaluates the site's strategic role and explains that it is transactional and to some extent informational. It also clarifies that potential users of the site are consumers who are looking to purchase Harley Davidson aftermarket products. A company goal evaluated through this area is Haulen Ass' expansion of their online presence.

Competitors:

Kuryakyn's website is simple in its nature which allows for enhanced and uncomplicated consumer navigation. The website's navigation is clear with a very professional style. The photos are of high quality and class. The code structure of the Kuryakyn website is semantic and optimized for search engines but the URLs are not search-engine friendly.

Custom Chrome's website is very unorganized and confusing. One substantial problem is that much of the website's content is merely images of their magazine pages. The navigation is also very confusing with several functional issues.

The Harley Davidson website has some innovative features that aid their consumers in the purchasing process. This includes Harley's website feature that supplies the consumers with a preview of the products on the actual bike which allows consumers to pick and choose accessories and see how they look.

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Site

Haulen Ass owns one domain name, haulenass.com which is strictly an ecommerce site to which customers generally do not return to repeat sales.

Interactivity:

Haulen Ass has interactivity features on their website, however, they are not very clear or simple to use. Users can leave reviews on products, email any page to a friend and submit photos of their bikes with Haulen Ass Parts. Customers can also create an account and build a wish list, and in this process, they are required to enter all of their contact information and their password in clear text which makes this process difficult for users. The website includes a blog but users cannot post comments which limits the interactivity of the website.

Products page:

The images on Haulen Ass' product page are too small for consumers to recognize the product at first glance. It requires the consumer to study the image which can deter many consumers from any further exploration of the website and its products. There are many inconsistencies throughout the website, examples of these are the website's font sizes, colors and heading sizes. The readability of the website is also an area for improvement. Product categories in the navigation are in all caps which creates dilemmas in readability for consumers. The Haulen Ass website also contains several misspelled words which can create a negative impression with consumers due to the fact that it compromises the company's professionalism.

Front Page:

The front page is a bit unorganized and overwhelming; when there's too much information, users are likely to not read it. Designers and copywriters often use the term "TL;DR - Too Long; Didn't Read" in reference to the fact that many users skip information altogether when there's too much information. The front page of the site offers products right away on front page, which is a great practice to let new users know what types of products they're selling.

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Navigation:

Previous to the completion of this project the Haulen Ass website contained an excessive amount of navigation items which made the website navigation long and cumbersome but through the advice of the researchers Haulen Ass removed and shortened some navigation items. One item that the consultants believe should be removed is the Privacy / Shipping item because does not hold enough weight to be on the website's global navigation.

One stylistic challenge facing the Haulen Ass website navigation is the excessive repetition of the words "Haulen Ass" on the website's global navigation. This repetition distracts the consumer from efficiently locating their desired website areas.

Another change that has been implemented after some consultation from Centristic Consulting is the removing of the sub navigation system which required consumers to scroll down the page to be able to view all items.

Centristic Consulting has reviewed some ideal opportunities of placement of the product navigation in the "Website Redesign" section of this report. One main problem with navigation of the Haulen Ass website is the lack of reverse navigation in the products page. Once a consumer enters one product page they have no options to go back to view any other products or other parts of the website except for the using the browser's "Back" button. This is a problem because consumers should always have options to view other products.

The Haulen Ass website contains a site map which studies have shown helps consumers understand and navigate through a site more easily. (<http://www.useit.com/alertbox/sitemaps.html>)

One recommendation the consultants have for the Haulen Ass website is moving the dealer's login section to a lower section of the website because the majority of the Haulen Ass users are not dealers.

The labeling of the search feature on the left navigation has potential to confuse a good amount of consumers. The search is currently labeled "Site Word Search" which is unclear as to exactly what the search is for. Renaming the search feature to a phrase like "Search Products" can clear any ambiguity the consumers might be feeling.

Some of the categories on the website are unclear. An example of this is the product "Sportster Sissy Seat" which can logically be located both in the "Sissy Seat" and "Sportster" category. This creates confusion for consumers and can potentially impact sales because there are no labels that product's category.

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Synergy

Centristic Consulting Groups has identified that the Haulen Ass company stores all user input data and customer records but does not utilize this information in the maintenance of customer relationships or for marketing efforts. The consultants have noted that Haulen Ass' eBay sales are not integrated with the sales from the StoresOnline site which creates an inaccurate representation of their current sales.

The consultants have also come upon the fact that Haulen Ass manages all sales and fees in Microsoft Office Excel, which is an inadequate program for the collection and integration of all sales information.

A web service must have connections to information in many mediums of technology which is where the importance of incoming and outgoing links which provide users connections to and from information lays. Haulen Ass includes a links page to motorcycle and Harley-related sites and services. There are also over 400 occurrences of "haulenass.com" on the internet (as per Google search results)

Systems

The images on the Haulen Ass website are large and resized using HTML which leads to a longer load time. The "What do you think" section of the website which offers users an outlet to voice their opinion does not function.

Haulen Ass uses StoresOnline.com as a content management and ecommerce system which accepts major credit cards but not Paypal.

Purchasing:

Purchasing on the Haulen Ass website is rather straightforward. When a user clicks "checkout" they are brought to storesonlinepro.com where consumers enter credit card and personal information which is then securely transferred through a Secure Sockets Layer. This level of security is certainly an advantage for consumers except for the fact that the recognized security certificates are located on storesonline.com and not on haulenass.com, therefore, it is possible for consumers to believe that the Haulen Ass website is so unsecure that they must use an external company to complete transactions. The Haulen Ass storesonline transaction area perfectly matches the Haulen Ass website template which can cause a feeling of security in some consumers while creating an extreme level of dissonance in others due to the rarity of other professional websites completing transactions in this manner.

Shipping:

The shipping offered on the Haulen Ass website is UPS / USPS International. This is a secure and well known shipping company which is

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a benefit to consumers, however, there are too many shipping choices listed for UPS which are not explained on the Haulen Ass website. An example of this is the inclusion of the shipping choices UPS Next Day Air Saver® or UPS Next Day Air. There are no descriptions to differentiate these two services except for the fact that they both are free.

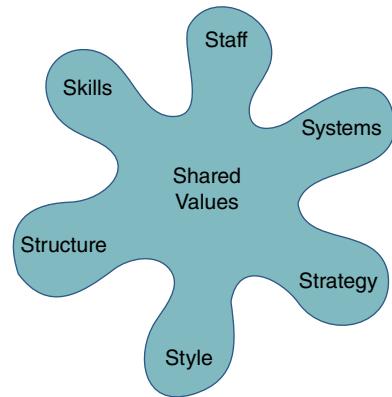
Dealer Login:

The Haulen Ass website has a feature where dealers can sign up for an account and have access to bulk prices.

The 7 S's

Strategy

The Internet has always been an integrated and substantial part of the Haulen Ass strategy. Utilizing technologies such as EBay to reach and sell to new consumers. With the launch of a corporate website, Haulen Ass is looking to improve their web presence and reach new consumers all over the world.



Systems

Haulen Ass originally started as an extension of its parent company, US Transportation Inc. Jason currently manages Haulen Ass' online presence daily. He currently updates the company's social networks and websites and also posts on forums. Haulen Ass currently has one employee who single handedly set up the Haulen Ass website. Presently, Haulen Ass does not have any recruiting.

Shared Values

Haulen Ass promotes traditional "American" values. A substantial part of their value proposition is that their products are 100% American made. In addition, Haulen Ass prides itself on its ability and willingness to support local business.

Style

The Haulen Ass style is down-to-earth and promotes the motorcyclist enthusiast lifestyle. The logo and branding of the Haulen Ass logo fits the rebellious nature associated with motorcycle riders.

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Staff

Haulen Ass has a modest sized work force; however, members are passionate about their product, the company and providing superior service.

Skills

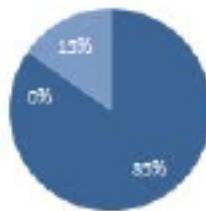
The Haulen Ass team has over 30 years background in engineering and access to state of the art machining facility. They also has members with moderate ability online. Having built their own corporate website as well as maintaining the EBay store front, the team has the skill set to implement e-commerce technology to expand and promote their business.

Structure

When Haulen Ass first emerged into the market, the vast majority of their sales occurred through their EBay store. This dependence on the EBay storefront led to high fees for both shipping and service. According to Haulen Ass' sales records in 2006, 18% of total EBay sales went directly towards EBay and PayPal fees.

2006 Percentage of Sales

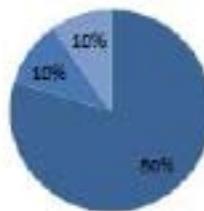
Ebay Website Walk In/ Phone



In 2007, the EBay store was still the bulk of Haulen Ass' web presence. The company added a corporate website to their internet presence. Only having been launched in June, the website generated 10% of the year's total sales, enhancing the number of touch points for consumers' to interact with the company.

2007 Percentage of Sales

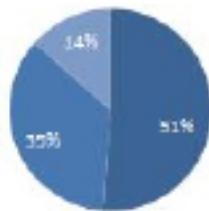
Ebay Website Walk In/ Phone =



In 2008, the company's website gained momentum and popularity among consumers. While EBay store front still covers roughly half of the company's sales, the percentage of website sales increased 25% over the year. Given this positive growth, this suggests that the EBay store front is being phased out by consumer's and the corporate Haulen Ass front is beginning to gain in brand recognition in the industry.

2008 Business Structure

Ebay Website Walk In/Phone



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Past Marketing Efforts

Social Networks

Social network marketing for the Haulen Ass company has not been very successful due to the fact that their networks have rarely been updated and are not linked to each other. In mid-February, Haulen Ass added links to their Facebook, MySpace, and Twitter on their site.

MySpace (0% of site traffic)

(myspace.com/haulenass, 2009)

Currently, Haulen Ass' MySpace account has 120 friends. Their profile is difficult to read in some areas because some words and links are black while the background is also black. The MySpace page also does not offer any links to the Haulen Ass website which is a significant overlook.

Statistics:

120 friends

Twitter (Currently 0.02% of site traffic)

(twitter.com/HaulenAss, 2009)

Haulen Ass has a Twitter account, which hasn't been utilized until recently. The recent usage is about one tweet per day.

Statistics:

Following:72

Followers:45

Updates:22

eBay (0.05% of site traffic)

(Received from Haulen Ass Google Analytics)

Currently, Haulen Ass' Ebay account has prices that are inconsistent with their own website. This may confuse and upset users who have just purchased a product on the Haulen Ass website and realize that the same product's price is lower on the Haulen Ass EBay store. The EBay account is also under US Transportation's name which may also confuse users.

Statistics:

Seller feedback points: 1984 (99.8% positive)

Member since: Jan-20-06

Forums

(Received from Haulen Ass Google Analytics)

Haulen Ass posts their banner advertisements on various motorcycle forums. The most dominant of these being hdforums.com. On this forum Haulen Ass posts products as classified ads, as well as, discussions in other posts. Advertisements are also run on the American Iron Magazine website. These ads are included in the price of the running of a traditional ad in their magazine. Haulen Ass is also running ads on hdforums.com.au.

Site Traffic:

hdforums.com: 38.4%

American Iron: 3.9%

Hdforums.com.au: 2.8%

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Online Advertising

(Received from Haulen Ass Google Analytics)

The banner advertisements Haulen Ass has positioned on the American Iron Magazine website are somewhat unclear as to what they are specifically advertising. Centristic Consulting Group believes that the ads should have a somewhat consistent style and while equally representing the Haulen Ass brand.

Traditional Advertising Publications

Haulen Ass advertises in eight traditional advertising publications which include: American Iron, American Cycle, Thunder North, Thunder Sout, Road Bike, Iron Works, Heavy Duty, Thunder Showcase. Magazine pricing ranges from \$220 to \$1,024 per insertion, averaging at \$603. The current 2009 annual budget for publications is \$22,500. Haulen Ass does not currently put coupon codes in their magazine ads, so the effectiveness of these ads is difficult to track.

Brand Identity

Centristic Consulting Group evaluated the Haulen Ass brand identity on the basis of messages it sends to potential customers. These communications say much more than just the name of the company. They illustrate important aspects of the company such as product value, company values and personality, and information about how the company perceives the customer. These aspects can effect consumers' perceptions about Haulen Ass and their relationship with the company. Benchmarking these aspects will be important when creating tactics that will be effective in collaborating with brand messaging.

Physical: What does the brand say about the product?

The brand, Haulen Ass, describes an efficient and durable product. The donkey depicts the values of efficient and reliable assembly and detachment. This feature communicates a much needed value to many of Haulen Ass' customers. In addition, donkeys are often used as symbol of persistence, representing the steady customer service Haulen Ass provides.

The brand also helps to relieve dissonance for consumers allowing them to having a safety feature while still maintaining the rebellious characteristics of the motorcycle subculture. Haulen Ass will have to appeal to the consumer's rebellious style in order to successfully market their safety conscious product

Character: What does the brand say about the customer?

In addition, Haulen Ass brand is symbolic of the rebellious character of their consumers. The donkey is often seen a symbol for resistance and

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tenacity, but still considered a hard-working breed. This is a characteristic of the Haulen Ass consumer, one who works hard during the week, but enjoys the freedom and enjoyment of a motorcycle enthusiast. In addition, the Haulen Ass name is in-your-face, yet humorous and playful, which is a significant part of the motorcycle culture.

Consumers of Haulen Ass trust in the brand because of their American roots and down to earth style; however as they expand into international markets this emphasis on American value may not be strong enough to carry the company in the future.

Style: What does the brand say about the company?

The Haulen Ass brand and their consumers have a onetime quick relationship with the company. By using brand name that denotes speed and efficiency, Haulen Ass runs the risk of promoting a quick and transactional relationship with their customers. Haulen Ass will need to work to encourage brand loyalty among its customers in order to compensate for this.

The Haulen Ass branding has potential for playful and creative for taglines and marketing messages. This has not yet been used to the company's advantage; however, with a strong campaign it can be manipulated to increase brand recognition and recall among its competition in the market.

Kano's Model

Kano's model is a representation of the requirements, benefits and detriments that consumer perceive within the industry. Benefits are rated with satisfiers being the requirements for consumer business and the excitors being the added value that Haulen Ass provides above and beyond the competitors in the industry. Dissatisfiers are the aspects of the company and the product that turn away potential consumers in the industry. These aspects are not necessarily factors of Haulen Ass, but rather are assumptions of consumer considerations when evaluating alternatives in the industry.

Excitors

These are the aspects of the Haulen Ass business model that exclusively stand them against the competition. These aspects are unique to the Haulen Ass value proposition and are highly valued by their customers.

American made
Support to Local Businesses
Superior Quality
Specific to Harley Brand

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Satisfiers

Satisfiers are the conditional factors in which a consumer will do business within the market. These factors are the values that must be perceived by the consumer, otherwise they will take their business to another competitor. These factors are generally found among all successful competitors in the industry.

Reliability

Reasonable Pricing
 Compatibility with bikes (design and functions)
 Secure buying process

Dissatisfiers

The dissatisfiers are the conditions that drive customers away from doing business. These factors would turn away potential sales and drive them to competitive alternatives.

Untrustworthy sites and brand presence
 Too expensive or too low price
 Lack of industry experience

Value Disciplines Model

Companies generally define value on the terms of three disciplines. These disciplines are product leadership, customer intimacy and operational excellence. Product leadership is defined by focus on the quality of the tangible deliverables to the customers. These companies have differentiating features among their product lines and often have new and updated products. Those companies that excel in customer intimacy focus on the service front of their business, implementing tools such as online chat support, service guarantees and 24/7 customer service. Operational excellence is determined by a company that focuses on efficiency. These companies provide a reasonable quality product, but concentrate their business model on delivering streamlined operations, low prices and high emphasis on supply chain management.



Product leadership:

Haulen Ass relies on their product leadership to attract new customers, making up the bulk of their value proposition. Haulen Ass promotes 100% American made products and top quality items that are "Innovative, Stylish, and Practical". Among these qualities, their product line is reliable and

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provides for quick and easy installation and removal. While Haulen Ass does focus the majority of their marketing messages on their product leadership they do also exemplify some features of the other two value disciplines.

Customer Intimacy:

Haulen Ass emphasizes customer service primarily during the transaction, with little post transactional relationship. Haulen Ass tailors their products to specific end users depending on the type of motorcycle they own, part they want, and more recently the color of the steel of the part.

Operational Excellence:

Haulen Ass provides shipment of products within a 24 hour, demonstrating some of their focus on operational excellence; however, there are additional opportunities for streamlining their operations such as automated order processing.

Customer Segmentation

Target Market

Since Haulen Ass targets Harley-Davidson owners currently, Centristic Consulting Group made the assumption that two companies would have similar customer demographics. This in mind, Centristic Consulting Group acquired the demographics associated with Harley-Davidson sales between the years 2003-2007. Using this range will allow Centristic Consulting Group to identify trends in the market that will allow Haulen Ass to more effectively and efficiently outfit marketing initiatives to the targeted population.

Gender Profiles of Harley Davidson Buyers

According to the Harley-Davidson, the gender differences between Harley buyers have been fairly consistent. While number of women buying Harley's has shown some gradual increase, Haulen Ass should still focus marketing efforts to target the male population.

	2007	2006	2005	2004	2003
Male	88%	88%	88%	89%	89%
Female	12%	12%	12%	11%	11

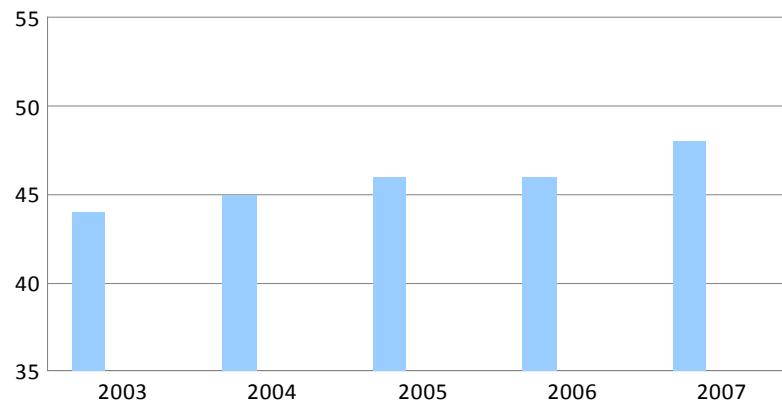
(Harley-Davidson, 2009)

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Age Profile of Harley-Davidson Buyers *(Harley-Davidson, 2009)*

According to information found on the Harley-Davidson site, Harley Davidson consumers are gradually aging. This trend will be important to Haulen Ass in that both they will need to begin to target older populations. In addition, as the motorcycle market ages, companies will need to be considered with promoting the pastime and transportation style to younger generations. This will be important to ensuring future profits.

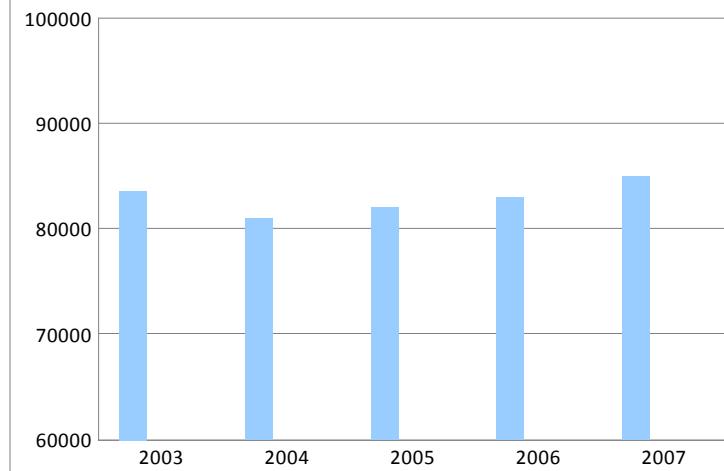
Age Profiles of Harley-Davidson Customers



Income Profile for Harley-Davidson Consumers *(Harley-Davidson, 2009)*

According to information from Harley-Davidson, the average income of their consumers is gradually increasing as well. While current economic conditions may affect this in coming years, Haulen Ass will need to consider this in their marketing tactics and messages.

Median Income of Harley-Davidson Buyers



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Other Important Harley-Davidson Consumer Facts *(Harley-Davidson, 2009)*

Included in the 2007 Harley-Davidson sales information were facts about their consumers' past buying behavior that will be important to Haulen Ass' marketing tactics. This information included that:

- 52% of 2007 consumers a Harley-Davidson motorcycle previously
- 33% of 2007 consumers owned a competitive motorcycle previously
- For 15% of the 2007 consumers this was their first motorcycle purchase

This information suggests that Harley-Davidson has a high degree of brand loyalty among their consumers. This will be important to Haulen Ass, because they will be able to specifically stress that their parts are made especially to suit the Harley-Davidson bike.



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The **planning phase** is the stage where the researchers set goals for what the Haulen Ass company would like to achieve in long term and short term standards. This is where the researchers set the objectives to meet, and begin discussing when the objectives would be achievable.

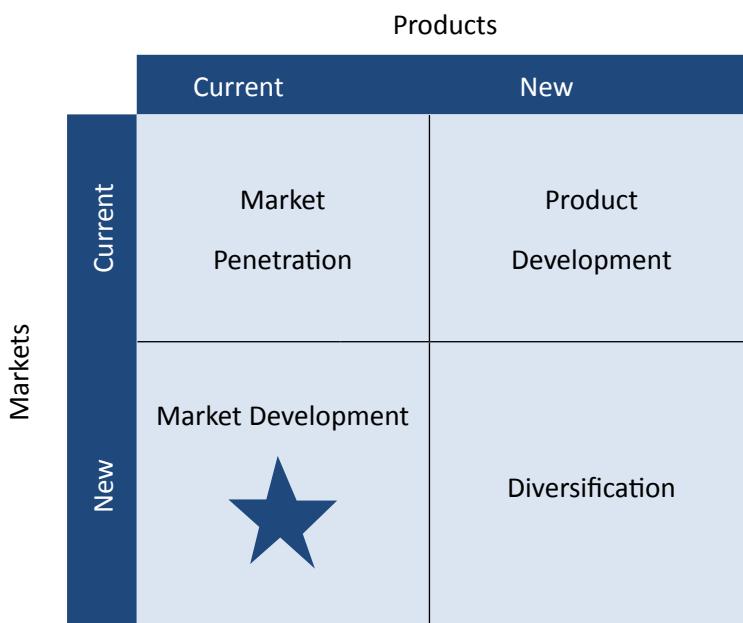
GAP Analysis

END RESULT	CURRENT STATE	GAP
INCREASE THE AMOUNT OF PAGES VIEWED BY THE AVERAGE USER BY 50% WITHIN THE FIRST SIX MONTHS.	CURRENTLY 3.7 PAGES VIEWED BY USER**	WEBSITE REDESIGN <ul style="list-style-type: none"> • MORE VISUALLY APPEALING • MORE READILY AVAILABLE INFORMATION
INCREASE THE AMOUNT OF NEW VIEWERS TO THEIR WEBSITE BY 30% OVER A SIX MONTH PERIOD	CURRENTLY AN AVERAGE OF 2731 USERS PER MONTH**	EXPOSURE <ul style="list-style-type: none"> • BUMPER STICKERS • BANNER ADS • SOCIAL NETWORKING • VIRAL VIDEO CAMPAIGN
GAIN 500 ADDITIONAL FRIENDS WITHIN THE FIRST SIX MONTHS OF LAUNCHING THE CAMPAIGN.	CURRENT NUMBERS: 7 FACEBOOK FANS 120 MYSPACE FRIENDS 45 FOLLOWERS ON TWITTER TOTAL OF 172 SOCIAL NETWORKING CONNECTIONS	MORE ACTIVE IN SOCIAL NETWORKING SITES <ul style="list-style-type: none"> • MORE AGGRESSIVE IN GETTING FACEBOOK FANS • MORE AGGRESSIVE IN OBTAINING MYSPACE FRIENDS • MORE INVOLVED IN TWITTER TO FIND PEOPLE BASED ON “TWEETS” • AT LEAST 1 “TWEET” A DAY, NO MORE THAN 5 PER DAY
INCREASE THE PERCENTAGE OF VIEWERS WHO CONVERT TO SALES TRANSACTIONS BY 5% OVER A SIX MONTH PERIOD	ON AVERAGE, 0.70% VIEWERS MAKE A PURCHASE AFTER VIEWING THE WEBSITE.	WEBSITE REDESIGN <ul style="list-style-type: none"> • MORE PROFESSIONAL LOOK AND FEEL • CLEANER, EASIER TO NAVIGATE • SECURITY CERTIFICATIONS • PAYPAL ACCEPTANCE

**This information is based off of Google Analytics, and may not be completely accurate

Product Market Grid

Through discussion with representatives at Haulen Ass and analysis of the company's current business model, Centristic Consulting Group suggests a strategy of market development. The Haulen Ass product line is limited in that a single customer may not require services multiple times. For this reason Haulen Ass puts particular emphasis on the development of new customers. Developing a stronger online presence will aid Haulen Ass in developing national and international markets.



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Change Dimensions

Pettigrew and Whipp described three dimensions of strategic change in their book “Managing Change for Competitive Success (1991). The three dimensions identified were the content of the change, the process of change implementation, and the context for which the plan take place. Centristic Consulting Group analyzed the marketing strategy of this plan using these dimensions in order to determine its particulars. By doing this, Centristic Consulting Group was able to develop marketing objectives and tactics that are cohesive with business strategy.

Content

The Haulen Ass strategy will be change by creating more emphasis on reaching out to new customers through new technologies. Haulen Ass will be expanding their customer base.

Process

In order to accomplish this Haulen Ass will be utilizing online technologies to directly reach new customers and take advantage of past customer contacts.

Context

These changes in strategy will market to both on a national and international level through Internet portals.

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Strategic Types

There are four strategic types identified by Miles and Snow in the book "Organization Strategy, Structure, and Process". These strategic types help to define how the businesses contribute to the overall goals of the company.



While Haulen Ass is presently adaptive in nature, the plan proposed by Centristic Consulting Group will aid in converting its strategy to that of a prospector. Through the use of online tactics Haulen Ass will be able to develop new markets on a national and international basis. In addition, by exploiting tools such as Social Networking Sites, Haulen Ass will be able to create and reach new consumers as well as profit from increases in repeat consumers.

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SMART Objectives

In order to meet the strategy goal of market development, Centristic Consulting Group will be focusing objectives to a six month time line. This is because the use of Internet tools to gain new customers is a relatively new front for Haulen Ass. A six month plan will allow Haulen Ass to measure results for effectiveness and alter the marketing plan to meet company needs.

Objectives within this six month period will be specific in both in what the aim is and how it will be measured. These following objectives were agreed upon with Haulen Ass representatives to meet strategic market development goals:

Objective 1:

In doing this, Haulen Ass will increase the amount of pages viewed by the average user by 50% within the first six months.

Objective 2:

Haulen Ass will increase the amount of new viewers to their website by 30% over a six month period after implementation.

Objective 3:

For this campaign Haulen Ass will achieve 500 additional friends on social networks within the first six months of launching the campaign.

Objective 4:

Haulen Ass will increase the percentage of viewers who convert to sales transactions by 5% over a six month period after implementation.



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The **approaches** phase requires the researchers to use tools such as brainstorming to come up with possible ways to achieve the goals set in the previous planning section. This requires a meeting with the client for the purposes of discussing and agreeing upon the ideas and tactics that the researchers have developed.

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Possible Tactics

In the world of internet marketing there are limitless amounts of resources available to businesses of all sizes. The consultants have identified various tactics in an effort to aid Haulen Ass in achieving the objectives set forth by the consultants. In the strictly internet sense, there are options such as website redesign, search engine optimization(SEO), Google Ad Words, banner advertisements, the use of social networks, e-newsletters, security certifications, viral video campaigns, and the utilization of Second Life. Each of these options has a different, unique way of capturing and informing the intended audiences. There are also non-Internet methods which coincide with the internet activities. For example, event sponsorship, bumper stickers, and logo redesign. These non-Internet options can partner with the internet based options to reach a larger audience and create of an effect. For instance, bumper stickers can be packaged with online surveys in an effort to create an incentive for consumer participation.

Website Redesign

A redesign of the website would be an immensely beneficial method of increasing web traffic and sales. The current website for the company Haulen Ass is outdated by current web standards. A full website redesign and modernization would in theory increase the amount of time consumers spent browsing through the website. This increased amount of time has the potential to directly correlate to an increase in the amount of purchases consumers execute. This is because consumer interaction with the product closely correlates with buying behavior.

Search Engine Optimization

One tactic that has an enormous amount of potential in increasing the quantity of traffic the website experiences would be implementing Search Engine Optimization for the Haulen Ass website. Search Engine Optimization raises website search ranking in search engines such as Google. Currently when a consumer searches the word “sissy seat” in the search engine Google the Haulen Ass website does not appear on the first page of results. This exceptionally detrimental to attaining new consumers due to the fact that many only pay attention to the first results on the first page of their search engine. The proper implementation of Search Engine Optimization tactics to the website will increase the amount of consumers who are directed to the Haulen Ass website when they search terms related to the Haulen Ass business. This allows consumers to visit the Haulen Ass website both as a resource and an establishment to buy customization materials.

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Google AdWords

The product Google AdWords is an extremely powerful and relevant tool to the increase of the effectiveness of Haulen Ass' marketing and advertising strategies. This product displays targeted advertisements to consumers. Haulen Ass would define a list of words in which they would like their advertisements to appear under and when a consumer searches any of these words the Haulen Ass advertisement relevant to the searched word would automatically appear on the consumer's browser side bar. This is an extremely useful tool because it enables direct marketing; meaning that only relevant users would be shown advertisements. This saves on advertising expenses and allows Haulen Ass to fulfill the needs of consumers who are looking for a certain product.

Bumper Stickers

Free merchandise has always been an important tactic in the perusal of consumer information through data gathering methods such as surveys. Through the bundling a free bumper sticker with the completion of a survey or the joining of the Haulen Ass mailing list, consumers are provided with an incentive. This yields greater consumer participation and information for extensive databases.

The offer of free bumper stickers also provides Haulen Ass with a method of extensive but cost effective advertisements. When a consumer places the bumper sticker on a vehicle, every other consumer who views the bumper sticker is instantly exposed to the Haulen Ass brand, website, logo, and tag line.

Banner Advertisements

Banner advertisements are another form of targeted internet marketing. Through the cycling of Haulen Ass banner advertisements throughout online forums and various other motorcycle enthusiastic websites, Haulen Ass can increase their amount of exposure in efforts to draw in new consumers and remind previous consumers of their products.

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Social Networks

Networks are the essential keys to the survival of subcultures that provide the product demand that allows companies like Haulen Ass to exist and make unique products. Online social networks are relatively new tools that facilitate the interconnectivity of subcultures like the motorcycle enthusiasts. Networks such as Facebook and MySpace contain specialized groups in which consumers interested in the group's theme can subscribe. These groups allow members to stay connected and share information like product or company updates very easily. They also allow for highly effective targeted advertisements because they reach groups of consumers who are specifically interested in the types of products being advertised.

Other networks such as Twitter allow consumers to be targeted directly. For example, if a consumer posts a message or a "tweet" that they have just bought a Harley Davidson motorcycle, these messages can be searched for by key terms and Haulen Ass can add the consumers to their friends list. This allows Haulen Ass to "tweet" about a new product or an upcoming event and instantly notify their friends which will be consumers with Harleys and interested in the customization of their motorcycle.

E-Newsletter

E-newsletters are effective methods of regularly informing consumers of new products and are also effective modes of providing the consumer with coupons and deals. Consumers that are subscribed to an e-newsletter are easily informed of company and industry news. This tactic encourages consumer to view Haulen Ass as a leader in the motorcycle accessory industry and a first-rate information resource.

Security Certifications

In a world so plagued with unwanted invaders, online security is an increasingly important aspect of a business to many consumers. Website security certifications are often one of the best solutions to the online security issue. These certifications reassure consumers that the Haulen Ass website is a secure area for transactions to occur. This is because to receive any of these certifications certain industry security standards must be strictly met and maintained. The feeling of trust that these certifications create is a key factor in the consumer's decision to complete their transactions with the Haulen Ass company and website.

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Logo Redesign

In an ever changing world, the modernization of a company's logo is an important practice for continuously relating and adapting to new consumers and industry trends and shifts. Currently the Haulen Ass logo, though effective, is in need of some redesigning to bring the company to current industry standards. This redesign and modernization of the current logo has the potential to create a greater demand for Haulen Ass products due to consumer's positive impression of the brand.

Viral Campaign

Innovation is the basis and key to success to many industries. Viral campaigns are a new and innovative methods of capturing consumer attention and interest. These campaigns are typically presented in video format and are very simple but memorable. This is because they are posted throughout social networks and video websites like YouTube and then are passed along through consumer word of mouth.

One example of a potential viral campaign is the creation of video in which Haulen Ass challenges consumers to a sissy seat assembly speed test. In this video a Haulen Ass representative would assemble and remove a sissy seat as fast as possible. Customers would be challenged to beat the representative's time for the challenge and receive some sort of prize for the completion. This type of viral campaign actively involves the consumer and also tempts new consumers to purchase a the product to complete the challenge.

Second Life

Second Life is a virtual world and social networking tool where consumers explore, live and connect with each other. It is becoming a very popular medium because consumers are less limited by the constraints of real life. This freedom allows for greater marketing tactics at a lower cost than real life.

One example of a potential campaign in Second Life would involve Haulen Ass renting an island and hiring a developer to transform the island into a place where users could purchase motorcycles, and customize them. This would allow consumers to see that they can customize their bikes with Haulen Ass, and actually create revenue. Using Second Life's currency, Linden Dollars, Haulen Ass could charge for different customizations, and actually make a profit off of this exposure as well.

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Company Tagline

A tagline, or catchphrase, slogan, or hook, is a way to materialize a brand. When people think of a brand, there is usually a specific emotion or idea that is felt. It brings to life the idea of a company and is essentially a mnemonic device. Haulen Ass would benefit greatly from a catchy tagline which could be used on their website, products and promotional materials. The consultants through careful analysis of the brand have thought up potential tagline for the Haulen Ass' sissy seats. This slogan would be "Haulen Ass: Two Asses at a Time." This provide a comedic and memorable association with the company and brand.

Event Sponsorship

Event sponsorship would help bring brand and product awareness to a specific group of people. Events allow for greater networking with targeted consumers. In the case of Haulen Ass, product expose at a major convention would help show the quality of their products first hand. The sponsorship of a local motorcycle safety class would also allow for greater exposure to specific consumers.

Energy Drink

Giveaways are one of the best tactics for obtaining initial consumer attention. The key to giveaways are their novelty value. Company energy drinks are a fun and appealing giveaway that due to the increase in energy drink consumption, consumers thoroughly enjoy. Energy drinks, like the bumper stickers, can be given away as an incentive to participate in surveys or viral contests, register with the Haulen Ass website or just as a thank you to the consumer for purchasing one of the Haulen Ass products.



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The **implementation phase** is the stage where the tactics are evaluated through choice criteria and then broken down into multiple levels. Using different metrics Centristic Consulting Group analyzes the possible tactics in this stage of the plan. The researchers measure the tactics and then remove tactics which do not meet all of the requirements as set forth by the researchers in this section. The tactics are then broken down to fit into a three tier plan which is differentiated by budget levels.

Choice Criteria

	Time	Reach	Cost	Measurability	Objective Oriented	Cross Cultured	Fits Previous Business Model	Sum
Website Redesign	3	7	3	9	9	9	8	48
Search Engine Optimization	3	7	4	8	9	7	6	44
Google AdWords	8	7	2	9	5	4	2	37
Bumper Stickers	9	8	8	9	9	8	9	60
Social Networks	7	8	8	6	8	9	8	54
E-News Letter	9	9	8	5	9	7	8	55
Security Certifications	8	9	4	6	9	8	9	53
Logo Redesign	8	9	9	7	9	8	9	59
YouTube campaign	6	8	8	8	8	8	8	54
Tagline	8	9	9	7	9	8	9	59
Event Sponsorship	4	6	3	5	6	6	1	31
Site Translation	8	7	3	8	8	9	8	51

Scale from 1-10 1=lowest rating 10=highest rating

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Time

Time is a multifaceted criterion when choosing marketing tactics. Costs may include the time for preparation or implementation or the time it takes to break even on an investment. Due to the immediacy of needs such as reaching new customers or sales goals, many companies are forced to sacrifice quality. For this reason time will be measured through its cost in relation to the benefits associated.

Reach

Reach can be broken down into the ability to effectively and efficiently contact and influence potential consumers. As Haulen Ass' primary strategy is market development, a tactic's ability to reach new customers is vital. This not only will help to expand the company's customer base, but also their influence in the industry. Reach has a direct impact on the number of sales taken in by the company and will positively influence return on investments.

Costs (Monetary)

Cost, like time, comes in various facets. Costs can be upfront or accrued over time. Costs may accumulate with the implementation of a specific tactic or the opportunity cost of forgoing another tactic. Some costs are easily measured. An example is a pay per click campaign. Others are more difficult to measure in relation to their benefits. While advertising in trade publications may be vital to reaching new customers, it is difficult to measure the percentage of customers being directed by this type of advertising. This can make determining the cost in relation to its effectiveness difficult to gage. Tactics will be evaluated both on their ability to be measured and in relation to their potential benefit to Haulen Ass.

Objective Orientation

Tactics will also be measured in relation to their effectiveness in meeting the objectives set up Centrctic Consulting Group. This will ensure that objectives are efficiently met, contributing to the growth of Haulen Ass' customer base, credibility and influence within the industry.

Cross-Cultural

As Haulen Ass develops and expands its customer base internationally, this criteria will increase in importance. With this type of marketing strategy it is vital to make sure that marketing messages are both understood and well received among all cultures being targeted by the company. For example, American-made products, is a significant item in their value proposition; however, it may not be considered higher value among other cultures. In order to create value to all potential online customers, marketing tactics will be evaluated on their ability to communicate value across multiple cultures.

Fits Previous Business Model

In addition, it is important that the online tactics of a company be cohesive with its offline tactics. This creates benefits such as increased brand recognition among customers. In addition, offline and online tactics can be used to reinforce one another, but only if they can be associated together in the minds of Haulen Ass customers. For this reason, criteria will be assessed on their consistency with previous marketing tactics and strategies.

Confrontation Matrix

	Opportunities	Threats
Strengths	<ul style="list-style-type: none"> • Products (Amount and Variations) • Increase Reach • Web Presence • Discussion Boards • Channels of Exposure • Increase Awareness and Recognition • Economical Situation 	<ul style="list-style-type: none"> • Corporate Competition • Consumer Income • Alternative Vehicles • Shipping Cost increase
Weaknesses	<p>Offensive:</p> <ul style="list-style-type: none"> • Twitter • Social Networking Sites • Viral Campaign • Search Engine Optimization • Security Certifications <p>Defensive:</p> <ul style="list-style-type: none"> • Viral Campaign • Search Engine Optimization • Website Redesign • Logo Redesign • Incentive Programs 	<p>Adjustment:</p> <ul style="list-style-type: none"> • Website Redesign • Promotions/Incentives • Search Engine Optimization • Viral Campaign • Google Ad Words <p>Survival:</p> <ul style="list-style-type: none"> • Lower Cost; lower price

Steps for Implementation

Website & Logo Redesign

A company's logo and website are crucial parts of a brand. As a release strategy, Haulen Ass should launch its new logo and website simultaneously, instantly and drastically redefining their brand. It will be cost-effective to hire a student as a co-op or part of a course. Centristic Consulting Group has provided a list of guidelines to follow in regards to designing the website. See the "Best Practices" section for a compilation of best practices and recommended guidelines.

Search Engine Optimization (SEO)

Search Engine Optimization should be an ongoing process. Haulen Ass' simple involvement in various online communities in an effort to widely distribute company website links and associations is an easy way to increase search engine optimization with little to no actual cost. The on-site SEO should be created while the designer is implementing the site. Centristic Consulting has provided guidelines for on and off site SEO.

Google AdWords

Google AdWords is an excellent opportunity to target advertising to new online consumers. Haulen Ass must identify key words that are relevant to potential customers, examples include Sissy Seats, Harley Davidson, Backrests, Motorcycle Aftermarket and Harley Accessories. There are also two types of Google AdWords that are of interest to the Haulen Ass company. These plans data as "costs per click" and "Costs per impressions."

CPC: Cost per click: This type of plan is best used for products or brands whose value is expected to increase with every click that redirects the consumer to the product. This type of advertisement plan is also effective if there is a general consensus that the advertisement may not receive many clicks which in turn makes it more effective to pay for each click. An example of this is that an ad could run 10,000 impressions and if they receive 4 clicks, they paid for what they put in, whereas receiving 4 clicks from 10,000 impressions would be failure for CPM.

CPM: Cost per [1000] impressions: If an advertiser feels like they can get many clicks out of a 1,000 impressions, a CPM campaign will be very effective.

Bumper Stickers

It is suggested that Haulen Ass uses the same designer for all artistic aspects like the bumper stickers, this will ensure that the styles and branding will be consistent. If this is a possibility, a good designer will understand how to be consistent with branding.

Banner Advertisements

Though Haulen Ass is already advertising on site with banners, the banners should be redesigned to convey a consistent brand. Google Adwords allows advertisers to place ads on participating sites, so this may be another option for Haulen Ass.

Social Networks

Haulen Ass has already implemented social networking strategies which do need some revamping. Centristic Consulting has created a list of guidelines for using Twitter, as it is a new social network and the utilization of its marketing potential should be thoroughly understood and exploited.

E-Newsletter

Centristic Consulting Group suggests that Haulen Ass prepare a newsletter using the Stores Online control panel. Graphics should be designed and uploaded using Stores Online. During Haulen Ass' six month marketing plan, Centristic Consulting believes that it would be best for newsletters to be sent out monthly. Even if some companies send out newsletters more often, it will be cost and time effective for Haulen Ass to limit theirs to once per month.

For a simple e-newsletter, this can be done using storesonline.com with little technical knowledge. For more advanced newsletters with custom designs. The technical aspect of newsletters is a bit complex and requires additional technical knowledge.

For more detailed information, see the "Best Practices" section.

Security Certifications

The Trust Guard certification is automated and will scan the Haulen Ass system to analyze the potential security risks when purchased. The security certifications can be applied when the designer creates the website. This is especially important on product pages and near the check out and shopping cart areas.

Company Tagline

The company tagline can be applied to the header of the site, to the page title of the front page, as well as in various advertisements, where appropriate.

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Energy Drink

XBrandFluids.com offers custom designed energy drinks for Haulen Ass to adopt in their giveaway efforts. This site offers templates to ensure that the submitted design is in the correct dimensions and format. Once an energy drink label has been designed, it can be uploaded to the site and ordered. The shipping time is about 2 to 3 weeks.

Viral Campaign

During the planning stages of the viral campaign, Haulen Ass is recommended to set up an account on YouTube, begin to network throughout the website and gain followers. Followers are the most important aspect to a viral campaign because they are people that will make the viral campaign viral and successful. Haulen Ass is recommended to start publicizing its YouTube channel before the actual viral campaign begins in order to build a substantial following . The campaign will require time, planning, and equipment, but there will be no direct costs involved besides marketing costs.

Three Tier Marketing Plan

In order to meet Haulen Ass' marketing and budget goals, Centristic Consulting Group developed three marketing budgets. These budgets were developed so that the Haulen Ass team could evaluate their spending and commitment to developing online tactics and choose the budget that suits their marketing needs.

The Token Budget – \$5,000

Search Engine Optimization (SEO)- \$129.99 Up Front

There are certain actions that Haulen Ass can take to improve their website's ability to be found through search engines. Some of these steps include inserting meta tags and restructuring the back-end of the web site to enhance indexing capabilities.

In addition to changes made structurally to the site, Haulen Ass can improve their ability to be searched by joining various motorcycle directories online. Many of these listings appear on the first three pages of search engines such as Google and Yahoo, when products and key terms are used. The following directories have been suggested by Centristic Consulting Group for their reach and cost-effective pricing.

Directory	Price
Motorcycle Classics – Parts Directory	Free Listing
Bikers-shop.co.uk	Free Listing
Motor Cycle Industry	\$100 for a Six Month Listing
J&P Cycles	4% of Generated Sales
JC Whitney -Automotive	Unknown
Motor Cycle Parts Directory	\$29.99 a month
Motor Cycle Guide. Net	Free Listing

Website Redesign- Free

In order to create a more modern website that will attract new viewers and potential customers while maintaining low costs, Centristic Consulting Group suggests collaboration between Haulen Ass and a RIT design class. Many of the students come in with extensive design experience and through the use of undergraduate students Haulen Ass will be ensured a creative and unique style designs. In addition, the professor conducting the class will make certain that implemented style designs will function properly.

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Centristic Consulting Group feels that the program will be implemented in one of two ways. The first option would be that the class would make a unified website as a teaching tool. This however, would limit the creativity of the class and style would be subject to the professor's preferences. The second and more preferred method would be if the class worked either individually or in groups to create unique websites for Haulen Ass to choose from. This would give Haulen Ass the most control over their site design and would put less limits on the creativity of the students. One possible incentive for creative and quality work would be if the individual or group whose site design was chosen would get extra credit for the class.

One limitation of students is that there is less control over design elements for Haulen Ass. While Haulen Ass will be able to set limitations and guidelines, what the student's come up with will be up to them. While this encourages creativity, it's possible that the site designs delivered by the class will not be what was expected by Haulen Ass. In addition, Haulen Ass will be subject to the limitations of the class as far as time and implementation.

In order to create this type of program, Haulen Ass will need to contact the New Media Interactive Development Department of RIT. Centristic Consulting Group feels that this department will be the best fitting for Haulen Ass' needs due to their emphasis on modern design and functionality. The contact information for the New Media Interactive Development:

Program Coordinators

Steve Kurtz
585.475.2111
Shk@it.rit.edu

Nancy Doubleday
585.475.7324
Nrd@it.rit.edu

Social Networking Site - Free

In order to increase traffic to the Haulen Ass website, Haulen Ass will need to increase their activity on social networking sites. Utilizing current social networking sites on Facebook, MySpace and Twitter will allow Haulen Ass to search for and identify potential consumers. It will also provide a opportunity for consumers to extend Haulen Ass' reach to new markets through their networks. In addition, Haulen Ass will need to create a LinkedIn account in order to establish professional contacts for possible distributors and sponsorships.

Through the use of social networking sites Haulen Ass will be able to create better brand recognition and influence within the industry. Haulen Ass will also be able to identify new potential customers through search applications on the site. For a full list of actions for successful social networking campaigns see the “Best Practices” section.

Bumpersticker Campaign - \$419 per 2,000

In order to increase traffic to the website and total brand recognition Haulen Ass should consider tactics that promote the site outside of their online activities. One way to do this is to design and hand out bumper stickers to their customers. Customers will be able to register for a free bumper sticker on the Haulen Ass website and will also get a free bumper sticker with every Haulen Ass purchase. Bumper stickers will be trendy and reflect in design the motorcycle subculture’s values. The bumper sticker will include a new logo design for Haulen Ass as well as a catchy and memorable tagline. Centristic Consulting Group purposes “Haulen Ass: Two Asses at a Time” as the messaging for the bumpersticker campaign.

Centristic Consulting Group has designed a bumpersticker for this campaign, complete with logo redesign; however, should Haulen Ass require more selection Centristic Consulting Group recommends contacting the New Media Interactive Development Department of RIT. See contact information in the “Intermediary Budget”.

Bumperstickers can be printed and delivered from psprint.com. A 4 x 6” rectangle bumpersticker would cost \$419 for 2,000 full color stickers.

Security - \$1692

In order to create better brand association and encourage more sales transactions among its site visitors Haulen Ass should consider adding security certifications to their site. Security certifications ensure to the website viewer that their personal information is safe and well protected. These features help increase trust among users and gives them confidence in their online purchases with Haulen Ass. In a survey done of American online shoppers 70% reported only shopping on websites that display security certifications. Centristic Consulting Group suggests the following security certifications to the Haulen Ass online store front.

Certification	Price
Verisign	\$995
Trust Guard- Security, Privacy & Business Verification	\$697

Banner Ads - \$3034

While banner ads are presently part of the Haulen Ass business plan, Centristic Consulting Group suggests a continuation and expansion of this method to promote traffic to the company website. Banner ads help to promote online brand recognition within the industry when strategically placed. Due to Haulen Ass' branding it is limited in the number of websites that it may advertise on. Social networking sites such as Facebook have restrictions on language, the company would not be able to advertise on the site.

Banner Ads	Price
Harley Davidson Forum	\$724
MotorCycle Industry Magazine Webpage	\$660 for 6 months
Motorcycle Events	\$550 a month for a 3 month term -\$1650

Youtube Campaign- \$250

Centristic Consulting recommends a Youtube viral campaign to be promoted using social networking sites. Youtube videos are often made in a down-to-earth style and can contain company information and be used to promote brand awareness and traffic to the website. Successful Youtube videos either provide entertainment or informational value. In the token budget plan, Centristic Consulting Group suggests an informational Youtube video.

The storyline for the video would be a demonstration of the assembly and detachment of a Haulen Ass sissy seat. The Youtube video will be promoted through social networking. By posting links to the video on both Haulen Ass' profile sites on Facebook, Myspace and Twitter, as well as on other sites such as Harley-Davidson profile, Haulen Ass will be able to educate consumers and promote its value to potential markets. Also it will increase brand recognition for Haulen Ass.

The only cost of the youtube video is the cost of a digital camera if one is not owned already by the Haulen Ass team. According to moderately priced camcorders on Best Buy range between \$200 to \$300.

Wikis - Free

Another consideration for Haulen Ass will be the use of wikis. Centristic Consulting Group took initiative to add Haulen Ass to the RocWiki.com, an informational database for Rochester businesses and organizations. Other wikis for considerations include Wikipedia, motorcycles.wikia.com, CycleChaos and MyWikiBiz. Once again by using

these not only will Haulen Ass be promoting better brand recognition and traffic to their website by will also be optimizing their searchability on websites.

The Intermediary Budget- \$10,000

The intermediary budget tackles the same challenges and objectives as the token budget; however, includes additional items as well as variations. These additions and variations will make the campaign more effective in creating brand recognition and efficient in reaching new potential customers. The following section will outline the changes and additional features of the intermediary budget.

Search Engine Optimization – \$900

In addition to creating more structurally savvy SEO on the Haulen Ass website and including Haulen Ass in various directories, the company can use online tools such as Google Adwords. By using certain key words, Google searchers will see a Haulen Ass advertisement will show up next to the search results. By clicking on the advertisement Google users will be redirected to the Haulen Ass website. Once again, Haulen Ass may run into difficulties because of their branding due to restrictions placed by Google. They will be required to request an exception to Google's guidelines. These combinations will help Haulen Ass to create more brand recognition in customer searches that compete with large corporate listings such as Harley Davidson.

Suggested keywords by Centristic Consulting Group include:

- Motorcycle Parts
- Rochester, NY
- Haulen ass
- Hauling Ass
- Haulin Ass
- Sissy seat
- Harley Davidson
- Harley parts
- Harley Motorcycles
- Motorcycle Wall Mounts
- Motorcycle Windshields
- Motorcycle detachable parts

With a budget of \$5 a day Haulen Ass can receive 22-33 clicks, if the maximum cost per click to \$0.15. Advertisers use the cost per click to compete for positioning among Google's results pages. This maximum bid of \$0.15 is set against other advertisers using the same key words. This amount is optimal due to the chances the Haulen Ass advertisement will be included on the first page of results.

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Website Redesign (Co-op) – \$4000

Another option to using a class, is it to find an individual student to create the redesign of the site. While this will put limitation to the creativity, having one individual's ideas rather than thirty's; however, Haulen Ass will be able to have more control over the end product throughout its development. In addition, Haulen Ass will lose the added expertise of professor supervision in the classroom. In order to minimize the limitations this may create Censtristic Consulting Group recommends going directly to the co-op advisor in the New Media Interactive Development department at RIT.

Their contact information is:

James Bondi
585.475.5471
jtboce@rit.edu

The suggested costs of the co-op redevelopment were based upon the hiring of one student for \$10 an hour, 40 hours a week, for 10 weeks.

Bumper sticker as Incentive with Online Sign-Up for E-Newsletter

Given that, Haulen Ass needs to stay connected to customers, to not only increase potential repeat sales, but also to increase referrals. One method of enticement for the registering of consumers with the Haulen Ass website is to offer a bumper sticker as an incentive. StoresOnlinePro.com offers a newsletter system in which it automatically stores all consumer information into their website database. This information is accessible with Stores Online's e-newsletter options and it's possible to add images and formatting into this system. For a more advanced option, an employee with technical knowledge can provide aid with some basic formatting for the email. As the success of the e-newsletter and sign-up is measured, Haulen Ass may be able to look into more professional software with fully predesigned or customizable newsletters.

The Principal Budget- \$20,000

The principal budget is the largest of the three tiers and contains campaigns that are more in depth and of higher quality than the other more cost-effective budgets. Variations in this budget include a professionally designed website, more extensive e-newsletter and Youtube contest. Alternatives to the other budgets are outlined in the following section.

Professional Website Redesign- \$10,000

Drawing from the experience of Centristic Consulting Group, it is advised that an estimated cost of a professionally redesign of the website would be roughly \$10,000. This cost is determined by the development of layout and design, restructuring of the e-procurement site, blog and forum development, and content management system. This will also include natural search engine optimization. While pricing will vary among various advertising agencies Centristic Consulting Group recommends receiving quotes from:

- Partners and Napier
- Dumbwaiter Design
- Jay Advertising
- Education Technology Center at RIT
- TrueNorth Marketing

Youtube Contest – \$2412

In order to create a viral campaign that more efficiently spreads through social networks and effectively promotes better brand recognition among potential consumers, Haulen Ass will need to create a campaign that promotes interactivity and user-generated content. Centristic Consulting Group suggests creating a contest where Haulen Ass customers to post on Youtube videos to see whom can attach and disassemble their Haulen Ass sissy seat the quickest. Haulen Ass can promote this campaign by creating an introductory Youtube video, sending emails to past clientele, and creating announcements on their social networking sites. This will both promote the Haulen Ass product line, new website, and establish a wider reach for social networking outlets.

Participants will receive incentives for sending in their videos by means of the free bumper sticker and free energy drink giveaways. The free bumper sticker will be the same as that given for incentive to sign-up for the newsletter. The free energy drink will be branded in design and name as the “Haulen Ass Energy Drink”, a 250ml slimline canned energy drink. Products for the promotion will include 1000 bumper stickers priced at \$580 and the 1,008 energy drinks at \$1582 at <http://www.source-promo.com/Energy+Drink/SD3100FL/>. A grand prize will also be given to the winner of the promotion, while this is to be determined by the Haulen Ass team, Centristic Consulting Group suggests a product of their choice from Haulen Ass, an estimated cost of \$250. In order to have a significant impact virally the grand prize incentive will need to be perceived as significant, in addition, this grand prize incentive will create positive brand association.



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The **control phase** is the final stage of this document. This section details the metrics that should be used to measure the success or failure of different tactics, as well as what the projected outcome is for each tier. This section also includes a projected timeline of task checkpoints, as well as a projected timeline for the task execution. This stage determines where these tasks will make changes, and how to see how effective each tactic is, essentially ensuring proper execution and measurement of the plan and its effects.

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Timeline of Execution

Centristic Consulting has developed a six-month timeline as a guide for the proper implementation of the suggested campaigns and tactics for the Haulen Ass company. The timeline has been constructed to allow planning and implementation in a intermittent time frame.

Key: Planning Stage Implementation	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Website Redesign						
Logo Redesign						
Search Engine Optimization						
Google Ad Words						
Bumper Stickers						
Banner Advertisements						
Social Networks						
E-Newsletter						
Security Certifications						
Company Tagline						
Energy Drink						
Viral Campaign						

The website redesign and logo redesign will run along consecutive timelines due to the fact that it is important that the two designs work seamlessly. The launching of the two redesigns will be simultaneous to facilitate the launching and create greater consumer buzz.

The search engine optimization does not require excessive planning due to its ease. Centristic Consultants feel that the chosen website designer should be able to ensure the proper optimization of the Haulen Ass website. Centristic Consultants recommend that off-site optimization continue throughout the remaining three months of the six month period. The use of Google Adwords will not be planned and implemented until the third month which will move traffic to the new website.

The bumper stickers should be designed and ordered during the first month, and then implemented during the second month which allows a month of time for users to subscribe to the newsletter before its first release. The e-newsletter should start to be designed and copy written during the second month and delivered at the beginning on the third month of the six month period and once a month continuously their after.

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The security certifications and company tagline are rather simple concepts that can be planned and implemented simultaneously. Centristic Consulting group suggests that they both be implemented during the third month of the period.

The energy drink and viral campaign tactic should ideally be designed during the third month of the period. This allows adequate time for the proper implementation of other more intricate tactics. The implementation of the energy drink should be during the fourth month while the viral campaign will be ideally launched during the fifth month of the period which will allow two months for promotion and the collection of consumer responses.

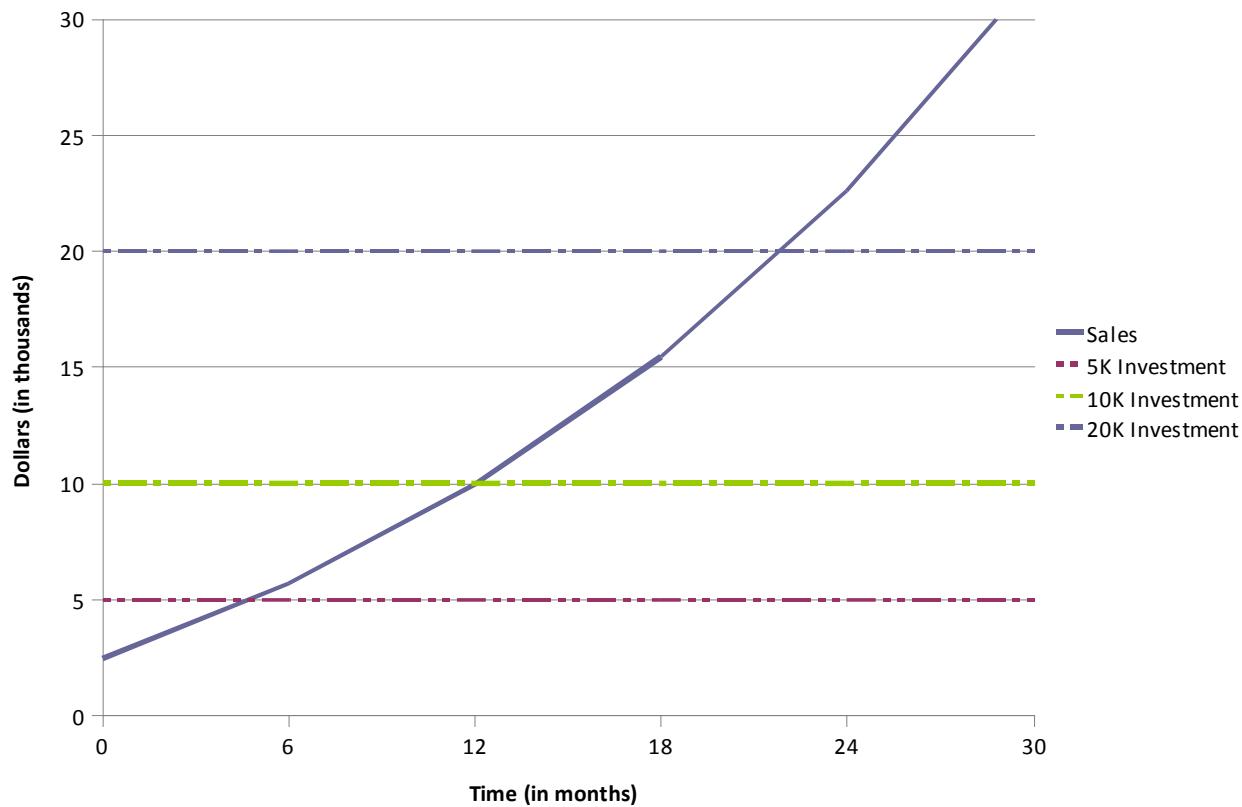
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Return on Investment

Centristic Consulting Group projects that the return on investment for Haulen Ass will be well worth the initial investment for any of the three possible plans. The investment will be completely returned before the initial 6 month period for the Tier 1 \$5,000 plan. This means that Haulen Ass will effectively increase sales as well as create brand awareness in the motorcycle industry. The graph above illustrates the projected company sales over a 30 month period. The sales will remain roughly the same, no matter which plan is chosen; however, the quality of the work will greatly differ.

Category	Average	Projection (6 months)
Monthly Viewers	2,731	3,550.3
Pages Viewed per Visit	3.7	5.55
Social Network	172	672
Sales From Website Transactions	\$2,463	\$5,713

Return on Investment for Haulen Ass



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Break Even

As indicated in the Return on Investment chart, the breakeven point for the Haulen Ass company occurs before the first six month period, if they decide to adopt the \$5,000 marketing plan. If the company decides to implement the \$10,000 marketing plan, their return will occur just under the 12 month mark. For the \$20,000 investment, the researchers' estimates show that the return on investment should occur just after the 21 month mark. This graph shows the potential growth in sales for the possible plans, once they have been implemented.

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Cost/Benefit Analysis

Centristic Consulting Group weighed the added value of tactics against their costs to the Haulen Ass company. Each tactic was chosen in order to meet the specific objectives; however, each carry associated risks and costs.

Search Engine Optimization

Search Engine Optimization is one of the safest tactics that a company can use to increase traffic. A potential challenge of search engine optimization is be that the wrong keywords would be entered into search engine databases. There is reliance on terms Haulen Ass perceives its customers associate with the company. Due to this Haulen Ass' choices of words may not be the same as what customers are using to search, leaving customers unable to locate the Haulen Ass page. However, by increasing SEO successfully, Haulen Ass would increase its exposure to the motorcycle community, and gain a larger customer base.

Incentives

There are also risks associated with giving out incentives. Use of incentives such as the bumper sticker and energy drink may cause unwanted brand associations. While the logo redesign, tagline and energy drinks were chosen for their association with motorcyclist lifestyles, some potential consumers may not perceive them positively. The cost in this instance is monetary and possible ill brand association ; the benefit is generating brand awareness. Through use of the bumper stickers Haulen Ass gains advertising with increased reach to their potential customers. It is the opinion of Centristic Consulting Group that the risks associated with the use of these incentives are minimal in comparison to the benefits of the promotion of the Haulen Ass website.

Social Networking

In addition, social networking sites carry risk along with their use. For example, a company can gain unwanted followers on Twitter, which are not a positive reflection of the brand. Also, it can use up a lot of time to maintain and update the various social networking websites in use. The benefit of a company such as Haulen Ass joining social networking websites is that they can successfully create a brand image, and create brand awareness in their target market community. By delegating the online networking obligations to a single user, the company can minimize these costs associated with the tactic's use.

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Contracting Website Redesign

When contracting a website redesign to another company, Haulen Ass will need to maintain control over their branding and website design. When using a single resource for design ideas, Haulen Ass may be limited to the creative ideas of the company. In order to maintain branding, Haulen Ass may need to assert guidelines for the design company to follow, which may cost time; however,

Security

Security can a great deal of money to keep updated. Technological standards can shift and change rapidly; however, online consumers value up-to-date security. Security has a great added benefit to the company, even though it does come with a high cost. The benefit added to the company is that the consumers gain more trust for the website, making the website seem more professional and legitimate.

Wikis

There are some associated risks in utilizing wiki's as well. Wiki's are generally open to public editing, creating a security issue and trust issue between the community and the hosting company. The cost of running a wiki would be the time it takes to keep it up-to-date, and the time it takes to check sources of different additions and edits to the wiki page. This risk can also be seen as a benefit. Consumers will be allowed to directly influence information on a company web site, creating a closer relationship between the company and the consumer.

Youtube Campaign

The costs of a YouTube campaign are relatively similar to that of social networking. The company that chooses to have the campaign only has to create and post the video as a part of the campaign. After which, users in the community can freely comment and respond to the video. The only cost of a viral YouTube campaign would be to check the responses, and make sure that there are not any questions from the users that need to be answered. In addition, Haulen Ass will need to monitor response postings during the contest, to make sure content is appropriate and doesn't send ill branding messages. The benefit of this campaign would be the unlimited exposure to the internet community.

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Best Practices

Website Redesign

Centristic Consulting Group has compiled some “best practices” and tips for the redesigning of the Haulen Ass website. Though it is planned that a designer will be reworking the website, it will be useful for Haulen Ass to review these suggestions to understand some of the standards of design for updating of the website. Centristic Consulting Group suggests that these guidelines are reviewed with the designer. It’s important to understand that these are suggestions and that there are always exceptions to design standards.

Layout

There are certain standards that the web has formed pertaining to the creation of user interfaces. Many users except certain practices and standards from websites and if these practices aren’t followed dissonance will occur which interrupts the web experience and leaves a lingering negative relation to the website. For these reasons it’s best to make the user’s experience as seamless and effortless as possible.

Placement: The shopping cart should be in the top right of the website. The site map should be removed from the main navigation and possibly moved either under the “Products for:” or in the footer. The search feature should be on the top right of the site because it a general standard for websites.

Dealer Login: The dealer login is provided for a small percent of specialized users. It may be best to include this as a link, perhaps on the footer or on the products page. This will enable the user to click the link and simply enter their username and password. The dealer login only needs consist of a “Login” button, because the “Change” and “Cancel” button are unclear and don’t seem to have a function. The “Cancel” button is relative only if the user is currently on a “login” page and clicking this would simply bring them back to the previous page.

Navigation: The navigation for the Haulen Ass website should be on the left column of the website with subcategories expanding below the main categories. Product listings should be separated by product type and bike this is because users may want to browse by products or by bike categories. The following example is a proper form to structure the navigation:

Main Navigation
Products:
[list of products]
Products for:
[list of bikes]

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The “Fold”: A properly designed website layout should have most important content above the “fold”, which is a reference to designing newspapers so that when the newspaper is folded, the best headlines and photos are on the top half. This same concept applies to web design – the user should be able to see the most important content without scrolling down, less important information should be placed after the fold to increase the amount of impact all the information has.

In the suggested navigation redesign the “Products for” may extend below the fold, this is because all products have already been covered in the “Products” navigation.

Design

Throughout the Haulen Ass website products are not properly displayed, this is largely due to the fact that product images are fairly petite, making it difficult for the consumer to identify the products in the images. There should also be a visual separation between sections on the site, otherwise the site will seem to blend together. Contrast between colors is good to have, but sometimes too much contrast may not be visually appealing. A general color scheme should be chosen and applied throughout the site.

Style

Consistency: It’s very important to be consistent among styles on the website. Headings should be a certain color and should always be the same certain color. Also, the minimization of the number of different font sizes on the site will make the hierarchy clear between sections.

Links & Buttons: Generally speaking, links should be the only underlined elements on a website because underlining implies clickability. Links should only be in one color. The designer should also avoid using “Click here” as a link. The outcome of the link should be clearly described in its name. For example, when the user is about to do an action, such as viewing a larger version of the photo, the link should be “View Larger Photo” rather than “Click here to view a larger photo.” These buttons should also look like they are physically clickable which reduces consumer confusion.

Security: Despite the fact that e-commerce is an ever growing trend many users are still wary about placing orders and making purchases online. These types of users require additional assurance that their orders are secure. It should be made clear that the user is going to storesonlinepro.com when they place a transaction. It could be something as simple as including “with storesonlinepro.com” and a lock symbol next to it. This could make the user aware that they are going to a different domain, and that this domain is trusted. It would also be a good idea to have a lock icon on the actual checkout button with “Secure Checkout” so the user is reassured about the security of the website. Security certifications need to be placed throughout the website to for additional reassurance of security.

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Forms

On the current Haulen Ass website, the forms ask for a substantial amount of information from consumers. This can cause a user to completely exit the form either because the task of inputting all the information is too much or because they do not feel safe providing a large amount of personal information. This is why the hired designer must make it a point to make forms easy to fill out. Form fields should be a fixed width, and somewhat small, because if they are too big, it will appear to the consumer that they are being expected to type more than they are.

Content

Currently, Haulen Ass has an edgy tone that is appealing to the target audience. Centristic Consulting Groups feels that this tone should be kept, while remaining professional. Sounding professional will reassure potential customers that Haulen Ass is serious about what they do. Since the internet is bringing Haulen Ass to new markets, it's important to ensure that the messages are cross-cultural and appealing to all target markets.

Twitter

Quantity of Tweets

If you don't post enough, users may unfollow you. Many times people "sort" through their following list to remove contacts who never post. If you post too much, users may get annoyed and unfollow you. Posting a large amount in a very short time may not be appealing to followers. The consultants suggest posting once or twice a day, trying to keep the amount of posts under 5 times a day.

Quality of Tweets

It's sometimes helpful to think before posting a tweet "Will other users find this post interesting?" Post topics that people may likely repost. Posting about personal activities gives users a personal feel to the company, however, be sure to keep these posts relatively interesting to followers.

Use Search

Search is a very hidden part of Twitter, but its results are a great marketing tool. There's a link to search at the bottom of every Twitter page. Try searching for "just bought a Harley" or I love Harley or Harley accessories. Note that putting your search in quotes will search for the terms in the order you typed them. Users you find posting these tweets may be potential customers.

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Know Who To Follow

It's good to follow people, but be careful about following too many. Twitter has policies about people following a huge amount of people in a short amount of time. Remember that not everyone wants to follow a company. Before following someone, take quick note of how many people the person is following. If they have 10-20 users they are following, they may either be new, or not want to follow too many users. Some users like to keep Twitter for ONLY people they know. If a user has a "protected" profile, they may not be ones accept a request from someone they don't know. There are twitter directories listen on other sites such as JustTweetIt.com Twellow.com. People who list themselves in these directories will probably be very accepting of new followers and may follow you back. However, if a user is following thousands of users, your tweets will be drowned in their feed, and following them might not be a great marketing opportunity.

Post Links Carefully

It's great to post links in your tweets, but posting links constantly will turn off followers or potential followers.

Be Viral

If you find a really interesting news article, or a hot topic or breaking news that your followers would find interesting, post a link to it on Twitter with a phrase that will get people to click the link, for example "Harley lays off 1,000 employees: <http://news.com/article/14324>". When your followers see this, they may want to repost this tweet. The proper way to retweet something is to include the original posters username and "RT" for "Retweet", such as "RT @HaulenAss: Harley lays off 1,000 employees: <http://news.com/article/14324>" This retweet will give extra exposure and may gain extra followers.

Tweet To People

It's good to tweet to users. Often times users will quickly look over your tweets before following a user. Having tweets to users makes the company seem personal. To post to a user, click the "reply" button next to one of their tweet or simply begin a tweet with an @ sign and their username: "@username"

Google Analytics

Current Inaccuracy of Analytics Data

Currently, the data being collected through Google Analytics on Haulen Ass' website is inaccurate. The tracking code has only been placed on the front page. Though the front page is the most important data, very important information is being lost without tracking other pages. The code should be placed on every page so that the user's paths through the site can be analyzed. Also, the Google Analytics tracking code is at the top of the page. This should be moved down to the bottom of the document.

Tracking Sales with Google Analytics

Though storesonline.com tracks all sales data, Google Analytics can give more detailed information about these customers. Google Analytics is great for tracking the way customers interact with the site, where they're coming from, what they're clicking, how long they're spending - pretty much their every move on the site. This data can be used to redesign and restructure the site. As an ecommerce site, there is a lot of data on Analytics, and it should be understood which data should be used to restructure the site. Using all data would be a waste of time, so there needs to be segmentation options.

Google Analytics has a "Goals" feature, which tracks sales data. The "goal" is purchasing a product. A goal can be set up saying that "any user who 1) goes to the Check Out, and then 2) goes to the Order Confirmation page" has reached the goal (because going to these two pages means that they have placed an order. Tracking the amount of sales should also be included. Look into the Google Analytics Help article "How do I track e-commerce transactions?" for information on how to do this.

This data can then be used to find what customers are doing vs what non-customers are doing. If customers tend to be clicking on a particular link, it might be a ideal to move this link higher in the page, or perhaps move it to the front page. Data can be compared between customers and non-customers to see what each are doing differently. You can also break down the traffic sources by customers. For example, if a large amount of customers are coming from Facebook.com, and not MySpace.com, marketing efforts can be shifted in the direction of those consumers.

YouTube

YouTube has made its way into the popular culture, primarily because of its ability to be viral. The site's values must be considered when using it as a marketing tool. Like many other social networking sites, YouTube is a very community-oriented site. It's a very open community in which users who don't know each other connect and comment on each other's videos. These users are putting their videos on the site for others to access and in turn expect to receive feedback, ratings, comments

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and subscriptions. It's important for Haulen Ass to also participate in the YouTube community by leaving comments, subscribing to channels, adding videos to their favorites and messaging users.

Don't Simply Be An Advertiser

Simply advertising on YouTube will not gain subscribers. People generally do not like advertisements, so a company should never outright advertise in these mediums. Though it's perfectly fine to advertise products and talk about them, they must be somewhat creative and interesting to the viewers.

Virality

Generally, YouTube videos have the potential to become very public, popular and gain millions of views when the video has some virality aspect of it. Videos that make people want to send them to their friend are referred to as "viral videos." If 20 people watch a video and then each of them sends it to three of their friends, and so on, the video just exponentially makes its way across the internet mainly because consumers post videos on their blogs or share them on Facebook. These videos all have similar aspects. The videos need to be funny, jaw-dropping, surprising, or something that strongly evokes an emotion but most commonly viral videos tend to be humorous.

Fan Base

YouTube users are constantly trying to build up a fan base. This is one of the keys to creating a campaign that is popular in the YouTube community this is because fans will respond to videos, leave comments, and talk about them.

E-Newsletter

Technical Aspects

Using storesonline.com with little technical knowledge, Haulen Ass can create a simple newsletter. With some technical knowledge, more advanced newsletters with custom designs can be created. The technical aspect of newsletters is a bit complex and requires technical knowledge which is why a designer must understand the coding behind design of the newsletter. This type of code is different from code used to create web pages. This is because many e-mail programs limit the amount of customizations an email can contain. It's important that the designer understands how to manipulate the email environment effectively, and they should also understand that the newsletter must be tested on multiple email programs like Gmail, Yahoo, Hotmail, Microsoft Outlook, Mozilla Thunderbird. If the newsletter is not set up correctly, customers may be confused at the email's inability to display properly and Haulen

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Ass will lose subscribers. For more information on exactly how to set up a newsletter using storesonlinepro.com, click the “Help” button on storesonlinepro.com and search for “newsletter.”

Tracking and Analyzing Effectiveness

Just like any other marketing campaign, the email newsletter’s effectiveness should be tracked to decide if the tactic is worth spending efforts on. Each link on the newsletter to Haulen Ass’ website should include a tracking code in the URL. For example, http://haulenass.com?utm_source=email&utm_campaign=april09. This allows Google Analytics to track its effectiveness and how many clicks the email is receiving. There is more documentation in Google Analytics Help on how exactly this can be set up. The tracking of the clicks is useful because it allows for the analyzing and measuring of the types of content subscribers are clicking on. This helps guide and target the content for future newsletters.

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Feedback Channels

	Features	Description	Enhanced	Featured
Placement	Premium Placement	Guaranteed premium placement on the 1st or 2nd Search results page.		✓
Features	Boarder Reach	Listing appears for searches across a larger geography.		✓
	Maximum Exposure	Add a company description and make your listing more discoverable to Web searchers.	✓	✓
Features	Reporting	Number of times your listings were viewed and clicked.	✓	✓
	Large Photos	Up to 10 photos. Shown on separate Photos page.	✓	✓
	Logo/Small Photo	Displayed on Business Details page.	✓	✓
	Coupon/Promo Links	Up to 2 text links displayed in Search results and Business Details page.	✓	✓
	Company Description	3,000 characters of searchable information.	✓	✓
	Company Tagline	150 characters on Business Details page.	✓	✓
	Category-Specific Data Fields	Examples: ambiance for restaurants, amenities for hotels.		✓
	Additional Info	Brands, products, services, associations.	✓	✓
	Basic Information	Hours, email address, payment options, fax, 800#, years in business.	✓	✓
	Link to Web Site	Link is No Follow	✓	✓
	Contact Information	Business name, address, phone.	✓	✓
Pricing			\$9.95/month	Starting at \$25/month

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Feedback channels are a preferred methods for current and potential customers to leave comments, suggestions, product reviews, and other useful user generated feedback. Feedback will provide Haulen Ass a way to gain first hand insight into the end user's experience. This information is valuable to the constant improvement process that all companies must diligently adhere to. When a company has its end user in mind through every step, it will be reflected in the marketability of the brand, products, and services. The following information will give a description of how each channel will benefit the procurement of user generated content for the web site, including the feedback posted by potential and existing customers.

Yahoo Local

Yahoo has three types of listings; Basic, Enhanced, and Featured. Basic listings are a free and easy way to list a company's contact information and receive customer feedback. The Enhanced version has a monthly budget of \$9.95, but provides great company exposure, and many options for marketable content. The Featured listings will be listed above all organic results to provide the possibility for greater exposure. A drawback to the featured listing is if the listing comes up featured, but is not completely relevant to the searched term or phrase it will be less likely to end in a sale. More detailed information regarding the Yahoo Local listings can be reviewed in the table in the "Feedback Channels" comparison chart.

Insider Pages

Insider Pages is a free listing site where companies can create a business profile. Insider Pages will generate relevant searches conducted by potential customers within the area local to the search. Insider Pages also allows for customizable business listings with photos, coupons and special offers, updatable listing information, and a personalized message from the owner. The following is a list of the information required to create an account on Insider Pages: First name, last name, zip code, email address, and a password. Insider Pages also has a strict No Spam Policy, which can be found at <http://www.insiderpages.com/legal/privacy>.

Google Local

Google, similarly to Yahoo Local and Insider Pages, offers free business listings on Google Maps. Once the registration form has been filled out Haulen Ass will have the capability to upload photos, videos, specify categories, payment options, business hours and other information pertaining to the company. The initial web application form requires only two pieces of information to move forward with registration, the name and phone number of the company. An additional benefit to using Google Local is the popularity of Google has potential to attract more consumers.

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Forums

Online forums are an efficient way for people to give feedback on products and services. These types of feedback channels generally generate a greater amount of user feedback. This allows more opportunities for Haulen Ass to post a response to a previous forum post in an effort to bring awareness to the online community. Forums generally begin as a topic driven discussion where the aim is to have that discussion develop into multiple forums where people can share news, experiences, and generate their valuable content and feedback.

Blogs

The information generated on a blog is usually led by a host who maintains and directs the discussions. Maintaining a blog is a simple task which is dependent on the blogger's motivation and time commitment.

Facebook/MySpace

Facebook and MySpace provide a means to locate people and businesses, and also expand Haulen Ass' potential client base through social networking. These sites provide a medium where Haulen Ass can send and receive messages, post and respond to videos, and network with people with similar interests. Another useful mode to take advantage of these social networking sites is through the updating of "friends" on current events, and become active within the online communities. The feedback on these sites is personal, lending to less anonymous feedback which may affect user generated content and customer feedback.

Twitter

Twitter is an excellent medium to receive and send feedback on current events. Not only does Twitter allow Haulen Ass to network with the Followed and Followers, but it allows an opportunity for people to follow any links that might be posted about a new product or service. The ability to post links on Twitter allows another channel feedback to be obtained.

Post Purchase Customer Survey

Once a purchase has been made, it is important to offer customers the opportunity of completing a post purchase survey. With this survey, not only is the consumer providing information relevant to improving Haulen Ass products and services, the information can be aggregated into statistical form to show trends in consumer behavior. With the survey containing questions that have a numerical rating associated it allows for a quantifiable value. Conversely, if the survey allows for short answers about a product, service, pre-purchase or post purchase experience, these can be evaluated in a qualitative manner.

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YouTube video campaign

The feedback generated from a viral YouTube campaign will range from message feedback, video response feedback, and feedback obtained from a consumer who has been redirected from another channel. Haulen Ass benefits from maintaining their personal YouTube channel because, it is a way for people to access Haulen Ass company information and videos for more exposure leading to more feedback.

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Contingency Plan

Centristic Consulting has utilized all available resources to create a marketing plan which includes effective campaigns and tactics for a well understood and researched target market but as with all campaigns problems may occur. The following is a resource to guide the Haulen Ass company if any problems do arise.

Website & Logo Redesign

Centristic Consulting Group through industry research and forward thinking has identified a handful of unlikely but possible future challenges for the Haulen Ass company. Some of the situations identified are an overall negative consumer response to the redesign of the website, decreased website usage and a drop in website sales. If any of these were to occur Centristic Consulting Group suggests that Haulen Ass should implement the gathering of consumer feedback through various channels. For example, the people who are following Haulen Ass on their social networks are fairly loyal to the company which result in useful consumer feedback if a question is posed. A simple “What do you think of our redesign?” question could be asked.

If the website experiences significant technical problems or a breech in security, the “Orders” and “Products” pages could be shut down completely until the problem is resolved. If Haulen Ass feels that it’s a minor problem, a notice could be placed at the top of the products page telling users that there are technical issues with the shopping cart and that users can email Haulen Ass with their orders. Haulen Ass must be very careful with this type of message, to ensure that users do not think there are problems with their data and its security. Emphasis could be put in an area such as “the shopping cart,” making users feel more comfortable that the error may just be with the shopping cart feature, and not the more sensitive aspects of the transaction system.

Search Engine Optimization (SEO)

Off-site SEO is about building links and referrals to your site, so there won’t be a case where these tactics won’t work. However, when the website is redesigned, on-site SEO will be changed. Though Centristic Consulting believes that incorrect on-site SEO will not instantly damage search rankings, it’s important to keep an eye on search queries, in an effort to properly indicate if rankings seem to be falling. If this is the case, Haulen Ass should look into an SEO consultant to properly identify and solve any problems. Once again, channels such as social networks can be utilized to inquire consumers. LinkedIn Answers is another option for Haulen Ass to “ask” LinkedIn members what the problems may be.

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Google AdWords

If Haulen Ass is running a Cost Per Thousand Impressions campaign and no clicks are being received, advertising revenue is going to be needlessly exhausted. A Cost-Per-Click campaign will be more effective in this case. This way, it doesn't matter how little the ad is being clicked, because Haulen Ass will be paying for each click they receive.

Bumper Stickers

If the bumper stickers campaign is not drawing a significant amount of consumers signing up, Haulen Ass could simply scrap the plan and use the left over bumper stickers as freebies for future orders.

Banner Advertisements

In the case that banner advertisements are not receiving a substantial amount of clicks, the sites being advertised on could be assessed. Which sites are most effective? Using Google Analytics data, Haulen Ass can find which sites are referring to Haulen Ass and use these websites to advertise on. Haulen Ass could also find websites that Harley and similar companies are advertising on, and attempt to run ads on those sites.

Social Networks

The main manner in which social networks could "fail" would be if Haulen Ass is not receiving friends and followers. Haulen Ass could assess social networking sites and which ones are being effective and which ones are not. If particular ones fail, there is no need to remove the profile. Instead, Haulen Ass should move efforts to other networks.

E-Newsletter

If the e-newsletter does not receive sign-ups, it may be that this is not an appealing tactic to Haulen Ass' specific audience. In this case, Haulen Ass could remove marketing efforts from the newsletter, and decrease the newsletter's interval.

Energy Drink

Since this is a product that Haulen Ass will be giving away free, the only reason that will indicate its failure is if people are interested in them. In this case, Haulen Ass may fade out the campaign.

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Viral Campaign

Viral Marketing is a gamble – either hit or miss. It may take a while for the campaign to start spreading, but if the campaign is running and being advertised for a while, and there are still no responses, Haulen Ass should cease advertising the campaign. Promoting an unsuccessful campaign may be harmful to the company's image.

Concluding Statements

Centristic Consulting Group used a systematic approach to create a marketing plan specific to the goals and business model of Haulen Ass. By examining the current market conditions, Centristic Consulting Group was able to create a foundation of understanding of the competitive environment and the target market. By creating this base, Centristic Consulting Group was able to devise marketing objectives that will effectively and measurably meet brand development strategies. Tactics included development of social networking activities, using offline promotions such as energy drinks and bumper stickers to promote online tools such as viral campaigns and e-newsletters. The Centristic Consulting Group plan consisted of practices for implementation and tools for measuring results. These devices will aid Haulen Ass in ensuring that campaign objectives will be successfully met.

Project Evaluation and Limitations

While Centristic Consulting Group utilized all of their resources in providing Haulen Ass will a detailed and informational report; only secondary sources of information were used. These sources included competitor sites, industry white papers, consultation with Professor Neil Hair, and client meetings. Due to this, assumptions were made about customer preferences, buying behavior and values. In order to affirm this information, Haulen Ass will need to conduct primary research in the form of a survey, of past and present customers. By confirming this information Haulen Ass will be ensured that the foundation to which this report was created is accurate and the tactics suggested are fitting of the target market.

In addition, the class for which this report was created was specific to Internet Marketing. Due to the nature of the program, students were directed to use online tactics to solve marketing challenges. This isn't to say that offline tactics might not be more fitting or just as effective. Haulen Ass should not drop their offline advertising until results of suggested online tactics can be evaluated for effectiveness.

Also because this project was done in a single quarter limitations on time need to be considered. Time constraints between group members with various work schedules over the ten weeks may have caused limitations to creativity, research, and production of innovative tactics.

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Appendix

Haulen Ass Press Kit

Logo Redesign Option 1



Logo Redesign Option 2



Haulen Ass Bumper Sticker Option 1



Haulen Ass Bumper Sticker Option 2

