

# Victory Motorcycles

## Company Background

Founded in 1998, Victory Motorcycles builds and sells cruiser and touring motorcycles. Its customers are passionate about motorcycles and have a strong sense of community and interest in all things motorcycle-related. The company is a division of Minnesota-based Polaris Industries, which also makes snowmobiles, all-terrain vehicles and other products.

## Objective

Victory's "test ride" campaign on Facebook in early 2010 was run in conjunction with a nationwide demo tour showcasing Victory Motorcycles. The aim was to connect with current Victory owners, speak to potential customers and bring the two groups together. The company hoped that the passion and enthusiasm of Victory owners would excite prospects and encourage them to join the Victory community by ultimately purchasing one of its bikes.

## Approach

A crucial part of the campaign's approach was leveraging Facebook's different targeting capacities. While Facebook's targeting allows companies to reach their most likely customers based on information listed in users' profiles, it does not reveal the personal data of the people who fit into the targeting categories. Reaching a demographic of 35-to 54-year-old men was key, as was hitting Facebook users who had indicated "motorcycles" as one of their Likes and Interests.

*"We wanted to drive an engagement between prospective buyers and current Victory owners, so we looked to Facebook to bridge that connection."*



*Josh Kurcinka, Marketing Manager, Victory Motorcycles*

## Facebook Executive Summary

### Client:

FUEL IT. |  **VICTORY**

### Agency:



integer

**Objective:** Harnessing the passion of Victory owners and having them work as ambassadors to attract potential new customers.

**Solution:** Targeting Facebook Ads at Victory's key demographic within cities along the Victory Motorcycles demo tour and inviting those users to sign up for a test ride.

### Key Lessons:

- The company saw the importance of having a clear objective and the advantages of being able to adopt a test-and-learn approach to Facebook Ads.
- Victory was able to measure the specific uplift from the Facebook campaign, which yielded a significant return on investment.

Also important was Location targeting, given that the campaign ran alongside the Victory demo tour. “We focused on the cities that the demo tour visited,” says Kelly Moriarty, Media Planner at Integer, the agency that created Victory’s campaign. “About two months prior to the truck hitting a city, we would start running Facebook Ads in that city. That approach worked really well for us.”

There were two ads that ran over the course of the campaign in the spring and early summer of 2010. “The first ad, which we ran from March to May of 2010, invited enthusiasts to take a test ride in order to receive a free subscription to Rider Magazine,” says Mary Katherine Woltz, Associate Media Director at Integer. “Then in June, we had a second ad that promoted what we called the ‘Fuelin’ the Dream’ promotion, which featured bikes starting at \$10,999.”

Victory Motorcycles also leveraged its Facebook Page, the free public profile that enables companies to share their business and products with consumers on an ongoing basis. While the Page, which it created in January 2010, was not directly linked to the campaign, the two worked together. The Victory Page was more of a community for sharing experiences and life stories involving motorcycle riding. Meanwhile, the Premium Page Ad, which was targeted by geographical location and demographic niche (males between 35- and 54-years-old), drummed up interest in the campaign and Page. People shared where they were along the demo tour on Victory’s Facebook Page, enabling newcomers to become involved and follow along.

## Results

- Victory Motorcycles started its Facebook Page in late January 2010 and in just six months, more than 8,000 people had connected to it by clicking the Like button.
- There were a total of 119 conversions (people who had clicked on the ad and signed up for a test ride) on Facebook – the highest delivering site for conversions within Victory’s overall campaign for the year.

## The Future

The company plans to leverage Facebook to continue contacting current customers and appealing to new prospects. Customer approval has always been Victory’s strong suit and creating this online sense of connection and community was a natural step for the brand. “We have made a substantial investment, in terms of time and personnel, into managing the Page and our relationship with the people who have clicked to like us, because ultimately we believe that the fans, most of whom are owners, are in the forefront of our brand and help attract new customers,” says Josh Kurcinka, Marketing Manager at Polaris Industries. “On the Page, existing owners post lots of engaging questions and pictures of their bikes and the things that they’ve done to their bikes. The owners create a dialogue and you can see their interaction with the company on the Victory Facebook Page.”

