



DIGITAL MARKETING CASE STUDY

Lodestar Marketing Group helped a growing Harley-Davidson dealership close the gap with the market leader, driving a 3X increase in revenue in the first month of a newly funded, strategically restructured campaign.

INTRODUCTION

This client is a Harley-Davidson dealership competing in a mature, competitive regional powersports market against a well-established market leader. Despite a strong sales team and service department, the dealership had struggled to gain visibility and grow share against larger, better-funded competitors. They partnered with Lodestar Marketing Group to rebuild their digital advertising strategy from the ground up.

CHALLENGES

Prior to partnering with us, the dealership was running paid search and social campaigns through another vendor with little to show for it. Our audit found the issue wasn't just creative or targeting: the account was severely underfunded relative to the size and competitiveness of its market, and its conversion tracking wasn't set up to give Google and Meta accurate signals to optimize toward.

STRATEGY

- Conducted a full account and competitive audit that identified the dealership's ad budget as significantly below what its market required to compete effectively.
- Recommended and implemented a substantial increase in monthly investment across Google and Meta to support real reach and frequency.
- Audited and corrected the account's conversion tracking so Google and Meta were finally receiving accurate signals to optimize toward, instead of guessing.
- Rebuilt the account into four strategic campaign tracks, spanning new inventory, used inventory, service, and events, each with its own goals, audiences, and creative.
- Shifted campaign objectives from broad awareness to the sales conversions that actually drive revenue, and aligned budget and bidding to the priorities of each track.



IMPLEMENTATION INSIGHTS: FIXING THE BUDGET & THE TRACKING

Our first step was diagnosing why the previous campaigns underperformed. We benchmarked the dealership's spend against its market and competitors, showing just how underfunded their digital presence had been relative to the competition in their DMA.

At the same time, we audited the account's conversion tracking and found it was passing broken and incomplete signals to both platforms. Correcting it mattered just as much as the budget increase: accurate tracking is what lets Google and Meta optimize toward the actions that actually matter.

With budget and tracking both fixed, we shifted every campaign's objective from broad awareness to the sales conversions that drive revenue.

DIGITAL MARKETING CASE STUDY:

HARLEY-DAVIDSON DEALERSHIP (CONT.)



3X
**INCREASE IN
REVENUE
IN THE FIRST MONTH
OF THE NEW STRATEGY**



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS

Lodestar Marketing Group



image credit: harleydavidson.com

RESULTS

REVENUE GROWTH

- In the first full month under the new strategy, the dealership's revenue increased 3X compared to the prior period.
- This growth followed almost immediately after launch, reflecting the impact of properly funding the account rather than continuing to optimize an under-resourced budget.

CAMPAIGN PERFORMANCE ACROSS THE FUNNEL

- Restructuring the account into four dedicated tracks, spanning new, used, service, and events, allowed each part of the business to be measured and optimized on its own terms.
- Corrected conversion tracking meant Google and Meta were finally optimizing off accurate signals, supporting stronger performance across every track.
- Early results show contribution from across all four campaign types, rather than any single line item driving the entire result.

MARKET POSITION & MOMENTUM

- With a properly funded account now in place, the dealership is positioned to compete for visibility against the market leader in a way its previous budget never allowed.
- This is an early, one-month result, and the new strategy is designed to build sustained momentum in the months ahead.

CONCLUSION

Our partnership with this Harley-Davidson dealership shows how quickly performance can shift when a digital strategy is finally funded, tracked, and structured correctly. By diagnosing an underfunded budget, correcting broken conversion tracking, and rebuilding the account around dedicated new, used, service, and events campaigns focused on sales conversions instead of awareness, we helped the dealership post a 3X revenue increase in its very first month. This case study reflects an early, strong start: a foundation we're continuing to build on.