ARCH MOTORCYCLE

BRAND & MARKETING STRATEGY OVERVIEW

UNINCORPORATED

MAY 2017

BRAND POSITIONING & VOICE

WHAT DEFINES ARCH AS A LUXURY BRAND?

BRAND ATTRIBUTES / POSITION

SCARCITY OF THE ITEM – EXCLUSIVE AND NEARLY UNATTAINABLE

DESIGN AND FLAWLESS EXECUTION OF FORM AND FUNCTION

VALUE OF BELONGING TO A TRIBE THAT ONLY A FEW CAN BELONG

ENGINEERING MOTORCYCLE LUXURY

#ARCHMOTORCYCLECOMPANY #LUXURYMOTORCYCLE

BRAND VOICE / PERSONALITY

1. POETIC, WITTY & ELEGANT
2. SIMPLE, SMART & ARTISTIC

COMPETITIVE LANDSCAPE

KEY METRICS - LUXURY BRANDS

TRAFFIC VOLUME & SOURCES

COMPARED TO LUXURY BRANDS

COMPANY	TOTAL TRAFFIC	DIRECT	EMAIL	REFERRALS	SOCIAL	ORGANIC SEARCH	PAID SEARCH	PAID DISPLAY
Hermes	4.5M	19.91%	0.45%	11.20%	1.43%	51.01%	15.76%	0.23%
Patek Phillipe	1.5M	14.46%	0.36%	11.95%	2.00%	59.85%	11.15%	0.23%
Bugatti	1.3M	8.73%	0.27%	5.86%	0.61%	84.53%	0	0.01%
Koenigsegg	1.1M	12.28%	0.18%	7.98%	6.40%	72.76%	0	0.41%
Pagani	352.6K	12.33%	0.20%	7.65%	1.54%	78.26%	0	0.02%
Arch	195.4K	6.33%	0.01%	7.48%	33.82%	52.36%	0	0

HERMÈS PARIS

PATEK PHILIPPE GENEVE

BUGATTI

Koenigsegg

PAGANI Automobili Modena

ARCH MOTORCYCLE

3 MONTH PERIOD: FEB–APR

Best **Middle** **Worst**

SOCIAL TRAFFIC %

COMPARED TO TOTAL TRAFFIC OF LUXURY BRANDS

COMPANY	SOCIAL TRAFFIC	REDDIT	FACEBOOK	YOUTUBE	INSTAGRAM	TWITTER	OTHERS
Patek Phillipe	33.82%	48.74%	21.93%	19.60%	0	0	9.73%
Hermes	6.40%	25.72%	39.57%	14.02%	3.67%	0	17.02%
Koenigsegg	2.00%	19.22%	74.64%	2.09%	1.69%	0	2.36%
Pagani	1.54%	0	88.14%	3.99%	4.86%	2.17%	1.01%
Arch	1.43%	95.38%	2.54%	1.34%	0.29%	0.23%	0.22%
Bugatti	0.61%	7.99%	29.50%	42.30%	7.25%	0	12.95%

PATEK PHILIPPE GENEVE

HERMÈS PARIS

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3 MONTH PERIOD: FEB–APR

Best **Middle** **Worst**

FACEBOOK PRESENCE

COMPARED TO LUXURY BRANDS

COMPANY	PAGE LIKES	RECENT POST DATE	RECENT POST LIKES	RECENT POST COMMENTS	RECENT POST VIEWS	RECENT POST SHARES	RECENT POST CONTENT
Bugatti	4,476,145	3/16	3.4K	92	N/A	N/A	GENEVA MOTORSHOW AWARD
Koenigsegg	2,736,488	5/23	15	N/A	N/A	2	GENERAL PICTURE
Bugatti	528,713	5/23	219	1	1.6K	16	AIR BUS JET CABIN DESIGN
Koenigsegg	153,619	5/22	2.8K	58	N/A	57	FRIENDS MARRIAGE CONGRATULATIONS
Arch	38,832	3/16	1.2K	70	N/A	137	6 NEW KRGT-1 PHOTOS
Patek Phillipe	10,397	5/23	76	1	N/A	1	WATCH IMAGE

BUGATTI

Koenigsegg

PAGANI Automobili Modena

HERMÈS PARIS

ARCH MOTORCYCLE

PATEK PHILIPPE GENEVE

3 MONTH PERIOD: FEB–APR

Best **Middle** **Worst**

INSTAGRAM PRESENCE

COMPARED TO LUXURY BRANDS

COMPANY	FOLLOWERS	FOLLOWING	POSTS	RECENT POST DATE	RECENT POST LIKES	RECENT POST COMMENTS	RECENT POST VIEWS	RECENT POST CONTENT
Hermes	4.8M	0	1,185	5/23	8.6K	60	52.3K	VIDEO
Bugatti	4.2M	117	393	5/20	108K	250	N/A	CAR INTERIOR
Pagani	1.9M	41	1,325	5/23	2.1K	7	4.7K	VIDEO
Patek Phillipe	75.5K	40	150	5/23	3.5K	20	N/A	WATCH
Koenigsegg	635K	189	319	5/22	37.6K	177	N/A	CAR
Arch	14.7K	124	194	5/23	953	39	N/A	SENTIMENTAL

HERMÈS PARIS

BUGATTI

PAGANI Automobili Modena

PATEK PHILIPPE GENEVE

Koenigsegg

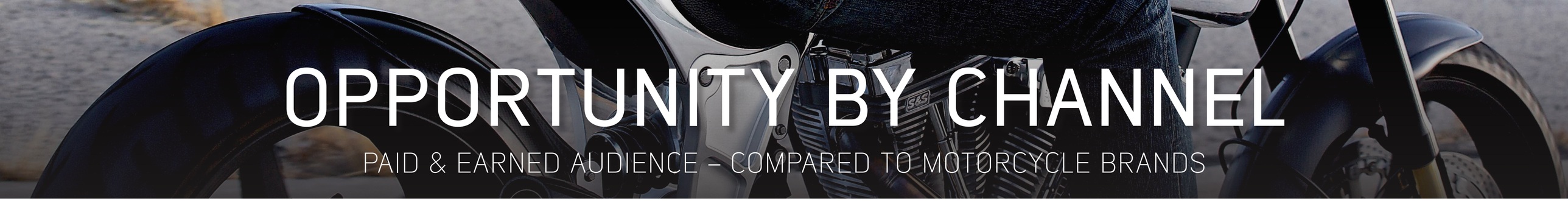
ARCH MOTORCYCLE

3 MONTH PERIOD: FEB–APR

Best **Middle** **Worst**

COMPETITIVE LANDSCAPE

KEY METRICS – MOTORCYCLE BRANDS



OPPORTUNITY BY CHANNEL

PAID & EARNED AUDIENCE – COMPARED TO MOTORCYCLE BRANDS

WEBSITE	EST. TOTAL TRAFFIC	PAID SEARCH	DISPLAY	ORGANIC SEARCH	REFERRAL	SOCIAL	DIRECT
Arch	157.9K	0	0	69,9K	13,5K	62K	12,3K
Janus	65.K	78	71	18,4K	8,3K	27K	10,8K
Saxon	719.5K	0	0	572K	0	0	146
Confederate	46.4K	0	97	26,7K	8,6K	2,6K	8,3K
BMW	416K	6K	5,5K	320K	23K	7K	53K
Ducati	2.6M	0	1,5k	1.3M	954K	52K	439,6K
Harley	8.7M	85.7K	99k	4.6M	1.2M	344K	1.7M

Best Middle Worst

3 MONTH PERIOD

KEY METRICS COMPARISON

YOUR VOICE & DIGITAL FOOTPRINT – COMPARED TO MOTORCYCLE BRANDS

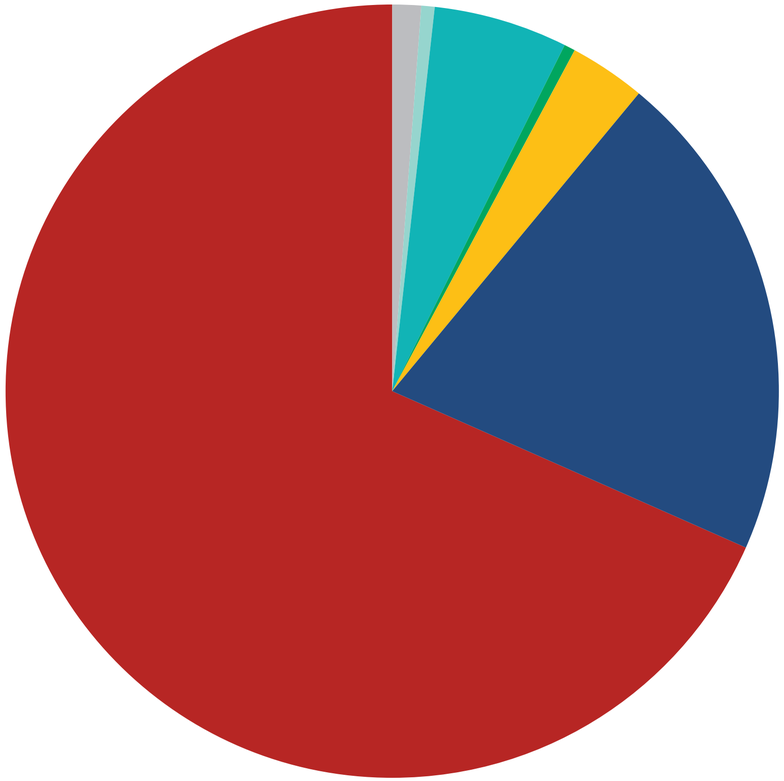
TRAFFIC RANK	FACEBOOK FANS	LINKING DOMAINS	MOZ PAGE AUTHORITY RANK	MOZ DOMAIN AUTHORITY RANK
Arch	38,346	1,100	47	38
Janus	15,961	478	32	40
Saxon	3,095	243	34	26
Confederate	101,368	243	54	47
Motus	12,023	1,900	41	35
Moto Guzzi	16,682	1,900	41	35
Aprilia	46,152	43,700	55	36
BMW	29,295	22,800	41	57
Ducati	3,207,084	441,000	58	71
Harley	7,508,345	479,000	57	80

Best Middle Worst

3 MONTH PERIOD

TOTAL TRAFFIC LANDSCAPE

SHARE OF TOTAL TRAFFIC

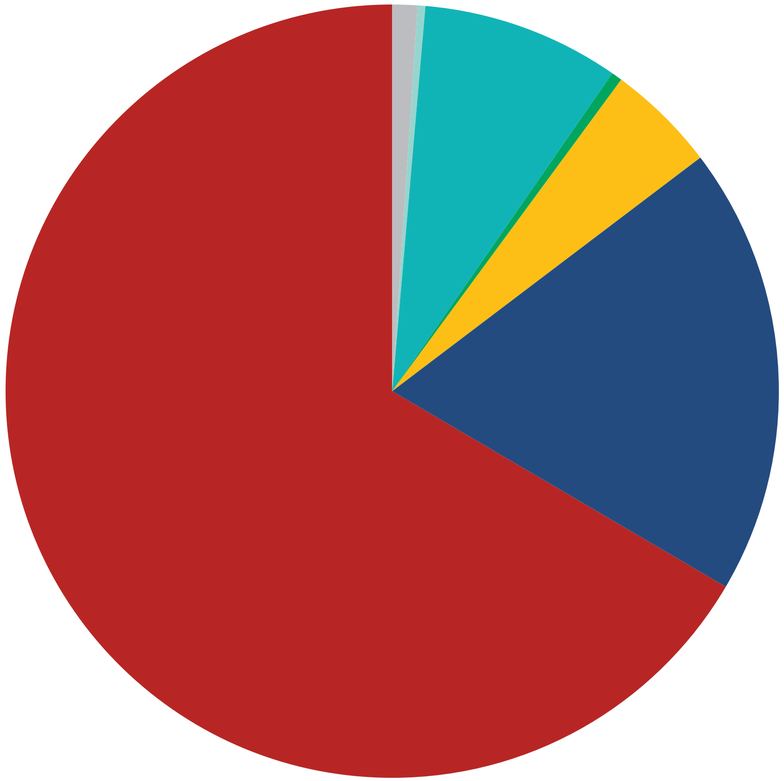


EST. TOTAL TRAFFIC SEARCH VISITS: 3 MONTH PERIOD

WEBSITE	VISITS	% OF TOTAL
Arch	157.9K	1.2%
Janus	65.K	0.5%
Saxon	719.5K	5.6%
Confederate	46.4K	0.37%
BMW	416K	3.27%
Ducati	2.6M	20.5%
Harley	8.7M	68.5%
TOTAL	12.7M	100%

ORGANIC SEARCH LANDSCAPE

SHARE OF ORGANIC SEARCH

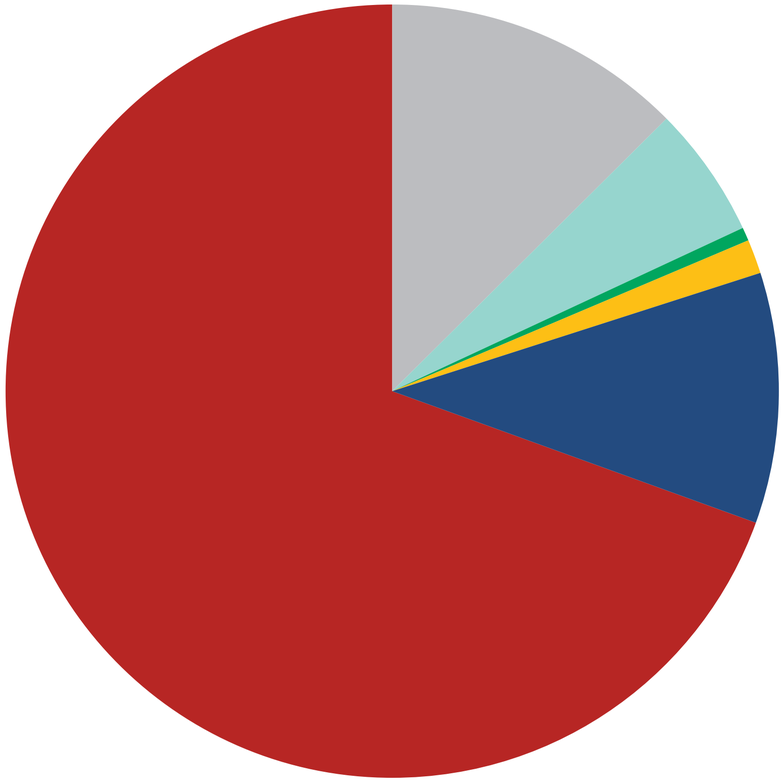


EST. ORGANIC SEARCH VISITS: 3 MONTH PERIOD

WEBSITE	VISITS	% OF TOTAL
Arch	69,9K	1%
Janus	18,4K	0.27%
Saxon	572K	8.28%
Confederate	26,7K	0.39%
BMW	320K	4.6%
Ducati	1.3M	18.8%
Harley	4.6M	66.6%
TOTAL	6.9M	100%

SOCIAL LANDSCAPE

SHARE OF SOCIAL VOICE



EST. SOCIAL SEARCH VISITS: 3 MONTH PERIOD

WEBSITE	VISITS	% OF TOTAL
Arch	62K	12.5%
Janus	27K	5.4%
Saxon	0	0
Confederate	2.6K	0.5%
BMW	7K	1.4%
Ducati	52K	10.5%
Harley	344K	69.5%
TOTAL	495,600k	100%

CHALLENGES & OPPORTUNITIES

SHORT & LONG-TERM SOLUTIONS

BUSINESS OBJECTIVES

ATTRACT PROSPECTIVE BUYERS & DEEPEN THE BRAND CONNECTION

COMMUNICATE THE VALUE & UNIQUENESS OF THE BRAND

INCREASE REVENUE THROUGH CONVERSIONS AND NURTURING THE PROSPECT

SUCCESS TARGETS

1. INCREASE & OPTIMIZE WEB TRAFFIC & BRAND AWARENESS
2. BUILD, NURTURE & CONVERT QUALIFIED PROSPECTS INTO SALES
3. ESTABLISH BRAND AUTHORITY WITHIN THE MARKET

CHALLENGES & OPPORTUNITIES

1

WEBSITE OPTIMIZATION AND CONVERSIONS

There are a number of upgrades needed to make the site more visible to search engines, to increase visitor engagement, and to maximize the sales opportunities.

2

BRAND RECOGNITION, AWARENESS & TRAFFIC VOLUME

There is limited exposure of the brand given its potential and current reach. There is tremendous opportunity to leverage search, content publishing, referral traffic and social media to increase brand awareness and establish authority within the market.

WEBSITE OPTIMIZATION

REQUESTED ENHANCEMENTS

Priority initiatives:

HOME PAGE

- Update hero message
- Photo slider above the fold
- Remove Robb Report
- Logo updated to Buddha + ARCH
- New photo next to KRGT-1 feature

OBSESSION PAGE

- Our story video feature broken

SITEWIDE

- Remove Pinterest (and Twitter)
- Update ARCH Motorcycle Company in the descriptive text

Longer term initiatives:

- Merge Obsession and Experience section: Engineering Luxury
- Add catalog / brochure downloads
- Contact page enhancements
- Subscription email confirmation needs to be fixed (placement and messaging)
- Contact form enhancements: Auto populated by inquiry type and follow up confirmation
- Automatically exchange information and content (e.g. FAQ)
- Full frame videos
- Social Feed / Gallery

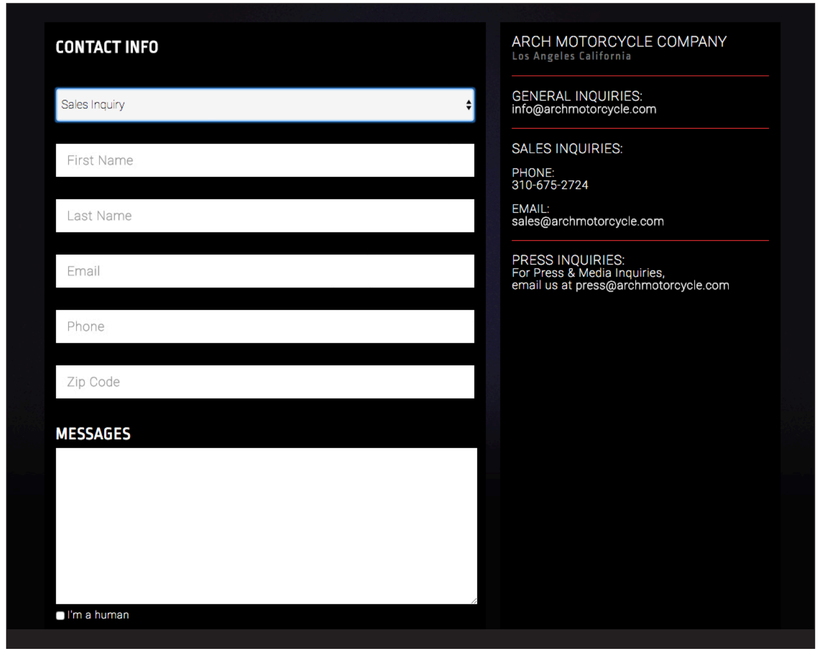
WEBSITE OPTIMIZATION

LEAD & TRAFFIC GENERATION

GATED CONTENT

Create a PDF download of the Arch Story, Bike details with photos. Mini version of the book idea

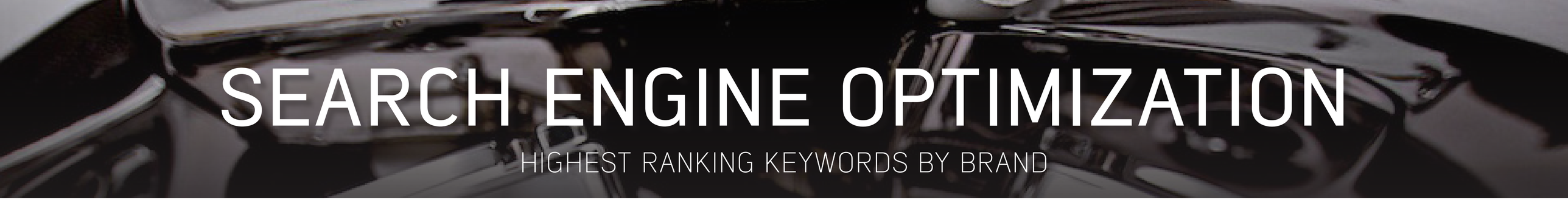
OPTIMIZED LEAD FLOW TO SALES TEAM



ON-PAGE SEO

Keywords:

- Mention American Made on first page and in Production section
- Mention Luxury motorcycle / Luxury Performance Motorcycle
- Add "Book a test drive" on every page, KRGT-1 page or gallery page
- Make video of the story in larger lightbox



SEARCH ENGINE OPTIMIZATION

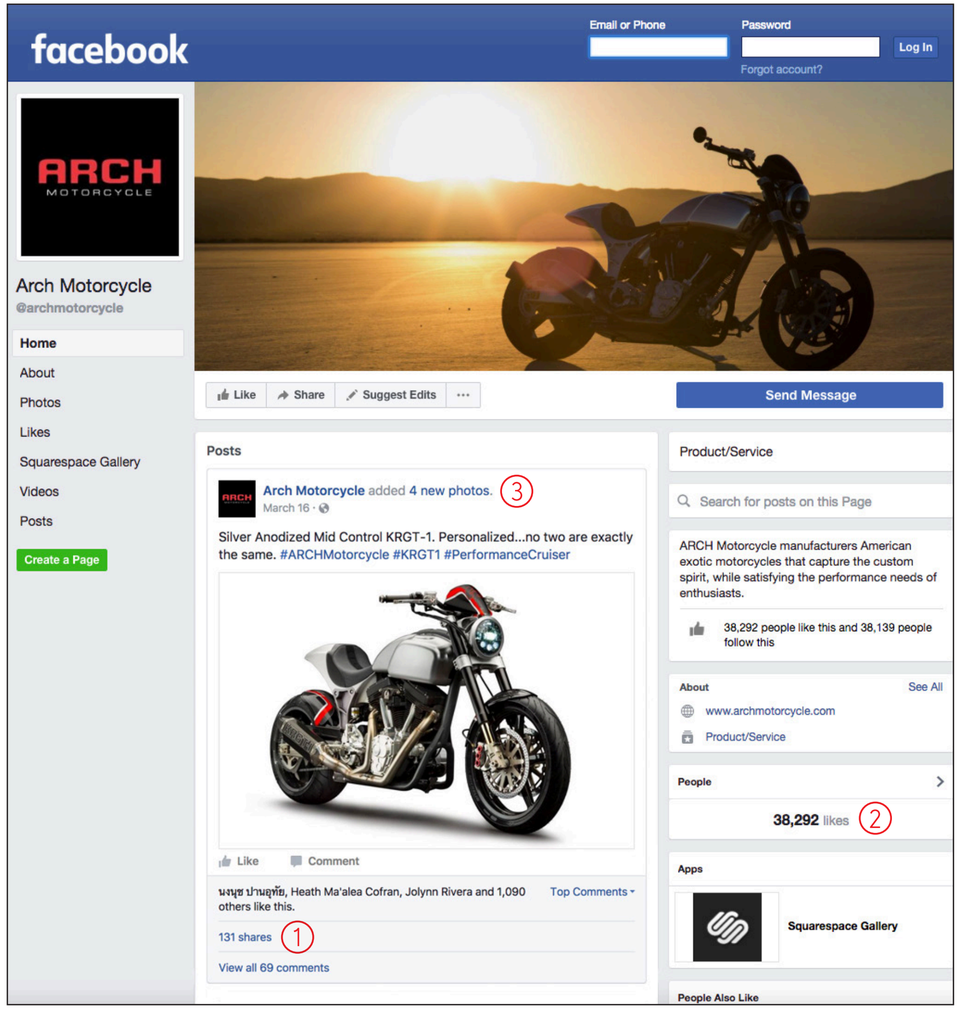
HIGHEST RANKING KEYWORDS BY BRAND

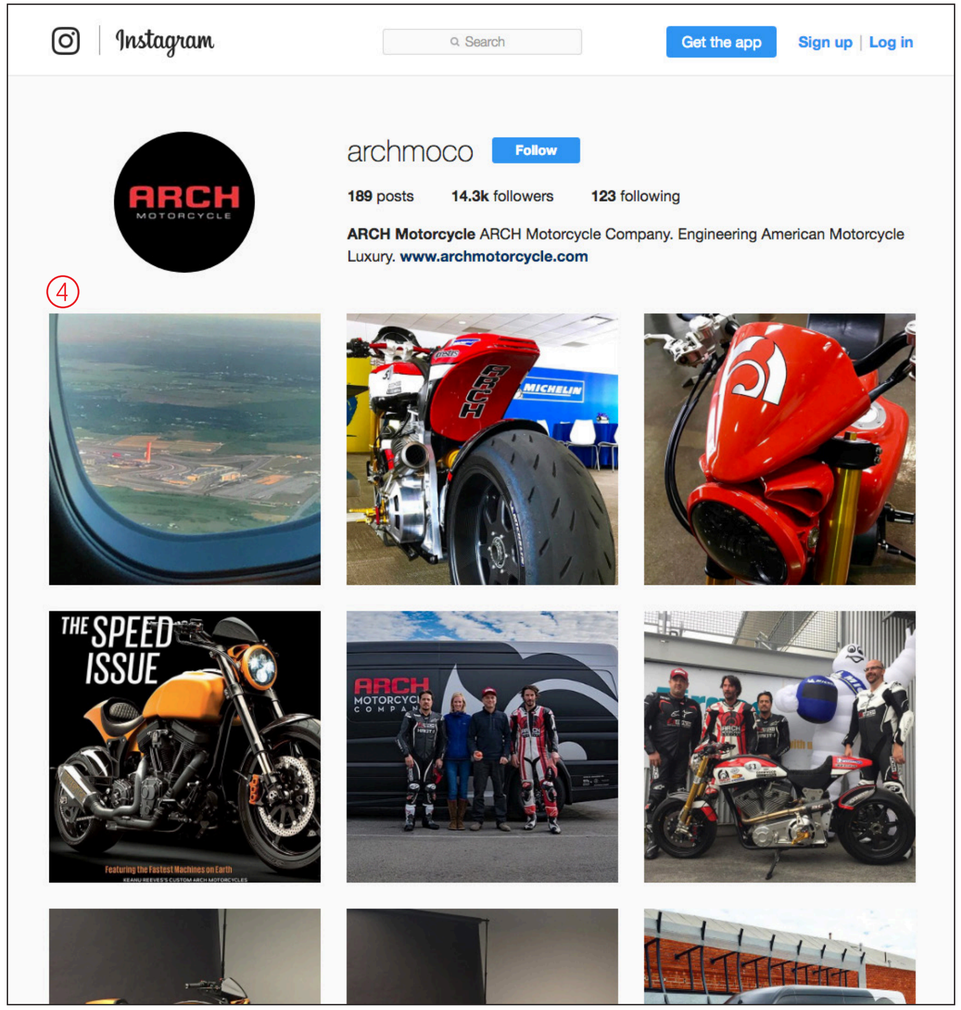
Arch		Janus		Saxon		Confederate		Motus		Victory		BMW		Ducati		Harley	
5	motorcycle company	8	small motorcycles	1	saxon cycles	1	confederate bikes	6	motorcycle made	2	polaris street bike	1	official bmw motorcycle website	2	ducati motorbikes	1	harley davidson gear
15	motorcycle.com	12	janus	10	american custom motorcycle	8	motorcycles motor	7	usa made motorcycle	4	freedom motorcycle	2	bmw motorcycles gear	8	italia motorcycles	1	harley customs
25	motorcycles	13	50s motorcycles	11	custom chopper manufacturers	18	motors motorcycles	8	motorcycles made in the usa	9	motorcycles made in america	12	bmw motorcycle for sale	20	motorcycles manufacturer	2	davidson harley
26	motorcycle	15	motorcycles companies	13	usa made motorcycles	19	motorcycle company	18	motorcycles.com	12	motorcycles companies	21	motorcycle touring clothing	22	racing motorcycle	9	harley davidson discount clothing
38	motorcycle for	37	new motorcycles	13	motorcycle custom choppers	28	motorcycle motors	18	custom sport motorcycles	20	look motorcycles	27	scooters in usa	23	supersport.co.nr	12	harley davidson discount apparel
42	custom motorcycles canada	38	custom built motorcycles	14	usa made motorcycle	29	custom motorcycle companies	24	alabama motorcycle	22	online motorcycle dealers	33	bmw motorcycle rally	24	racing motorbike	15	eroom
42	american motorcycles	45	motorcycle gear phoenix	15	american made motorcycles	30	motorcycle builders	31	motorcycle about	35	brands of motorcycles	37	best Cincinnati bmw	24	bikes motor	19	motorcycle website
43	arch address	49	250cc motorcycles sale	18	custom choppers motorcycle	43	motorcycles.com	43	motorcycles	38	custom motorcycle styles	40	top bmw NYC	24	motorbikes stores	31	davidson buell
44	los angeles motorcycles	50	buy custom motorcycles	20	choppers motorcycles	45	motorcycles manufactured	48	motorcycle com	39	motorcycles manufacturers	42	bmw m bike price	36	motorcycle bikes	42	pink motorcycles
47	custom motorcycle	50	motorcycle shop phoenix	32	custom motorcycle choppers	47	motorcycles motorcycle	50	built motorcycles	45	custom motorcycle companies	42	bmw m logo	43	motorcycle race accessory	45	harley davidson car accessories

You currently rank somewhere in the **Top 50 on 102 motorcycle search phrases on Google**. If you could land the number one spot for all those searches, you'd get about **102K additional clicks per month**. If you just focus on the Top 100 biggest opportunities and ignore the rest you'll get 102K clicks per month. That would cost you more than **$32K in equivalent PPC dollars**.

SOCIAL MEDIA

CONTENT PUBLISHING & ENGAGEMENT





CONTENT IDEAS

Photos of bikes
Behind the scenes / W.I.P. / Process
"Day in the life"
Event updates / news
Documentary post
Lifestyle video
Testimonials

① Engagement
② Following
③ Consistency
④ Cross Pollination

REFERRAL TRAFFIC

LINKING DOMAINS

TRAFFIC RANK	LINKING DOMAINS
Saxon	243
Confederate	243
Janus	478
Arch	1,100
Motus	1,900
Moto Guzzi	1,900
BMW	22,800
Aprilia	43,700
Ducati	441,000
Harley	479,000

TOP MOTORCYCLE BLOGS

1. Sport Rider Magazine
2. Hot Bike
3. Motorcyclist
4. Motorcycle Cruiser
5. Cycle World
6. Bike EXIF
7. Return of the Cafe Racers
8. Pipeburn
9. Rider Magazine
10. Motorcycle.com

(LIST OF 100 AVAILABLE)

BUDGET & SERVICES

INVESTMENT AND ROI

ROI COMPARISON

100k/annual traffic will cost you more than $32K in equivalent **paid traffic**.

100k/annual SEO
100k/annual WEB / SOCIAL
100k/annual REFERRAL

$96k investment to attain 300k/annual traffic

.0001% conversion = 3 new sales

“PERFORMANCE”

Retainer Fee: $4,750 / 6 months

- **CONSULTING**
- **WEBSITE OPTIMIZATIONS + SOCIAL**
(100k visitors / annual)
- **SEARCH ENGINE OPTIMIZATIONS**
(100k visitors / annual)
- **BRAND IDENTITY GUIDELINES**

- Social Content Publishing (1x / day)
- Weekly Social Engagement Reporting
- Monthly Progress & Strategy Review
- Landing Page Design & Development (5)
- Email Marketing (2x/month)
- Time-Based Workflow Automation (1)
- Blog Content Development (2x / month)

“CRUISER”

Retainer Fee: $2,750 / 6 month

- **CONSULTING**
- **WEBSITE OPTIMIZATIONS (ALL)**
(50k visitors / annual)
- **SEARCH ENGINE OPTIMIZATIONS**
(100k visitors / annual)
- **BRAND IDENTITY GUIDELINES**

- Monthly Progress & Strategy Review
- Email Marketing (2x/month)
- Time-Based Workflow Automation (1)
- Blog Content Development (2x / month)

“STREET”

Retainer Fee: $1,775 / 3 month

- **CONSULTING**
- **WEBSITE OPTIMIZATIONS (PRIORITY)**
- **SEARCH ENGINE ON-PAGE OPTIMIZATIONS**
(50k visitors / annual)
- **BRAND IDENTITY GUIDELINES**

Option 1: 3 or 6 month retainer including strategic counsel, web development, design and digital marketing account management. This option is focused on optimizing business performance and developing a strategic partnership on a retainer based rate schedule.

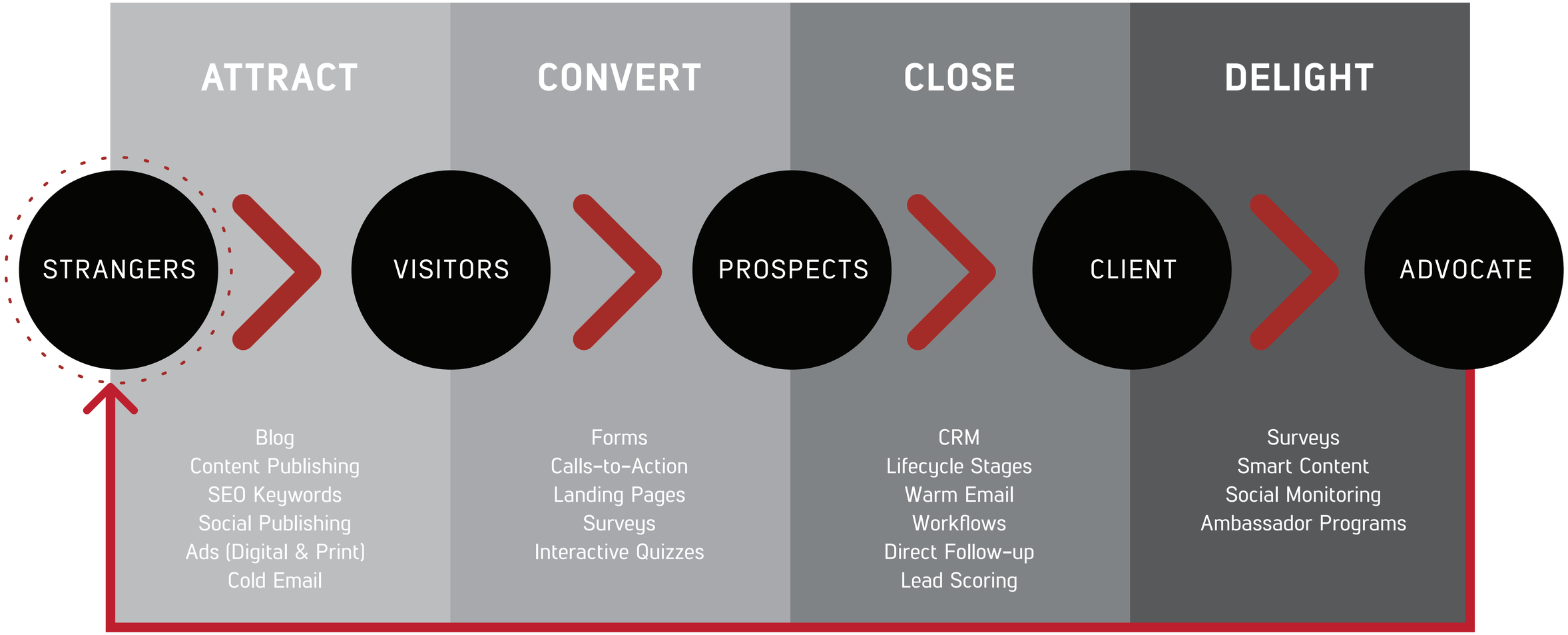
Option 2: Discrete project budget for specific and prescribed web optimizations and brand identity guidelines with 3 rounds of revisions = *$11,000 (approximately 65 hours). This option does not include strategy consultation, content development, or on-going SEO. Additional revisions and scope increase will be estimated first and billed additionally.

METHODOLOGY

PERFORMANCE MARKETING

PERFORMANCE MARKETING

Capture the attention of prospect with content they are interested in, nurture their engagement through the “buyer’s journey” and optimize your chance of a conversion or final “sale.”

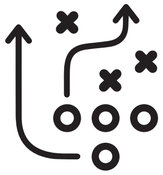


CORE MARKETING SERVICES

Here is a list of all of our core web design and marketing services which we deploy to achieve results for our clients.
The contract and budget outlines which of these services are a priority to the project's goals.

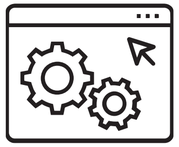
SEO

Complete an SEO audit, look at competitor's and current opportunities. Optimize all pages with keywords and phrases. Provide Quarterly reporting on improvements in page rankings across entire website and blog. Identify new opportunities for ranking as search algorithms update and change.



Ongoing Content Strategy

Continually iterate and come up with new ideas for content based on feedback from customers, marketing, and admissions team. Evaluate existing content to determine effectiveness in overall lead qualification.



Website Optimization & Maintenance

Implore a systematic "growth driven" testing process to learn more about site visitors and inform ongoing website improvements. Through these continuous improvements and evaluations, better website performance is realized. "Test and learn" is the key.

White Paper / eBook Development

Write, design and produce downloadable content to attract leads and further qualify prospects in the sales and marketing funnel.

CORE MARKETING SERVICES (CONTINUED)

Blog Content Development

Produce blog content in accordance with pre-developed content strategy and keyword research.

Social Publishing

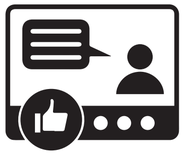
Generate organic traffic and residual return on paid marketing with consistent social publishing across Facebook, LinkedIn, Twitter and Snapchat.

PPC Ad Creation, Optimization, and Management

Create new ads and run new a/b tests on ads to increase performance on platforms including: Facebook Google Adwords, LinkedIn and Twitter. Manage custom audiences, Facebook pixels, retargeting of audiences and proper exclusion of specific audiences from paid ads.

Monthly Engagement Reporting

Provide reporting on content receiving most engagement from audience, track trends over time and develop insight into how new content is being received by broader social audience.



Social Inbox Management

Monitor and respond to inbound questions from prospects & customers on channels: Facebook, Twitter, LinkedIn.

CORE MARKETING SERVICES (CONTINUED)

Email Marketing

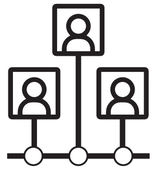
Develop email content for promotions, lead nurture workflows and to promote special offers or appearances.

Individual Content / Offer creation

Design and develop key pieces of “cornerstone” content and the supporting lead funnels that attract, inform, convert and delight the visitor.

Retargeting / Reengaging

Automate email engagements that retarget specific criteria. Place, manage and optimize PPC display and search campaigns that follow previous visitors and leads.



Database Management & Segmentation

Analyze data submitted by prospects to identify new trends for niche follow up marketing initiatives. Segment workflows appropriately and optimize to improve results.

Weekly Check-ins & Monthly Strategy / Review Meetings

Review of weekly progress and priorities, followed by more in-depth monthly strategy sessions that align goals with progress and insights.

HubSpot

YOUR MARKETING SOFTWARE OFFERS A NUMBER OF KEY FEATURES AND FUNCTIONALITY THAT BECOME THE FUNDAMENTAL PLATFORM FOR ALL YOUR MARKETING AND SALES ACTIVITIES. BELOW IS A SHORT LIST OF WHAT IS INCLUDED IN HUBSPOT "PROFESSIONAL".

Social Media – social media monitoring, social media publishing, social media analytics, social media bookmarklet

SEO – keyword optimization tracking, backlink monitoring

Calls-to-Action – calls-to-action, smart calls-to-action, A/B testing of calls-to-action

Landing Pages – forms, mobile page optimization, smart fields, smart content, progressive profiling, A/B testing landing pages

Lead Management – segmentation, custom lead scoring, sales lead revisit notifications

Email Marketing – email optimizer, email testing, list building, a/b testing for emails.

Marketing Automation – branching, email lead nurturing, sales notifications, automation templates

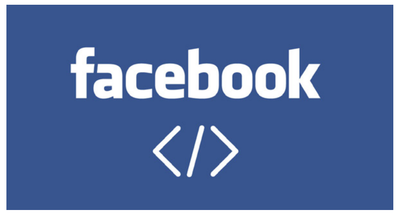
Analytics – goal tracking, campaigns, personas, sources, page analytics, competitors, landing page analytics, list analytics, attribution reports.

Required onboarding: ~~$3,000~~ Free – Per Month (annual contract): $800*

**Paid directly to Hubspot, includes advertising & reporting modules, based on 1,000 contacts*

OUR CHANNEL PARTNERS

Having the right tools with the right partners is the key to any successful marketing plan.



TEAM LEADERS

UNINCORPORATED is driven by a desire to do your best work, and achieve your business goals by enhancing the way you think, communicate and operate. Below are the team leaders who will communicate with you, direct our internal team, and execute your plan.

Ian Evenstar
CEO / Founder

Eve Laurelin
Account Director

Jared Shapiro
Senior Manager / Strategist

Brady Werkheiser
Digital Marketing Specialist

OUR CLIENTS

Trust is the foundation of our enduring relationships with these well-known brands.

Alaska AIRLINES

Virgin america

HAINAN AIRLINES

AIRSTREAM

USC University of Southern California

THANK YOU

CONTACT

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213.321.0882

UNINCORPORATED