



Revamp Honda Powersports Marketing Strategy

The Honda Powersports Brand is 10 Years Behind.
Adopting a New Strategy Will Attract The Next
Generations of Motorcycle Drivers.

Elliot Anderson / IBUS 3033W / February 19, 2024

Executive Summary

Problem: Poor Marketing

Honda Powersports marketing is lagging, and if not resolved, long-term brand loyalty could suffer.

Current Market: Many New Startups

What Honda can learn from the startup Zero Motorcycles cutting edge marketing.

The Solution

Maintain the Honda Powersports brand for future oriented growth by

1. **Improving it's website's customer experience** to present Honda Sports as a modern and cutting edge brand.
2. **Improving social media engagement** to keep and grow its customer loyalty into the future.

Agenda

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Introduction

Origin of Honda Powersports

Honda boasts its origins in the motorcycle industry stating even that “The motorcycle business is foundational to Honda.” Honda Powersports is Honda’s primary business selling over 400 million units worldwide.

Motorcycle Startup Trends

Cutting edge video production on social media, consistent high quality content, and website experiences that tailor to customer ease, simplicity, and high-end aesthetics to boost brand loyalty, enhance brand identity, and take as much market share as possible.

Honda Powersports Marketing Analysis

By adapting the marketing strategies from a startup like Zero Motorcycles, Honda Powersports can position itself as a cutting edge brand through online channels to boost customer satisfaction, build stronger brand loyalty with current customers, and attract new customers from new and existing target market segments into the future.

Key Takeaway

Honda Powersports has opportunities and weaknesses that must be addressed to maintain and grow their brand.

Marketing Analysis of Honda Powersports

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Strengths

Loyal global powersport customer base.

Some user generated content on social media with content posted on a consistent basis.

Existing functional website that displays all products and details customers may need to find online.

Weaknesses

Old website user experience and user interface design if not updated soon could hurt their brand.

Low quality or low product diversity in their content strategy on social media if not changed could alienate certain parts of their customer base.

Opportunities

Enhance website to modern standards using auto-play full screen videos, fewer clicks to achieve tasks, present products in a more engaging way, and make the product customizer more user friendly.

Increase the quality of social media content using professional production for each product sold, story telling, and more user generated content to inspire higher brand engagement.

Threats

New motorcycle startups unafraid to push the boundaries of aesthetics and storytelling in their marketing strategies.

Lack of action to enhance customer experience at every brand touchpoint.

Key Takeaway: Honda Powersports is a powerful brand in the world right now, but that may not sustain itself if Honda does not keep pace with their competitors

Why now?

Current Market

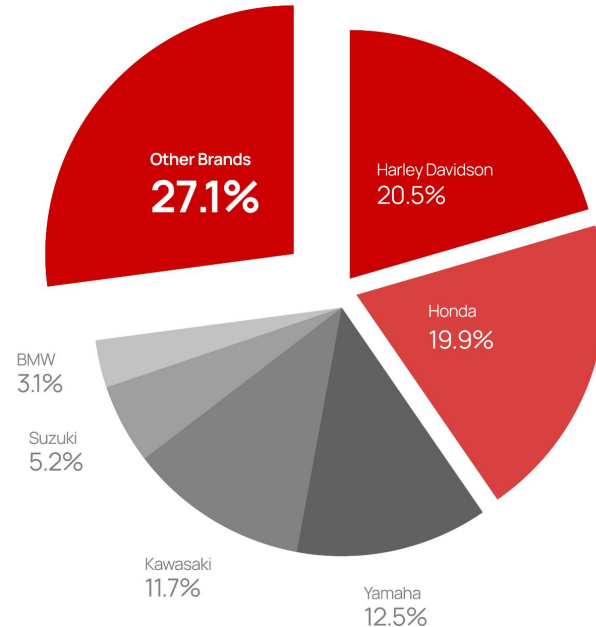
- Zero is not the only new player. Dozens of new motorcycle companies, especially in the electric space.
- Harley Davidson is keeping pace with excellent social media marketing and high quality website customer experience.
- Arc Motorcycles is another bold electric motorcycle brand targeting self-made entrepreneurs with excellent website experience and social media presence.

Key Takeaway

The market has many new entrants, other large competitors, and all of them collectively holding significant market share compared to Honda.

Percent of Market Share by Brand

in the US based on unit sales in 2023



Look to an American Startup for Inspiration

Honda Powersports is 10 Years Behind

- New startups have the best web and social presence focused on attractiveness and building their brands.
- As an established brand Honda is riding on built brand loyalty. The issue is that new loyalty with new customers will need to be attracted to Honda Powersports products and their brand to maintain and grow the brand.
- Not adapting to better customer experience and engagement, and keeping in pace with competitors, risks Honda losing potential new customers to competitors over the next decade.

The Importance of Aesthetics

1. More visually appealing websites are seen as easier and more pleasing to use, even if they are functionally the same as another website that is less visually appealing.
2. This also causes users to be more forgiving towards any technical issues they may encounter using this visually appealing website.
3. Positive experiences caused by an aesthetically pleasing website (imagery, design, videography) increases user's loyalty to the website *and* the brand.
4. Increased loyalty to a website and brand because of the pleasure a user receives from using it, increases their willingness to buy from the website and return for subsequent purchases.

Key Takeaway

Many new American companies are cutting edge and ahead of the game. One such example is Zero Motorcycles.

What Zero Motorcycles is Doing Right

What Zero is Doing Right

Modern Website Focused Entirely on an Excellent User Experience and User Interface to Increase Brand Credibility and Loyalty

High-Quality Production Content of Every Product Mixed with Great User Generated Content to Display Commitment to Customers

The Opportunity

Customers want to engage with brands and have the best experience.

Honda Powersports has an opportunity to meet that need with two simple improvements to their marketing.

Key Takeaway

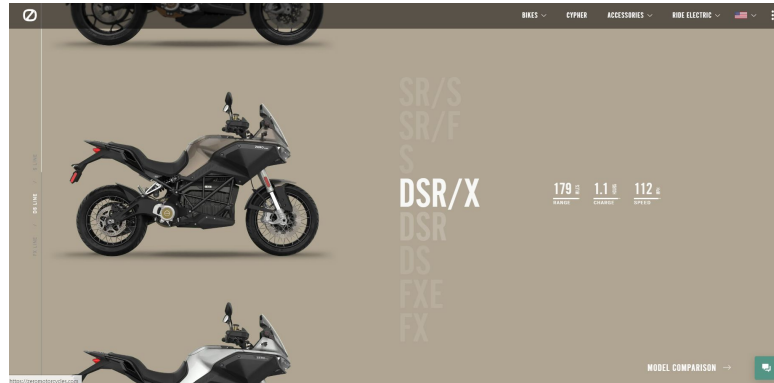
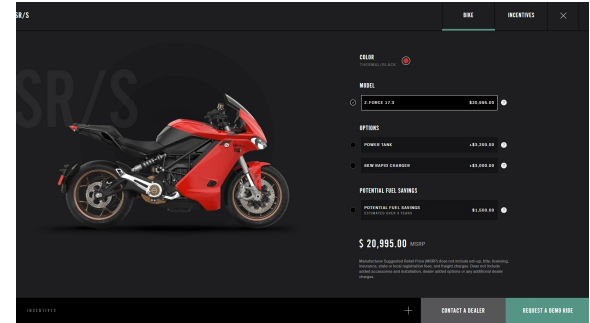
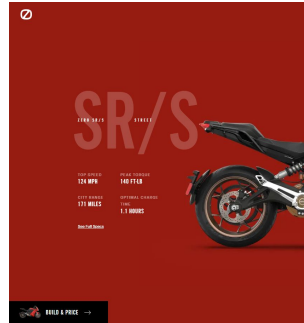
Honda can adopt the methods Zero Motorcycles is using to boost brand loyalty over the next century.

Improve Honda's Website Experience (Part 1)

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Easier User Experience (UX)

- **Product Exploration:** Make products easier to explore, highlight key features more directly, and do this by simplifying the number of clicks needed to complete each step of the exploration process.
- **Product Customization:** Reduce clicks needed to customize a vehicle and go through each part of the process from multiple pages to one page, and from dozens of clicks to less than 10.
- **Product Purchasing:** From customization to purchasing the product, make it easier for customers to find this product, contact a nearby dealer, or get it shipped to their home.

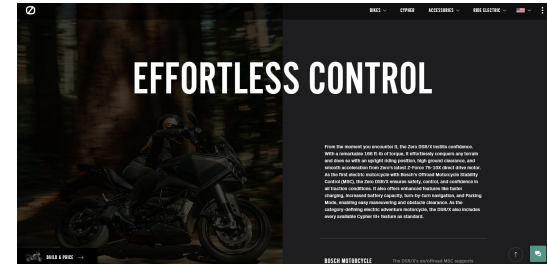
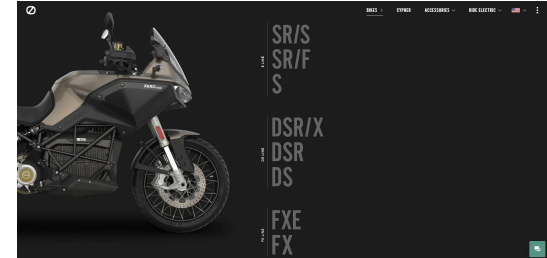


Improve Honda's Website Experience (Part 2)

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Beautiful User Interface (UI)

- **Less is More:** Reducing the amount of visual distraction on each screen, and making the design more simple, clean, and focused, will allow users to more easily scan a page, find the details they need, and continue to their next step in the buyer journey.
- **More Natural Photography:** Taking Honda's colors and using those to capture their brand through engaging photography in the modern, more aesthetically pleasing filtering and photo editing trends will make Honda's photos stand out and build trust.

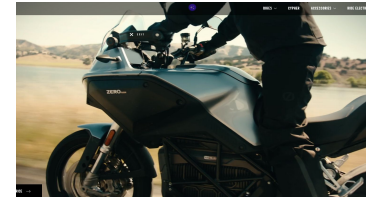
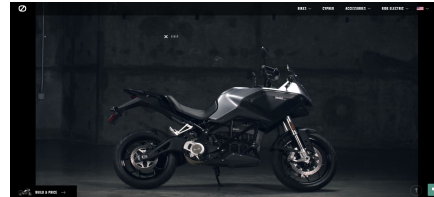


Improve Honda's Website Experience (Part 3)

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Use Auto-Play Videos

- **Overall Purpose:** Auto-Play videos draw visitors into the Honda brand through intense, visceral, and bold visual displays that play as soon as you get to the site. This effect feels like entering a race track, or jumping on your bike. It's exhilarating, and exactly what motorcycle customers want to get anytime they interact with the Honda brand.
- **Hero Video:** Position key brand building videos on the home page, right away at the top of the page, and another further down the page.
- **Product Videos:** Position one complete product video for each product to display it in a more engaging and real way.



Key Takeaway for Website Improvement

Match Zero's Website User Experience and Interface Design to Boost Brand Loyalty & Increase Attractiveness to New Buyers

Improve Honda's Social Media Content (Part 1)

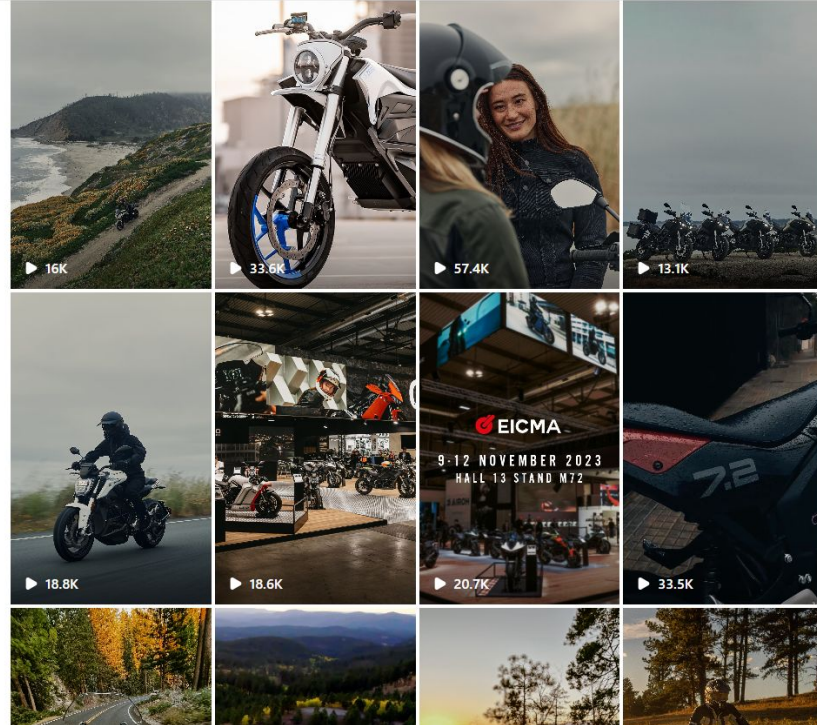
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Post Professional Cinematic Product Videos

- **Give Them What They Came For:** The users Honda services have love action and experiencing the thrill of riding. They come to Honda's social media page to get a similar experience and "rush".
- **Make it Effortless:** Providing professional product videos on your social media allows users to experience your latest products or most loved products digitally. This makes it effortless to see your products and for you to get them in front of your customer's eyes.

Instagram

[Log In](#) [Sign Up](#)

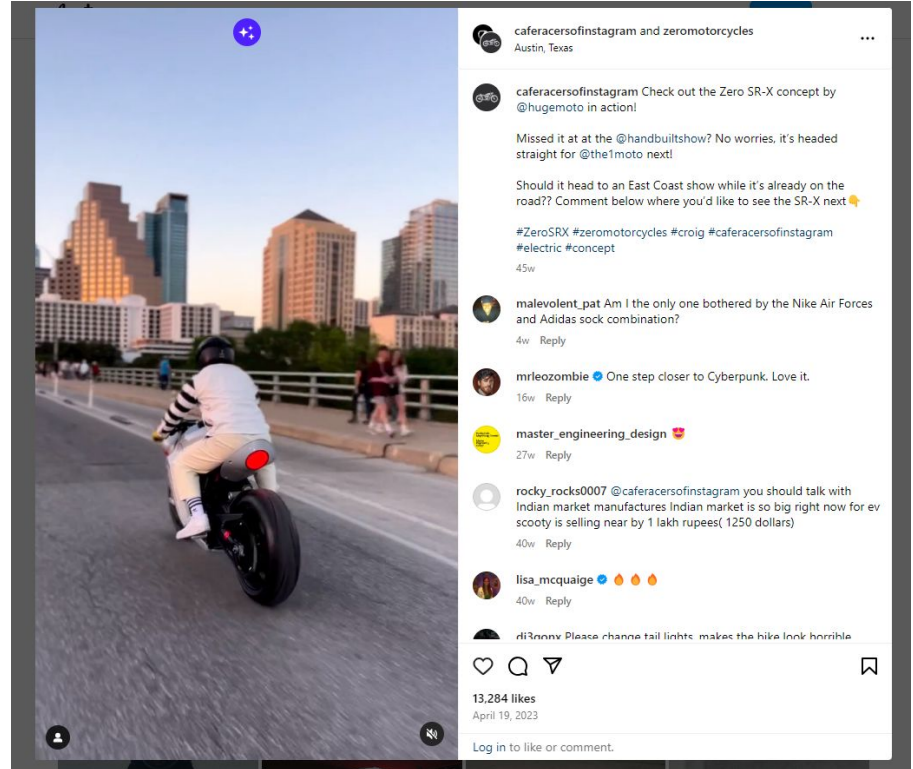


Improve Honda's Social Media Content (Part 2)

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Post More Engaging User Generated Content From Influencers

- **Opinions from the Source:** Build greater trust by promoting the content influencers make about your products in a way you can't. They can produce raw, natural content of themselves with the product, experiencing the product, and discussing the product.
- **Regular Partners:** Partner with key influencers who regularly use your products and share snippets of their content on your page to offer your community direct access to content they will love, and offer loyal customers like these partner influencers exposure.



Improve Honda's Social Media Content (Part 3)

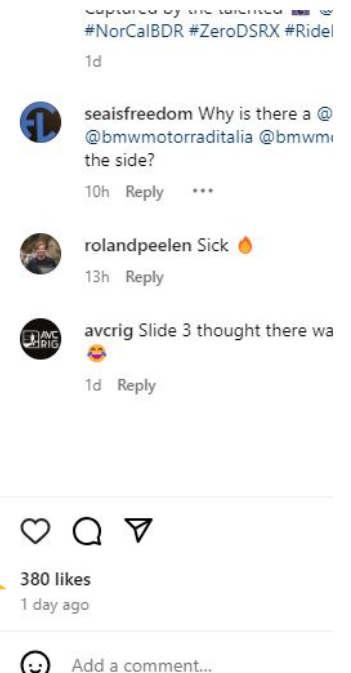
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Post Only High Quality Content

- **Benefits:** A powerful brand like Honda has the ability to bolster its engagement over time if it consistently delivers content that users find beneficial or engaging.
- **If Not Done:** Failing to do so can lead to future potential customers turning to a different brand due to their lack of ability to connect easily (digital connection being the easiest) to the Honda brand.

Key Takeaway

Match Zero's Social Media Content Quality to Boost Engagement.



Closing

Adapt this key strategy to display market superiority and continue to attract new generations of Honda-loyal customers.



Next Steps

1. Partner with advanced marketing agencies to develop the new capabilities Honda Powersports needs immediately.
2. Adapt the internal culture at Honda Powersports to meet the demand for ongoing creativity and improvements in branding, customer experience, and customer engagement.

Endnotes

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