

Communication Analysis of Harley Davidson Company

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Introduction

Harley-Davidson is the 5th biggest motorcycle producer across the globe. Harley-Davidson is registered on the New York Stock Exchange under the name Harley Owners Group, commonly called HOG. The corporation is very famous all over the world for its unique and classic motorcycles, which represent the image and spirit of the people of the United States. The company was formed in 2000 and is well-known for its flexibility and endurance during the Great Depression. The company is a major manufacturer of heavyweight motorbikes that are mostly designed for cruising.

Communication Strategy in Harley-Davidson Company

The Business Strategy of Harley Davidson is a very sensitive and critical document that defines the vision of the company. The communication of goals, objectives, values, and other things to internal and external people is very important and essential.

However, external communication (both verbal and non-verbal) is also very important as it could inspire the support of the investors and gain the interest of the client, giving the company a competitive edge. After all, in today's situation, corporations are mostly judged by how they are acknowledged externally.

In Harley Davidson, the post of Communications Specialist is created, and they are given the task of appropriately communicating the corporation's business strategy to their external audiences in an effective way. Thus, communications are vital in all modern industries. This is particularly true because of the overabundance and excessive data that modern technologies and companies offer to their clients – from a fretful investor to an attentive one. When decisive external communications are not placed perfectly in their place, people start to come out with their conclusions about the organization, which might eventually be harmful to the image of the company (Pugliese, M. J., & Cagan, J., 2002).

At Harley-Davidson, communication specialists are accountable for bridging significant strategy information into major key points and distribution; these points are proficiently used in the company's public profiles.

Traditional Vs. Modern Communications Models In Harley Davidson

In the last decade, communications departments have made the main aim of producing very well-written content for executive speeches, press releases, and major journals. These well-written contents are the main touchpoints among the stakeholders, business entities, and customers. In the modern digital environment, organizations are maintaining strong communication with their external audience. The press releases and the latest news are posted in the daily blogs on the company's website and on social media. The clients also expect a very high response rate when they reach out to the company on social media, and companies hire dedicated staff to meet their demands and queries.

Key Points To Consider In Communications Professionals

Harley Davidson Company highlights the significance of the role of Chief Communication Officers in designing the company's strategic communications, saying that around 40% of COOs are already prepared to deliver on the prospects that they might face in the modern marketplace by understanding the essential components of reputed management and the core of effective external communications in the motorcycle industry.

Reputation management mostly means contributing, monitoring, and replying to queries on social networks. Transparent and Preemptive reputation management means replying suitably to client responses and feedback and providing helpful information to the clients to improve the reputation of the company (Sandman, P. M.1993).

How is reputation management linked with the business strategy? [Harley Davidson's business](#) strategy outlines what's vital to the business in a vibrant and concise way. This would, consecutively, state how external communication (both verbal and non-verbal) is taken care of. The business strategy of Harley-Davidson includes introducing two million new bikers in the U.S., introducing more than one hundred new high-impact H-D motorbikes, and increasing the business without raising any environmental impact. The company is opting for a better personal approach and tactic, communicating its morals and values at particularly hosted parties and events, and the company is spending just 15% of its marketing budget on the traditional budget (Teerlink, R., & Ozley, L., 2000).

In other businesses, communicating business strategy is accomplished mainly with the help of advertising campaigns. Harley-Davidson's business strategy comprises goals such as retaining clients by concentrating on retrieving lost clients and improving the quality of its bikes.

The Importance Of A Strong External Communication Strategy

The Communication of business strategy to customers and stakeholders is very important since buyers are progressively making their selections centred on the reputation of the company. The fundamental business strategy that states what's imperative to the corporation could play a vital role in making leads, sales, or attracting the support of the investor. For the communication strategy to be successful and effective, it must align its actions with its aims and goals both inside the corporation and among its clients (Eisenberg, E. M.1984).

In the modern world, at Harley-Davidson, the Chief Communications Officer is likely to apply a structured procedure for 24/7 branding and managing the reputation of all of their stakeholders through all the available channels and in all the available markets. The internet contains a wealth of information available to its customers, and most of the information is uncontrollable. In the year 2017, more than 97% of the clients used the internet to search for the company's products and reviews. It is very important for communication specialists to have a stronghold on what possible clients will try to find if they are interested in buying a particular product (Schembri, S.2009).

When a corporation's business strategy is shared and communicated efficiently on all the available channels and platforms, this data becomes easily available to clients who are looking to buy a product from the company. More than 30% of clients make procurements that are focused on their individual beliefs. This is also true for the youths who are particularly interested in buying motorbikes. Amongst millennials, more than 60% are trust-driven purchasers, whereas 53% are Generation Z, and 51% of people are Generation X buyers. If a corporation's business strategy efficiently shapes the company's core principles on precarious issues, this would drive an increase in sales and establish deeper connections with the clients.

How To Effectively Communicate Business Strategy Externally

When the business makes a strategic change, the communications experts must take instant action to make sure that these are communicated and shared suitably with key persons both inside and outside the organization. Though Press Releases are an effective tool for sharing news and announcements, they are not the ultimate means of communicating information with the general public.

Social media is the most prominent and ideal communication channel and a vital method of distribution for strategic business aims, objectives, and visions because it is not only unmatched in its prominence and visibility but also a strong relationship base. In any case, in the modern world, many

individuals buy products and invest in a company based on their reputation, and social media helps to build a strong reputation.

The Leadership approaches would always vary, but in broad terms, communications specialists at Harley Davidson must follow these rules and guidelines for efficiently communicating the strategy of the business externally:

- Endorse the business strategy as an important part of the corporation's overall marketing strategy.
- Design advertising graphics that highlight the essential doctrines of the business's strategy.
- Share updates on the company's policies and business strategy through blog posts and press releases.
- Endorse the strategy updates on [social media websites such as Facebook](#) and Twitter.
- Reply to social media comments with info that promotes the knowledge of the company and the business strategy.
- Design and implement all the marketing communications according to the company's strategy.

The Leadership of Harley-Davidson must implement the above rules and regulations for its brand reputation and growth in sales.

Effective Audience Outreach Techniques

One of the best methods of audience outreach (verbal and written) is social media such as Facebook and Twitter. Harley Davidson has hundreds of thousands of followers on Twitter, and of course, it is the most effective way to convey a message to millions of people across the Globe. Public events, mass media, and print media are also audience outreach techniques; however, Harley Davidson spends only 15% of their marketing budget on mass media and mostly focuses on social media for maximum audience outreach.

Conclusion

When the Harley Davidson business strategy is according to the goals, interests, and concerns of the customers and shareholders, a strong communication plan could turn out to be one of the company's most valued assets for attracting new clients, satisfying the stakeholders, and even making cost-effective business partnerships.

Communications professionals at Harley-Davidson need a well-rounded understanding of the reputation of the business strategy in addition to the best ways to share it both externally and internally, both verbally and non-verbally.

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