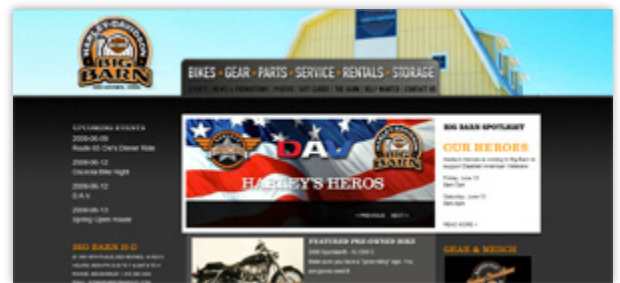


We've been working with Big Barn H-D for nearly a decade, initially starting with a relationship to help them drive more traffic to the site...we doubled it in 3 months. From there it went to email marketing that customizes content to the customers' interests, inventory management applications, content management systems, adding new product lines and rental services. Over the years Big Barn H-D has steadily become a benchmark for other Harley-Davidson dealers, and their new web site puts them at the very front of the pack.



BigBarnHD.com

Working to drive business for the largest H-D new vehicle dealer from Chicago to Denver



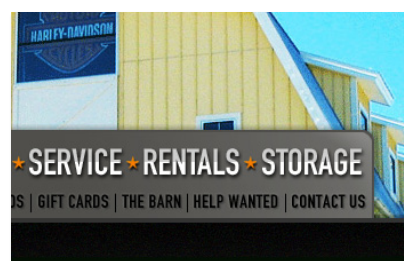
AdEasel designed and developed a whole new look for Big Barn HD including the new "Big Barn Spotlight". Upcoming events can be created and uploaded through the custom built CMS - Content Management System. Each individual feature is dynamic and interactive showcasing the great events Big Barn is known for around the region. On the heels of their new web launch Big Barn experienced their largest event turnout ever.

Check Out These Hogs



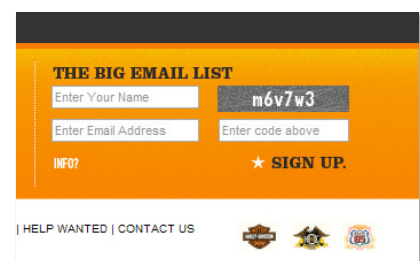
AdEasel developed an inventory management system to showcase all featured pre-owned motorcycles for sale through Big Barn. Employees can upload images of the bikes along with mileage, price, color, stock numbers and a description. Users can then target their online search by sorting for bikes by year, price, family, model and mileage.

The Web Is Dynamic



Dynamic navigation is an important feature of Big Barn's new web site. Whether searching through the Gear section to find the best Harley - Davidson accessories or cruising through the Rental section to find the Softtail that they'd like to take for a ride over the weekend, dynamic navigation engages users and allows them to interact with the web site.

Driving Online Traffic



Big Barn's email marketing campaigns are the backbone of their marketing efforts. Affordable and reliable they help to drive cyclical traffic to the web site often reaching over 20,000 visitors per month. AdEasel's custom email marketing application provides the simple capabilities to design, create and send emails to targeted or mass email lists.

Download additional case studies and learn more about our agency at www.AdEasel.com.