



## Case Study Overview

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

*We mix accessibility, affordability & capability into one dynamic marketing agency*



Already the nation's leading supplier of home gyms and strength training equipment, Body-Solid wanted to bulk up its web & marketing programs even more, and chose Adaptive Easel to redevelop their entire B2B and B2C applications. AdEasel developed an entire back end system allowing Body-Solid managers and dealers to do everything from email marketing & promotions to the upload of new Body-Solid products.

### Voice Over Easy



AdEasel partnered with WDT to offer VoIP calling to its global customer base, and created ALLVOI as its primary service brand. AdEasel developed a marketing plan & strategy that included a major CTA campaign to increase brand awareness and to establish key messaging that differentiated ALLVOI from their competitors in the VoIP industry.

### Out There Scoutin' Jobs



AdEasel rebranded NationJob's entire company & product lines, and repositioned them for growth in an increasingly competitive market. We also developed powerful management tools which allow NationJob employees to manage enormous amounts of data through a simple and intuitive interface including everything from jobs contracts to applications.

### Connecting The Loop



AdEasel developed Loop U Chicago as both a P2P & B2C web site for the Chicago Loop Alliance. Businesses can upload jobs, events and limited time deals to drive business. Students can subscribe to businesses and be updated via email when new information is uploaded. Students can also apply directly for jobs which businesses post to their profiles.

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