

Teddy Morse's Daytona Harley-Davidson®

Combatting Pandemic-Era Restrictions by Leveraging Digital Solutions

About Teddy Morse's Daytona Harley-Davidson®

For over 75 years, Teddy Morse H-D®* has been proudly serving the Daytona, Florida region. As a family-owned operation, they take great pride in maintaining their legacy and providing excellent service, proven by their record of industry awards like "Dealer of the Year" (Automotive News), "Top Rated Dealer" (CarGurus & CARFAX), "Quality Dealer" (Time Magazine), and many more.

Using a Virtual Showroom to Overcome COVID Hurdles

Teddy Morse's Daytona Harley-Davidson® has seen amazing results by teaming up with Dealer Spike and being diligent about their in-store marketing efforts. When their showroom doors closed due to the pandemic, they had to rely heavily on their virtual showroom and online leads. They maintained ad spend and have seen growth & excellent lead generation. In fact, their online presence was so strong that despite challenges, the dealership still saw a remarkable first quarter.

Once pandemic restrictions are lifted, Teddy Morse H-D® has plans to open their 109,000 square foot showroom and map it out for safe distancing. The virtual showroom will remain a crucial aspect of the customer experience as it allows customers to comfortably browse from the comfort of their home.

"By teaming up with Dealer Spike we were able to keep the motor clothes & showroom open virtually/online... Dealer Spike has successfully created a virtual showroom that has effectively allowed shoppers to continue to shop online."

—ANTHONY SICA, CREATIVE DIRECTOR, TEDDY MORSE H-D®

More Success with Digital Marketing

Currently, Teddy Morse H-D® has their paid advertising managed & hosted by Dealer Spike. Throughout the years they've seen incredible results, even during the challenges of COVID.

Anthony Sica, Creative Director at Teddy Morse H-D®, informed that they had great results because of their Bike Week strategic pre-planning with Dealer Spike (for pre-, during and post- event). Another success came when Dealer Spike shifted marketing strategies by driving service and parts as well as driving people to the online showroom to continue the buying process.

"We have had amazing results from our [Dealer Spike] digital marketing."

—ANTHONY SICA, CREATIVE DIRECTOR, TEDDY MORSE H-D®



ESTABLISHED:

1946

TEAM SIZE:

1800+

LOCATION:

Daytona, FL

INDUSTRY:

Powersports

*This article was updated June, 2024 to reflect the dealer's new name, previously known as Bruce Rossmeyer Harley-Davidson®.