



Final Project

CJ West

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Who is Kent Cycle?

- Kent Cycle is a local bike shop located on Lake Street in Kent. Kent Cycle stresses customer satisfaction as well as maintaining a strong relationship with everybody who buys from them. They have maintained a successful business over the years despite competing with several big name stores.
- Kent Cycle has a respectable social media presence where they advertise bike rides, deals and simply just share photos. They have amassed over 250 followers on Twitter, 1300 followers on Instagram and 1.8k likes on FaceBook.



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Objective - To keep existing customers engaged during the winter months as well as give people a reason to buy from a local shop as opposed to a bigger brand.

Goal - To avoid a significant financial hit during the winter months where bike riding is at an all time low, as well as get existing customers to come back into the store.

Strategy - Providing all customers who purchase a bike with a “new bike follow up” completely free of charge, as well as giving everyone who makes an in store purchase with a 10% off coupon completely free of charge.

Measures - We will be tracking how our campaign does through social media analytics as well as keeping tabs on all new and existing customers coming into the store before and after the campaign is launched.



Content 1: Infographic

- Kent Cycle's biggest competition is bigger brand companies who are more established and have a larger reach. This makes it very difficult for Kent Cycle to compete with these bigger brands, so showing off some of the good things about shopping locally compared to at a bigger store through an infographic could open some eyes and bring in more customers.
- **Targeting** - This is to attract potential customers and give them a true reason to prefer going to local shops as opposed to bigger name ones.



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Content 2: Blog Post

- As a bike shop, it's important to show off bikes of course, however there's more to riding a bike than just the bike itself. The topic of this blog post is about bike riding discomfort and how to combat it. It details 3 key ways to improve your bike riding experience as well as promotes the shop at the end the post.
- **Targeting** - This blog post mainly focuses on those who experience riding discomfort and aren't aware of the benefits that can come with improving your equipment.



Infographic & Blog post

LOCAL



PERSONABLE

SMALLER STORES TEND TO BE MORE CARING AND HELPFUL WHEN HELPING THEIR CUSTOMERS SINCE THEY DON'T HAVE AN OVERWHELMING AMOUNT OF CLIENTS.



SPECIALIZE IN BIKES

IF YOU'RE LOOKING FOR BIKE PRODUCTS ONLY, IT WOULD BE BEST TO GO SOMEWHERE THAT ONLY SELLS THEM.



GOOD FOR YOUR COMMUNITY

BUYING LOCALLY HELPS KEEP LOCAL BUSINESSES OPEN, MAKING YOUR COMMUNITY EVEN BETTER!

BIG BRAND



OTHER PRIORITIES

BIGGER STORES HAVE TONS OF CUSTOMERS, SO GETTING QUALITY CUSTOMER SERVICE ISN'T LIKELY WHEN YOU ARE COMPETING WITH OTHER CLIENTS.



JACK OF ALL TRADES

BIG BRAND STORES MAY BE GOOD FOR SPORTING GOODS, HOWEVER THERE'S NO GUARANTEE YOU'LL BE SATISFIED AS A BIKE RIDER.



CLOSE DOWN LOCAL SHOPS

BIG BRAND STORES OFTEN TAKE OVER AND ARE THE REASON MANY SMALL BUSINESSES FAIL.

SICK OF RIDING IN PAIN? KENT CYCLE CAN HELP!

Have you ever been out on a bike ride and suddenly started to get extremely uncomfortable? Like your seat was digging into you and you couldn't do anything about it? You aren't the only one. Every day millions of bike riders experience discomfort in riding their bikes, constantly ruining their bodies and making one of their favorite pastimes a literal pain in the butt. It's almost like a pandemic! Today, we're going to briefly touch on a few ways you can improve your comfort during your bike ride!

Softer Seat

A large portion of bike riding discomfort typically comes from a small, rough seat that can dig into you and make your ride unenjoyable. Most of the time when you buy a new bike the default seat that comes with the bike usually isn't that great, and people just never get around to buying a better one. Luckily, there are a plethora of better, softer and just comfier seats that will make you feel like you're sitting on a cloud while riding your bike!



Padded Shorts

Your bike riding attire might not be the first thing you think of when going out on a bike ride, but spending a little bit more time addressing your bike riding wardrobe can prove to be very useful! There are shorts with padding in them tailor made for bike riders who experience immense discomfort when riding, and they aren't expensive either! If you can't afford to pick up a new bike seat, maybe a fresh new pair of shorts can help out just as much.



New Grips

It's possible that your discomfort isn't coming from behind, maybe it's in your hands. If that's the case, then look no further than a new pair of grips for your handle bars. Like bike seats, most of the time when you get a new bike, the grips that come with it aren't the best in the world, but there are still plenty of options to improve them! Bike grips typically don't cost too much, so this would also be a very affordable way to improve your comfort!



These are just a few ways to improve your bike riding comfort, and luckily, you can pick up any of these items at our shop today! Bike riding is something that anybody should be able to enjoy to its fullest potential, and if you wait to upgrade then you'll really be missing out and hurting yourself. Visit us at our shop on Lake Street in Kent today and see what we have to offer!

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Digital Display 1

- This display will provide a link to the blog post that was previously discussed. The graphic displays a man holding his back end in pain which is something many bike riders who don't have proper equipment can experience. The call to action is telling whoever is looking at the display to click to improve their riding.
- **Targeting** - Any bike riders who experience back pain or discomfort.



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Digital Display 2

- This display will provide a link to the infographic that was previously discussed. It's a simple side by side comparison of Kent Cycle and bigger brand stores, telling the reader that Kent Cycle is better as well as providing a call to action that tells the reader to click on the bike wheel to find out why.
- **Targeting** - The target here is any bike riders that may shop at bigger brand stores. We want to give them a reason to believe that shopping locally is a better option.



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Display 1 & 2



RIDING SHOULDN'T
BE A PAIN IN THE
BUTT.

WE CAN HELP!

CLICK HERE TO
IMPROVE YOUR
RIDING!



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**BIG
BRAND
STORE**



DON'T BELIEVE US?



CLICK HERE TO FIND OUT WHY.



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Email Drip

- For our Email drip campaign we want to target those who have purchased bikes at our shop and have yet to take advantage of their free bike tune up before winter. The Email drip will be a series of images that show a man riding a bike who hasn't gotten a bike tune up and every time his situation gets worse, urging the recipient to take advantage of the offer. The first Email simply shows a guy riding a bike, the second shows him wrecking the bike and the third shows him grieving over his destroyed bike.
- **Targeting** - People who have purchased bikes from the store and have yet to take advantage of their free tune up opportunity.



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Email Drip #1

Subject: Bike Tune Up

You don't wanna miss out, stop in today!

Need a tune up?
We got you covered!

Visit our shop to get a
free tune up today!

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**Now's your chance to get a tune up completely free
of charge!**

We want to give back to all of our loyal customers by providing those who've bought bikes from our shop a bike tune up completely free of charge! All you have to is bring it into the store and we'll make sure it's in perfect condition for you!
Thanks for staying loyal!

[Learn More](#)



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Email Drip #2

Subject: Bike Tune Up

Don't risk it, fix it!

Is this a risk that
you're willing to take?

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Don't forget to stop in to get your free tune up!

We don't want you to end up like this! We're offering a completely free bike tune up to all of our loyal customers who purchased a bike at our store! Don't miss out!
Thanks for staying loyal!

[Learn More](#)



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Email Drip #3

Subject: Spreading the word

Last chance before winter!

THIS COULD BE YOU
IF YOU DON'T GET A
TUNE UP.

GET ONE FOR FREE
TODAY, AND STOP
RUNNING LATE.

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*ONLY FREE IF BIKE WAS PURCHASED FROM KENT CYCLE

Don't miss out, visit us today!

If you don't get your bike tuned up every now and then, it could really come back to haunt you when you least expect it. Why not get it tuned up today for absolutely free? Bring your bike in and take advantage of this offer!

Thanks for staying loyal!

[Learn More](#)



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Social Media #1

- Advertising on social media has become the new normal, especially since the pandemic started, so Kent Cycle must be able to keep up with other companies through promoting on their social media pages. The first post is a mock up of a potential tweet that can be put out to advertise Kent Cycles free tune up special. Since Kent Cycle isn't as prominent on Twitter as they are on Instagram, we should keep it a little bit more simple.
- **Targeting** - People who have purchased bikes and have yet to take advantage of their free tune up opportunity.



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Social Media #2

- The Instagram ad follows the same concept in promoting free bike tune up opportunity, however it's a little bit more out there in showing what could happen if you don't get your bike tuned up. Like the Email drip, it shows a man devastated that his bike failed on him and thinking that he probably should have gotten his bike tuned up.



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Social Media #1 & 2



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Is this a risk that
you're willing to take?



Don't end up like this. Click the
link in our bio to learn how you can prevent getting in
an accident!



Bonus Tactic #1



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Bonus Tactic #1 Rationale

- This bonus tactic is a social media ad advertising the 10% off deal. This follows the original tweet that could be sent out perfectly in format as well as aesthetic. Advertising the 10% off deal on social media makes sense since it's for customers who've already made in store purchases. This means that the customers is already aware of the store and could be more likely to visit Kent Cycle's social media.
- **Targeting** - Existing customers who've already bought from Kent Cycle



Bonus Tactic #2



There's a few reasons why you should shop locally instead of at bigger stores. Click the link in our bio to learn why!



Bonus Tactic #2 Rationale

- This is another social media ad, this time advertising the side by side comparison between Kent Cycle and bigger name stores. This ad works well on Instagram because a lot of Instagram ads are pretty simple and try to get their point across in a few words. It grabs the person's attention and makes them wonder why exactly Kent Cycle would be better.
- **Targeting** - Anybody following Kent Cycle on Instagram who shops at big name stores.



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Bonus Tactic #3

DON'T GET LOST,
GET A TUNE UP!

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[CLICK HERE TO LEARN HOW TO GET YOURS!](#)



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Bonus Tactic #3 Rationale

- Here we have a digital display taking a little bit of a different approach in promoting the free bike tune up. We have a silhouette of a man lost with a map. This fits in with the silhouette theme of the rest of the campaign, and adds a digital display that promotes the free tune up.
- **Targeting** - People who have purchased bikes from the shop and haven't taken advantage of their free tune up.



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Bonus Tactic #4

WANNA GO FOR A RIDE?



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CLICK HERE TO FIND OUT HOW!



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Bonus Tactic #4 Rationale

- For this final digital display we wanted to try something a little bit different. This display advertises the events and bike rides that Kent Cycle holds every now and then. It shows two bike riders going on a ride together. This fits in the campaign because it really goes well with creating a strong bond with existing customers who truly enjoy bike riding as much as the Kent Cycle workers do.
- **Targeting** - People who love bike riding and are looking for people to go on rides with.



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