

Metropolis Cycles BikeFit Campaign Plan Book



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Executive Summary

Metropolis Cycles has survived, and even thrived through the COVID-19 pandemic. The bike market responded urgently and eagerly for a new avenue of leisure, and Metropolis Cycles answered the call. With this amounting consumer base, opening up a new segment of business is not only strategic, but a logical decision. BikeFit, which has been scarce in Metro Detroit, will now be a solution to the growing cyclist market in the city and beyond.

With this new addition to the business, Metropolis Cycles will need to be diligent and prepared to market this to local media and other audiences through various measures. The brand already has a steady social media presence and a loyal customer community, but more can be done to maximize engagement through the marketing funnel. Social media and media relations will be essential to spreading overall awareness of BikeFit to capture other people's attention, which will be our main focus through this public relations campaign. Introducing BikeFit to Metropolis Cycles will also help the brand keep up with competitors who also feature this custom service.

The city of Detroit provides a great foundation for initiating BikeFit, as there has been a clear increase in designated bike lanes throughout the city. However, the scope of this new service also extends to various other consumer groups, with the hopes of merging into a higher-end niche market. The exclusivity and customization aspects of BikeFit, coupled with stores offering BikeFit being few and far between, creates a demand for this service that Metropolis Cycles can resolve.

Metropolis Cycles is ready to take the next step to elevating their brand to the next level, but with the assistance of our campaign, BikeFit will be a more well known commodity that will translate interest to sales. Primarily through organic social media and earned media relations, spreading awareness of BikeFit will be Metropolis Cycles' best interest in beginning this new venture.

We believe our campaign meets the needs and goals of Metropolis Cycles, and our research, tactics, and methods of evaluation have led us to this conclusion. Our objective of this campaign is to generate BikeFit demand and maintain a ratio of 1:20 customers that come in for BikeFit related inquiries from May to August 2022. We look forward to sharing our plan with you.



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Situation Analysis: Metropolis Cycles & Environment

Client Background

Metropolis Cycles is divided into three sectors in terms of product and service offerings. They sell new and used bikes, offer bike repairs, and sell bicycle accessories. In addition to these three business sectors, Shayne O’Keefe plans to expand the business by incorporating a new BikeFit service that is designed to adjust cyclist’s bikes to optimize comfort, performance, and efficiency.

Internal Audit/Assessment

Metropolis Cycles has specialized in offering bicycle-related services to their loyal customer base. Bicycle services have proven to be their most profitable offering, surpassing their wide product selection. Services are the easiest thing to sell customers, so pushing this offering onto customers has been profitable while also helping house a transactional customer relationship. The flexibility of product customization is also another successful aspect of the business.

Shayne O’Keefe has earned an *Intermediate BikeFit Certification* as a first step to begin offering BikeFit services to new and existing customers. In addition to the certification, O’Keefe will also need to make a \$20,000 investment in his business to acquire the necessary BikeFit tools that will make the service offering possible.



BIKEFIT

Situation Analysis: Public Perception

Positive Public Perception:

- 22 positive reviews on Yelp with 5-star ratings
- Voted as Neighborhood Favorite in 2017 and 2019 on nextdoor
- Media coverage on The Hub Detroit about their “friendly service”

Negative Public Perception:

- Low interaction and engagement on Instagram and Facebook (unanswered comments)
- Most media coverage is outdated, and dates back to their grand opening

Situation Analysis: External Audit/Assessment

- **Location:** Located in Detroit and has access to a large and diverse consumer base
- **Resource Availability:** Supply chain problems have limited supplies within the shop
- **Customers/Audience:** 70% of existing customers are African American men from Detroit who lack spending money, so they are not appropriate audiences for all product offerings (especially those that fall on the more costly side of the spectrum)
- **Fitmi! (Ann Arbor Competitor):** Jessica Bratus, a cycling enthusiast with 15 years of bike fitting experience, is offering a Fitmi! in Ann Arbor, Michigan. Fitmi! is a professional bike-fitting service and custom bike builder that specializes in fully customizable bicycles to match your personal aesthetic.
 - 15 years of bike fitting experience with Fitmi!
 - Offers 3 bike fitting services:
 - 1) Bike Fitting
 - a) Elemental Fit (\$275, 90 minutes)
 - b) Revolution Fit (\$360, 2-3 hours)
 - 2) Dynamic (Pre-Purchase) Sizing (\$175, 60-90 minutes)
 - 3) Peloton Bike Fitting (\$300-\$340, 2 hours)
 - 9 positive reviews on Yelp; 5 Star Google review, with 123 reviews
 - Markets Fitmi! on website (<https://bikefitmi.com/>), Instagram, and Facebook



Situation Analysis: SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • Closer to a large population • Loyal customer base • Flexibility in product customization (leads to increased sales) • Existing customers are aware of BikeFit (according to Shayne) • Shayne earned an <i>Intermediate BikeFit Certification</i> • Business is made up of three parts: <ul style="list-style-type: none"> ◦ (1) Selling new & used bikes, (2) Bike repairs, (3) Accessories • BikeFit service is \$200 with free consultation, lifetime warranty, and unlimited repairs/adjustments • Engaged within the community <ul style="list-style-type: none"> ◦ Helps rally bikers with personnel, fundraisers, events, etc. ◦ Offers free air, oil, tightening up (most repairs are considered non-profit services) • Existing social media presence on Instagram and Facebook (consistent daily posting) • Awards and credibility: <i>Best Bike Shop Wayne County</i> (from Metro Times) 	<ul style="list-style-type: none"> • Only roughly 5% of existing customers have expressed interest in BikeFit • No knowledge of reaching potential target customer base • Turnaround time for BikeFit is roughly one month to process • Not affiliated with any other companies, shops, or businesses
Opportunities	Threats
<ul style="list-style-type: none"> • Targeting a high-end niche customer base (offering BikeFit can bring fancy customers) • High-end customers are asking about BikeFit • \$20,000 investment in BikeFit can help tap into a niche client market (higher-end clients) • Figuring out how to charge for BikeFit services <ul style="list-style-type: none"> ◦ Timeliness/duration of service ◦ Different package offers at different costs (more/less) • Tap into the women and children market <ul style="list-style-type: none"> ◦ Lots of Detroit children are interested in bikes • Tapping into new social media platforms (e.g. TikTok, Twitter, Pinterest, etc.) • Offering online BikeFit consultation • Sponsoring a professional biker at events and races • Getting customers through the medical realm (Physical Therapy) 	<ul style="list-style-type: none"> • \$1,500 budget (not much spending money) • Ann Arbor competitor is located in an area that has triple income (more money to spend) • Ann Arbor competitor has a competitive advantage in experience with the BikeFit service • 70% of existing customers are African American men from Detroit (forced to use bikes because of income, economy, drunk driving, etc.) so they may not be BikeFit candidates



Situation Analysis: Target Audiences

Primary Audiences

- **Bikers that reside in Detroit**
 - **34% of Detroiters do not own or share a car with someone in their household (University of Michigan, 2017)**
 - **Detroit is becoming more bike-friendly with ongoing additions of designated bike lanes.**
 - **Customer base: 18-80 year-old men, 70% African American (O’Keefe, 2022)**
 - **Very loyal community which make up the primary audience**
- **BikeFit Market Audience**
 - **Competitive and sometimes recreational riders**
 - **Higher-end clients looking for something exact**
 - **People willing to drive for service**

Secondary Audiences

- **Women and Children**
 - **Growing interest from kids in the area, teaching opportunities in bike building**
 - **Combating stigma about women not being into cars or bikes**
 - **About 25% of bike riders are women (Voitenko, n.d.)**
- **Physical Therapy Patients**
 - **Advancing rehab patients potentially moving from stationary bikes to outdoor cycling**
 - **Demographic that would be interested in BikeFit to be perfectly accustomed to their bike without further discomfort and risk of reinjury**

Situation Analysis: Target Audiences

Specialty Audiences/Opinions Leaders

- **Local Political Leaders**
 - **Mike Duggan - Mayor**



- **C. Mikel Oglesby - Executive Director of Transit**



- **Metro 313 Cyclones (<https://majortaylordetroit.org/>)**
 - **Major Taylor Association bike club**
 - **Cassly Sullen - President**
 - **Not only specialty audience, but perhaps a collaborator as well**
- **Formal & Informal Opinion Leaders**
 - **Allison Quast, League of Michigan Bicyclists' Development Director**



- **Ben Rollenhagen, Champion for Bicycling Education**



- **David Palan, Cyclocross Enthusiast and Bike Shop CX Co-host**



Brand Guidelines (BikeFit Program Design Elements)

- BikeFit Color Palettes

- Color Palettes: Consistent with color palettes from Metropolis Cycles Brand Tool Kit

- Core Color Palette

- Metropolis Cycles Logo Colors (Logo #1)

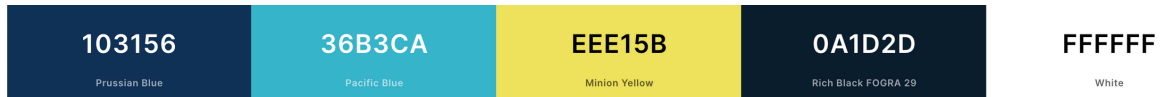


- Metropolis Cycles Logo Colors (Logo #2)

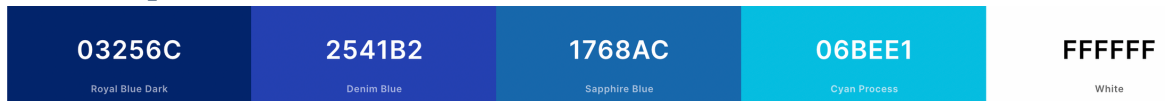


- Color Palette Combinations

- Retro Punk



- Start-Up Culture



- Cosmic Flair



Brand Guidelines (BikeFit Program Design Elements)

- **BikeFit Logo**
 - BikeFit logo will remain unchanged from BikeFit's existing brand design
 - Leaving the BikeFit logo unchanged will help attract the high-end niche customer base that Metropolis Cycles is targeting because BikeFit is already known as a unique bike fitting service, and any logo change will put potential customers back at the awareness stage of the marketing funnel



- **BikeFit Slogan**
 - **Slogan:** *A better ride for cyclists everywhere*
 - Altering the BikeFit slogan will allow for the BikeFit service to speak to cyclists and bike enthusiasts of all kind, while maintaining the brand's authenticity

Tactical Program and Strategic Approach

Messages/Themes

- **Messages:**
 - **BikeFit is a bike fitting service that is designed to adjust a bike to optimize comfort, performance, and efficiency while cycling.**
 - **Slogans or Taglines: “A better ride for cyclists everywhere,” “Get BikeFit!” and “I got BikeFit!”**
- **Themes:**
 - **Using different color palettes to evoke certain emotions from the consumer**
 - **Consistently using color scheme for specific topics (Ex: Start Up Culture, Cosmic Flair exclusive to BikeFit promo)**
 - **Matching the persona of the brand:**
 - **Cool, casual, inclusive, essential, inviting, innovative**

Objectives, Strategies and Tactics

- **Objective Statement: Generate BikeFit demand and maintain a ratio of 1:20 customers that come in for BikeFit related inquiries from May to August 2022.**
- **Strategy: Emphasize earned and owned media to spread awareness of BikeFit.**
- **Tactics:**
 - **Email press release and pitch to local media outlets and journalists**
 - **Promote social media (Instagram and Facebook)**
 - **Social media videos introducing, showcasing, and promoting BikeFit (Instagram and Facebook)**
 - **Hold social media contest and giveaway BikeFit consultation and adjusted bicycle**

Tactics Expanded: Email Press Release And Pitch To Local Media Outlets And Journalists

- Sample Press Release and Relevant Contacts for Pitch:



FOR IMMEDIATE RELEASE
April 26, 2022

Contact: Shayne O'Keefe, Metropolis Cycles
Phone: (313) 818-3248
Email: shop@metropoliscycles.bike

Metropolis Cycles Introduces BikeFit Service

Various customization options now available for high-end or casual clientele

Detroit, MI (April 26, 2022) – Metropolis Cycles would like to introduce a new, specialized segment of their brand with the launch of in-store BikeFit, effective immediately. This exciting implementation now offers customers a solution to their exact needs and measurements. With a large number of cyclists in the Detroit area, this service will surely attract those looking to upgrade their ride. Metropolis Cycles is not the first to offer BikeFit, but store co-owner Shayne O'Keefe insists that this will take his local shop to the next level. With BikeFit stores being few and far between, Metropolis Cycles will now serve as a popular hub for all types of cyclists.

With over 50 years of combined experience, Metropolis Cycles' experienced mechanic staff can service everything from 1930s cruisers to modern carbon-fiber race bicycles. O'Keefe's expertise coupled with his intermediate BikeFit certification will create the best atmosphere a cyclist could ask for during one-on-one BikeFit consultation sessions.



Official BikeFit logo. (Courtesy of BikeFit)

BikeFit tailors to a cyclist's exact needs, while also preventing injuries, enhancing overall comfort, and optimizing efficiency and performance. Customers who are interested can schedule a complementary consultation with O'Keefe to get started on building their dream bike.

Further information will be provided soon. Metropolis Cycles looks forward to starting a new chapter of their brand as they welcome a whole new audience into their family.

###

If you have any questions or would like more information on this topic, please contact Shayne O'Keefe at (313) 818-3248 or shop@metropoliscycles.bike



Tactics Expanded: Email Press Release And Pitch To Local Media Outlets And Journalists

- **Sample Press Release and Relevant Contacts for Pitch:**



Media Contacts:

Alex Bozarjian – WXYZ Reporter (7 Action News)

alex.bozarjian@wxyz.com

Michelle Oliver – “Live in the D” Multimedia Journalist for ClickonDetroit

moliver@wdiv.com

Chanel Stitt – Business Reporter for Detroit Free Press (UMD alum)

cstitt@freepress.com

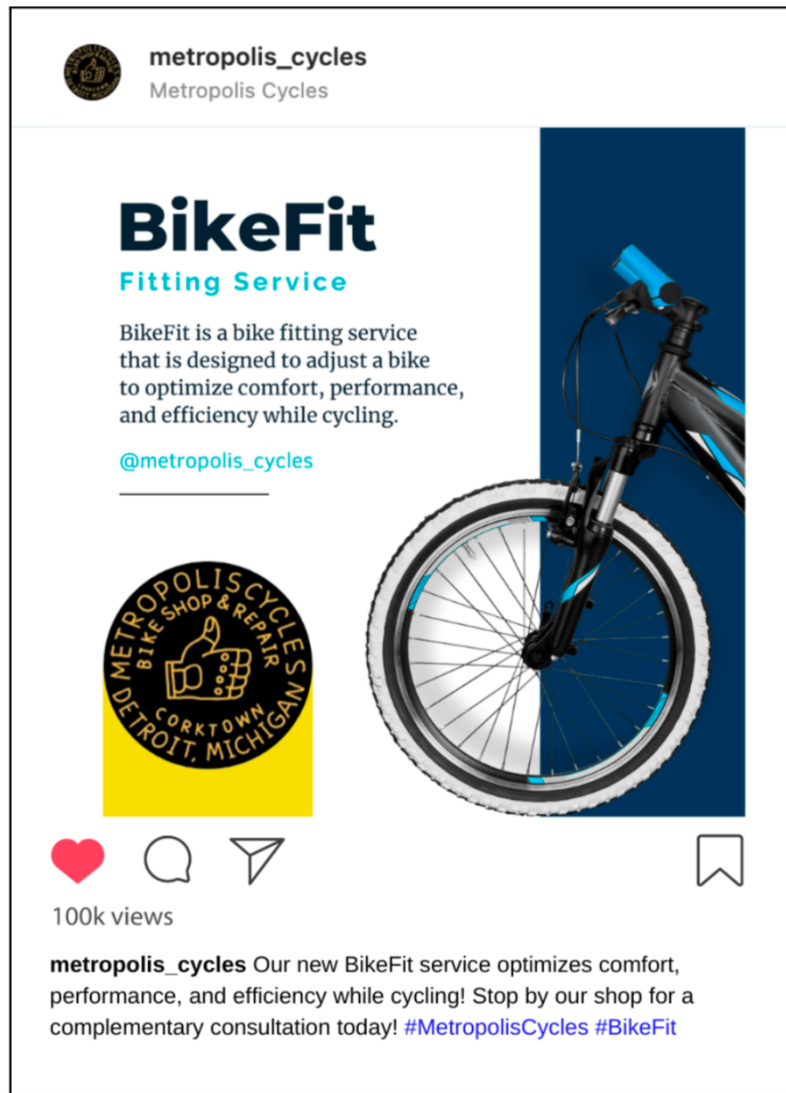
Jay Davis – Reporter (Small and Emerging Business) for Crain’s Detroit

Jason.davis@crain.com



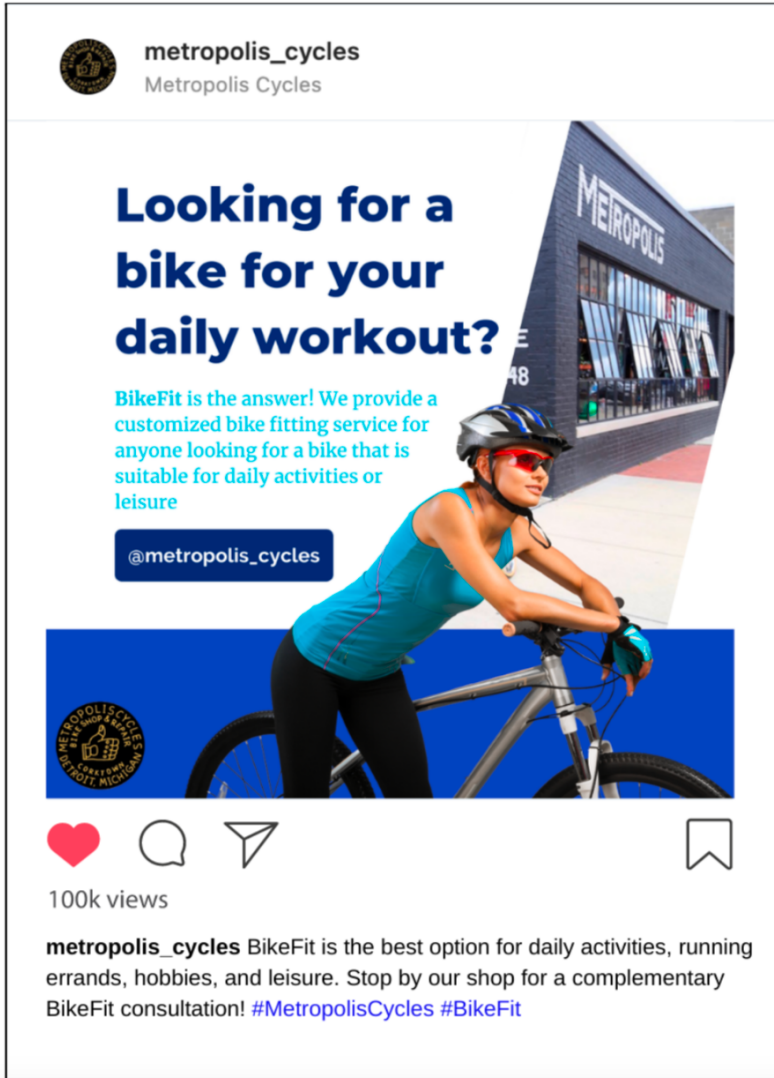
Tactics Expanded: Promote Social Media (Instagram and Facebook)

- Sample Instagram Content (Retro Punk Examples):



Tactics Expanded: Promote Social Media (Instagram and Facebook)

- Sample Instagram Content (Start-Up Culture Examples):



metropolis_cycles
Metropolis Cycles

Looking for a bike for your daily workout?

BikeFit is the answer! We provide a customized bike fitting service for anyone looking for a bike that is suitable for daily activities or leisure

@metropolis_cycles

100k views

metropolis_cycles BikeFit is the best option for daily activities, running errands, hobbies, and leisure. Stop by our shop for a complimentary BikeFit consultation! #MetropolisCycles #BikeFit

This Instagram post features a woman in a teal tank top and black leggings riding a silver bicycle. In the background, a building with 'METROPOLIS' signage is visible. The post includes a heart icon, a comment icon, a share icon, and a bookmark icon.



metropolis_cycles
Metropolis Cycles

BENEFITS OF BIKEFIT

- TAILOR BICYCLE TO EXACT NEEDS
- PREVENT INJURIES
- ENHANCE OVERALL COMFORT
- OPTIMIZE PERFORMANCE
- OPTIMIZE EFFICIENCY

@metropolis_cycles

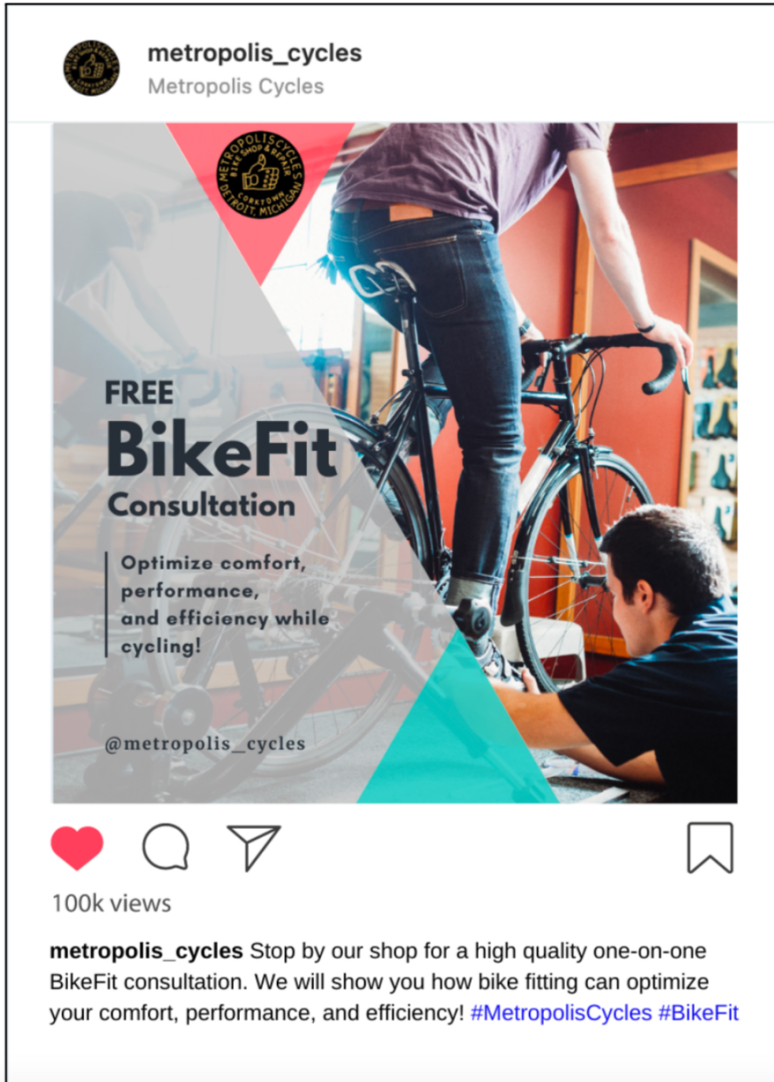
100k views

metropolis_cycles BikeFit is unique in that it offers countless benefits for bike lovers like yourself! Safety and efficiency are maximized! #MetropolisCycles #BikeFit

This Instagram post features a man in a blue and grey cycling jersey and a helmet riding a bicycle. To the right of the image is a blue vertical banner with white text and icons. The icons include a bicycle, a helmet, a shoe, a bar chart, and a speedometer. The post includes a heart icon, a comment icon, a share icon, and a bookmark icon.

Tactics Expanded: Promote Social Media (Instagram and Facebook)

- Sample Instagram Content (Cosmic Flair Examples):



metropolis_cycles
Metropolis Cycles

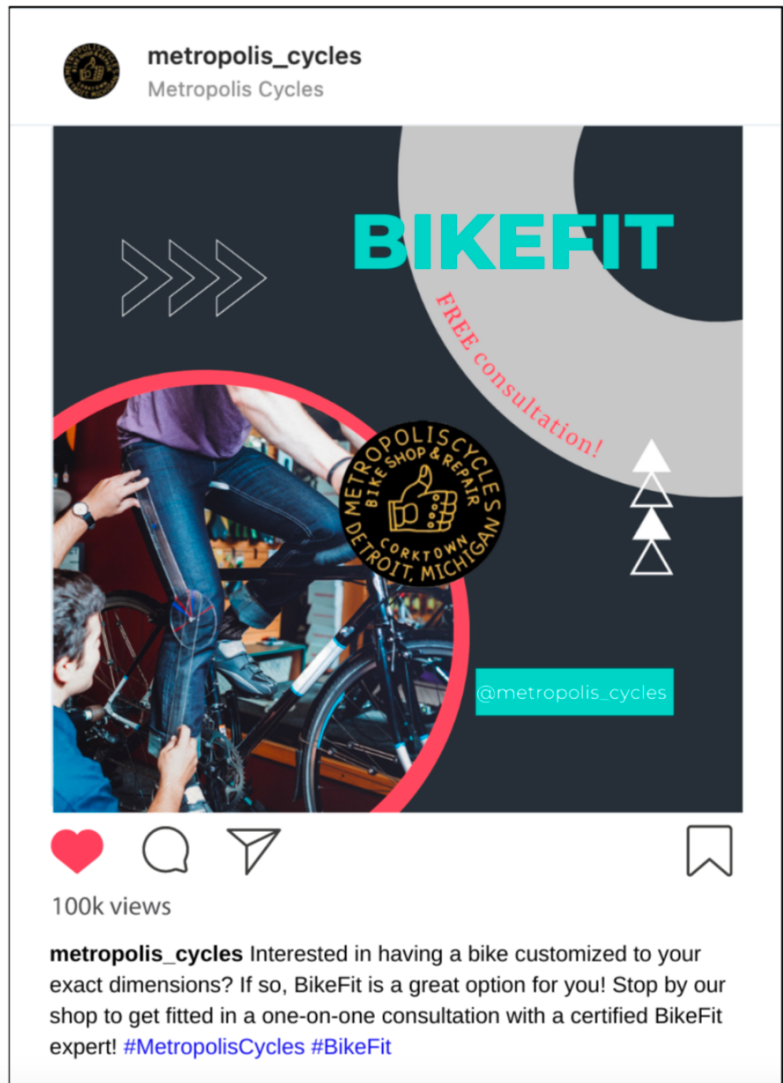
FREE BikeFit Consultation

Optimize comfort, performance, and efficiency while cycling!

@metropolis_cycles

100k views

metropolis_cycles Stop by our shop for a high quality one-on-one BikeFit consultation. We will show you how bike fitting can optimize your comfort, performance, and efficiency! #MetropolisCycles #BikeFit



metropolis_cycles
Metropolis Cycles

BIKEFIT

FREE consultation!

@metropolis_cycles

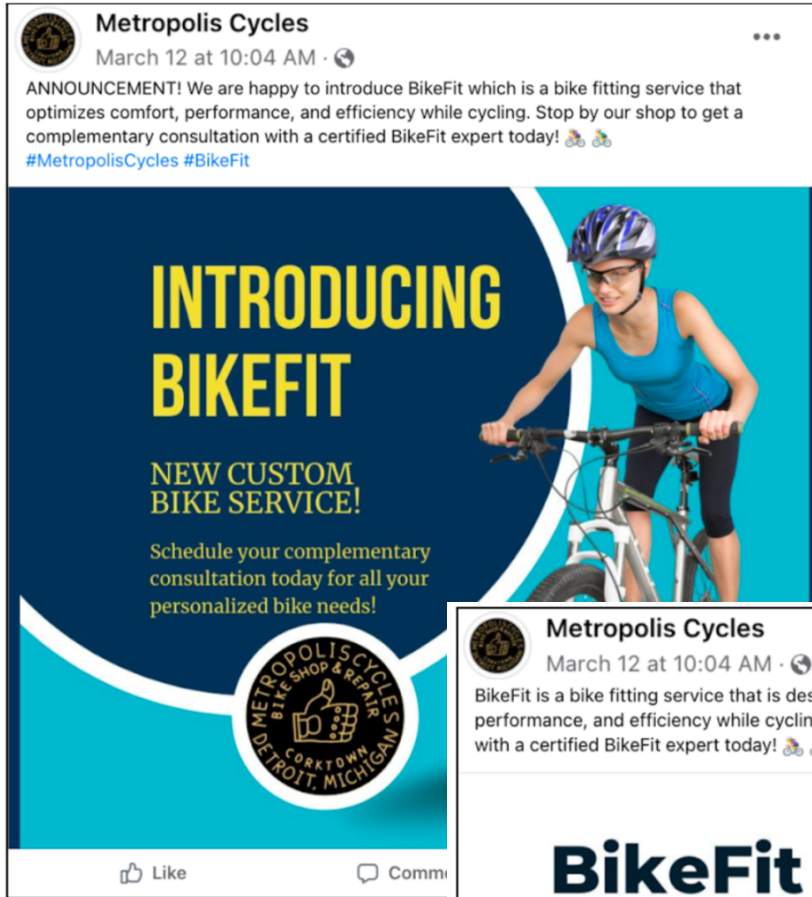
100k views

metropolis_cycles Interested in having a bike customized to your exact dimensions? If so, BikeFit is a great option for you! Stop by our shop to get fitted in a one-on-one consultation with a certified BikeFit expert! #MetropolisCycles #BikeFit



Tactics Expanded: Promote Social Media (Instagram and Facebook)

- Sample Facebook Content (Retro Punk Examples):





Metropolis Cycles
March 12 at 10:04 AM · 🌐

ANNOUNCEMENT! We are happy to introduce BikeFit which is a bike fitting service that optimizes comfort, performance, and efficiency while cycling. Stop by our shop to get a complementary consultation with a certified BikeFit expert today! 🚲🚲
[#MetropolisCycles](#) [#BikeFit](#)

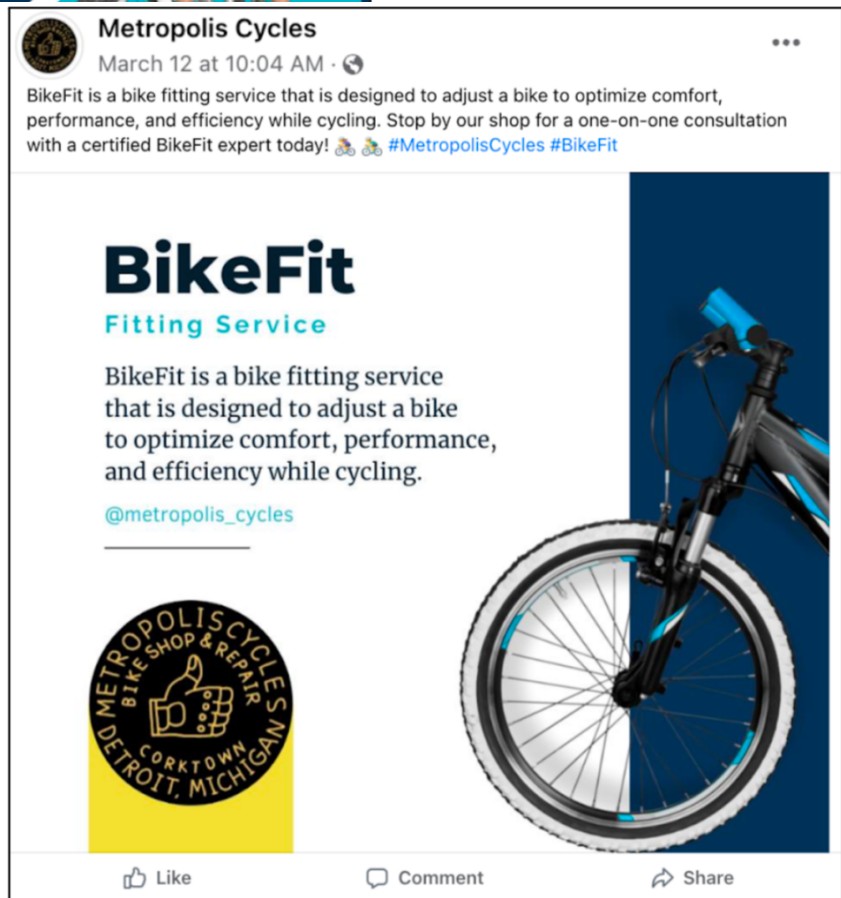
INTRODUCING BIKEFIT

NEW CUSTOM BIKE SERVICE!

Schedule your complementary consultation today for all your personalized bike needs!



Like Comment




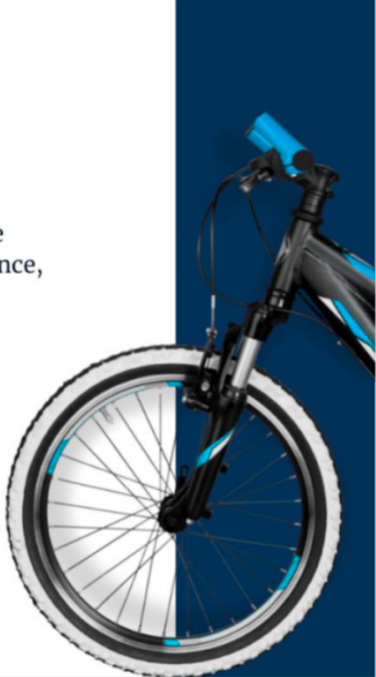
Metropolis Cycles
March 12 at 10:04 AM · 🌐

BikeFit is a bike fitting service that is designed to adjust a bike to optimize comfort, performance, and efficiency while cycling. Stop by our shop for a one-on-one consultation with a certified BikeFit expert today! 🚲🚲 [#MetropolisCycles](#) [#BikeFit](#)

BikeFit
Fitting Service

BikeFit is a bike fitting service that is designed to adjust a bike to optimize comfort, performance, and efficiency while cycling.

[@metropolis_cycles](#)

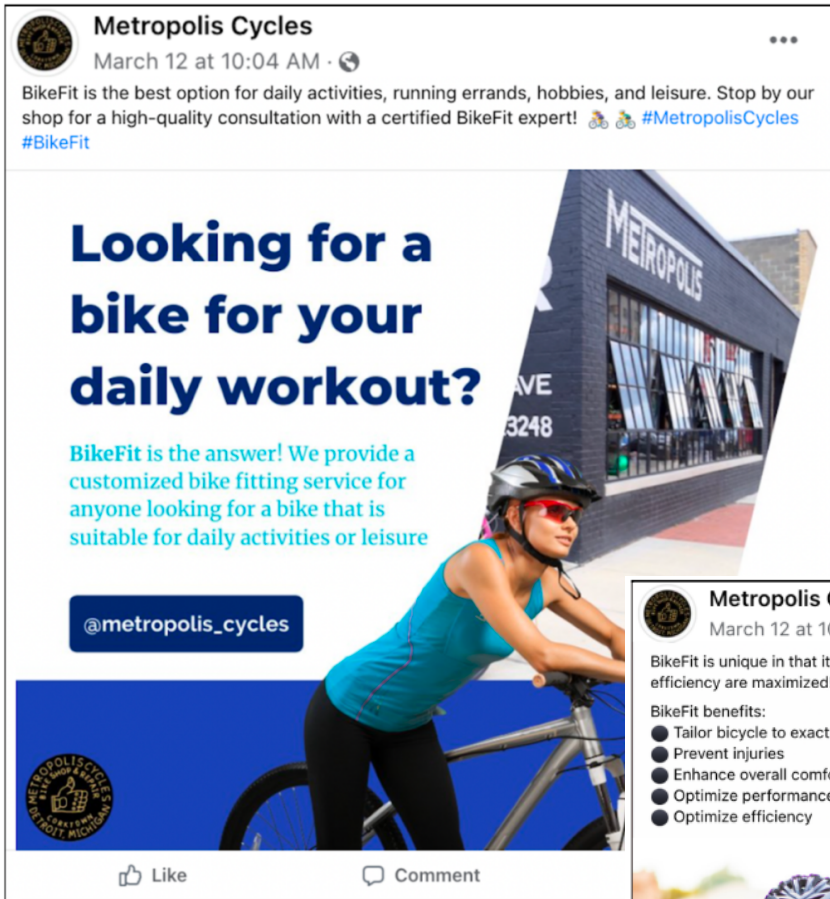


Like Comment Share



Tactics Expanded: Promote Social Media (Instagram and Facebook)

- Sample Facebook Content (Start-Up Culture Examples):



Metropolis Cycles
March 12 at 10:04 AM · 🌐

BikeFit is the best option for daily activities, running errands, hobbies, and leisure. Stop by our shop for a high-quality consultation with a certified BikeFit expert! 🚲 🛠️ #MetropolisCycles #BikeFit

Looking for a bike for your daily workout?

BikeFit is the answer! We provide a customized bike fitting service for anyone looking for a bike that is suitable for daily activities or leisure

@metropolis_cycles

Like Comment

METROPOLIS CYCLES BIKE SHOP & REPAIR DETROIT, MICHIGAN



Metropolis Cycles
March 12 at 10:04 AM · 🌐

BikeFit is unique in that it offers countless benefits for cyclists like yourself! Safety and efficiency are maximized!

BikeFit benefits:

- Tailor bicycle to exact needs
- Prevent injuries
- Enhance overall comfort
- Optimize performance
- Optimize efficiency

BENEFITS OF BIKEFIT

- 🚲 TAILOR BICYCLE TO EXACT NEEDS
- 🛑 PREVENT INJURIES
- 👟 ENHANCE OVERALL COMFORT
- 📈 OPTIMIZE PERFORMANCE
- 🕒 OPTIMIZE EFFICIENCY

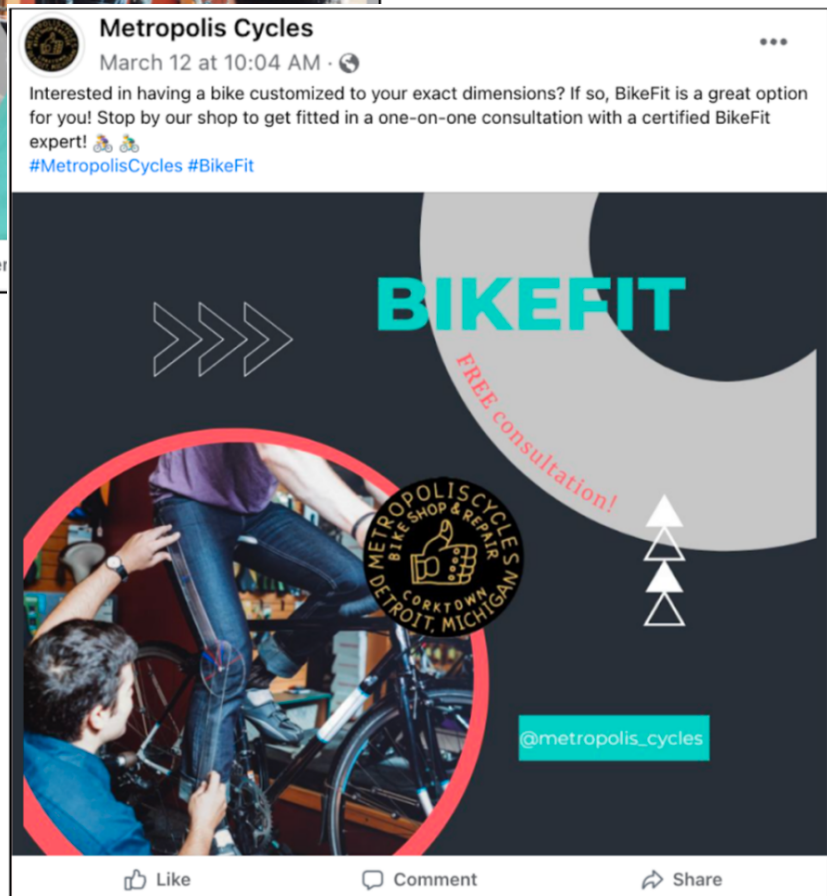
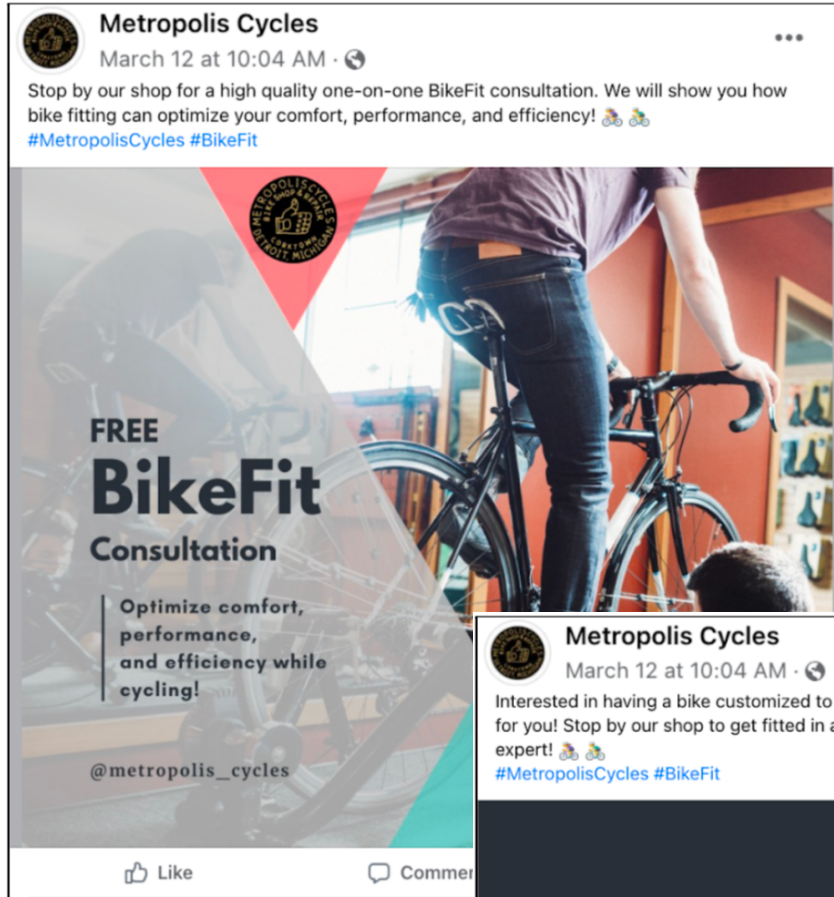
@metropolis_cycles

Like Comment Share

METROPOLIS CYCLES BIKE SHOP & REPAIR DETROIT, MICHIGAN

Tactics Expanded: Promote Social Media (Instagram and Facebook)

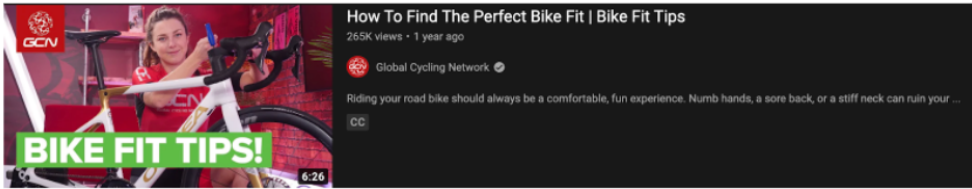
- Sample Facebook Content (Cosmic Flair Examples):



Tactics Expanded: Social Media Videos Introducing, Showcasing, And Promoting BikeFit (Instagram and Facebook)

- **Details for Social Media Videos:**
 - Videos will be showcased on Instagram IGTV and Facebook posts
 - Video length is 5-10 minutes per video (requires 1-2 hour investment for planning/recording/editing each video)
- **Sample YouTube videos for Instagram and Facebook inspiration:**

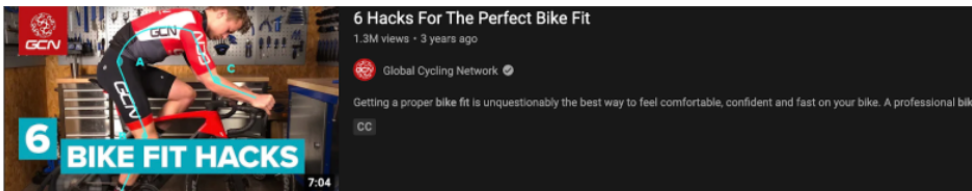
- **How To Find The Perfect Bike Fit | Bike Fit Tips**



- **THE PERFECT BIKE FIT | 5 Ways To Feel Faster #bikefitness**

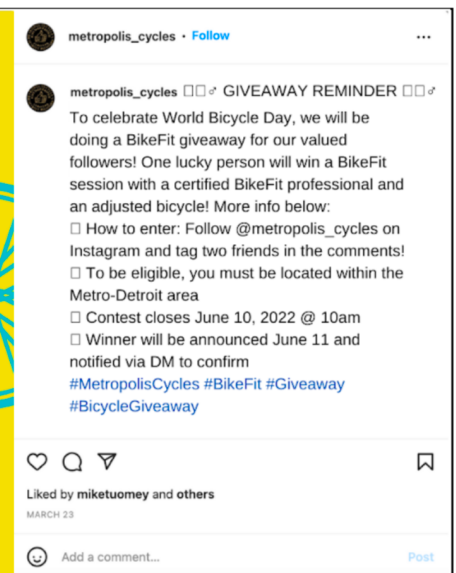
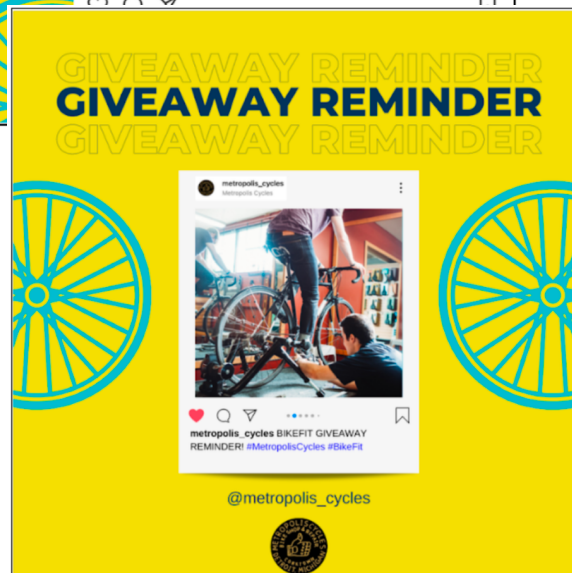


- **6 Hacks For The Perfect Bike Fit**



Tactics Expanded: Hold Social Media Contest and Giveaway BikeFit Consultation And Adjusted Bicycle

- Giveaway will be held exclusively on Instagram in celebration of World Bicycle Day (June 3, 2022)
- Giveaway Details:
 - Giveaway Purpose: To celebrate World Bicycle Day, we will be doing a BikeFit giveaway for our valued followers! One lucky person will win a BikeFit session with a certified BikeFit professional and an adjusted bicycle!
 - Giveaway Dates: Start date: June 3, 2022 @ 10am → End date: June 10, 2022 @ 10am
 - Winner Announcement: Winner will be announced on June 11, 2022
 - How to Enter: Follow @metropolis_cycles on Instagram and tag two friends in the comments!
 - Eligibility Criteria: Must be located within the Metro-Detroit area
- Sample Instagram giveaway content:



Budget

- **Budget: \$1,500**
 - **Press release and pitch: \$0**
 - **Promoting social media: \$1,300**
 - **The industry average for promoting social media is \$200 - \$300 per day (<https://socialistics.com/social-media-marketing-cost/>)**
 - **Social media promotion is limited to the remaining budget of \$1,300 that is left after accounting for the social media giveaway which costs \$200**
 - **Budget of \$40 - \$50 per day over the span of roughly 1 month**
 - **\$1,300~\$45 per day= ~29 days**
 - **~29 days do not need to be consecutive (could only promote when there is most activity and then incrementally after that)**
 - **Budget will be split equally between Instagram and Facebook**
 - **Social media videos: \$0 (no cost if using iPhone camera and not professional camera equipment)**
 - **Social media contest and giveaway: \$200 (cost of BikeFit service)**

Schedule

- **Timeline:**
 - **Press release and pitch: 10-15 minutes to email all 4 media contacts**
 - **Promoting social media: 1 hour to set up social media marketing campaign**
 - **Social media videos: 1-2 hours per video (includes planning, recording, and editing each video)**
 - **Social media contest and giveaway: 2-3 hours (includes BikeFit consultation and bicycle adjustment)**

Evaluation Plan

Evaluations by Objective

- **Ongoing Evaluation**
 - Ramping up or scaling back on social media promotion/posting frequency
 - Allocating funds to new ventures/opportunities to grow
 - Finding new or better ways to attract customers and drive traffic to socials and website
- **Summative Evaluation**
 - Will accumulate percentage increase of sales
 - Will send out customer surveys and evaluations to see how BikeFit has done, also observing perceptions of the brand
 - Will evaluate remaining budget to see if there was a fair return on investment
- **Formative Evaluation**
 - Evaluating tactics that were more effective than others
 - Using qualitative and quantitative data to prepare next wave of tactics
 - Seeing whether there was flexibility in the initial budget or not
 - How to better navigate around any obstacles or setbacks that may arise

Measurement Scale for Client

- **Scale to measure success, mediocrity, or failure: 'M' in S.M.A.R.T. Goals**
 - **Social Media: Goals between May and August 2022**
 - Increase likes per post by 100 on Instagram and Facebook
 - Consistently get 600-950+ views per video post (projections based on current video performance)
 - Gain 200 new followers between Instagram and Facebook
 - Increase overall social media engagement by 5%
 - **BikeFit Awareness**
 - Increase BikeFit awareness by 50-60% through promo and word of mouth, measured through email/Google Forms surveys or post-purchase surveys
 - Maintain ratio of 1:20 customers that come in for BikeFit related inquiries

Additional Recommendations

- **Public Visibility**
 - **Lack of Current Public Event:** Public visibility will not serve as a problem with Metropolis Cycles' current customer base. Customers already know Metropolis Cycles, so that same customer base (in addition to the high-end niche customer base) can be introduced to BikeFit. The tactic highlighted on page 3 will promote BikeFit through social media and news outlets.
 - **Possibility for Future Public Events:** Public/social events may be planned and executed following the execution of the tactics outlined on page 3, and once the positive results are visible. This will assure that there is no large budget being invested in a social event prior to raising customer awareness of BikeFit. This could be part of the ongoing evaluation because the execution of this event will rely on the success of the tactics.
- **Current Tactics & Goals to Accomplish:**
 - **Tactics Summary:** The outlined tactics focus on utilizing earned and owned media to create awareness of BikeFit. The earned media tactic we will utilize is a press release and pitch to local media outlets and journalists. Most of the emphasis will be on owned media tactics which are social media promotion, creating social media videos, and holding a social media contest and giveaway.
 - Through these tactics, the objective is to generate BikeFit demand and maintain a ratio of 1:20 customers that come in for BikeFit related inquiries from May to August 2022.

Appendices

- BikeFit. (2019). Bike Fitting. *BikeFit*. <https://blog.bikefit.com/category/bike-fitting/>
- Brett, M. (2021, March 9). Should you get a bike fit? the 9 pitfalls to avoid. *road.cc*.
<https://road.cc/content/feature/stuff-they-never-tell-you-about-bike-fits-268817>
- Buchanan, I. (2015, December 14). Just a casual rider? why you need a professional bike fit. *Vermont Sports Magazine*.
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