

# MARKETING PACKAGES FOR BICYCLE RETAILERS

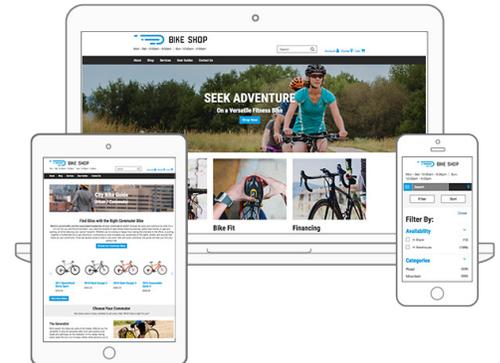


## PROMOTE YOUR BIKE SHOP ONLINE

Having a Smartetailing website is just the beginning.

Getting your site in front of the right audience is the next step. Our team of marketing professionals is ready to help.

Our team will help you reach your business goals by leveraging your Smartetailing website. Our marketing agency is made up of bicycle enthusiasts who are just as passionate about local bike shops as they are about marketing.



Get started with a Marketing Package today for **as little as \$125 per month.**

PACKAGE FEATURE	FUNDAMENTAL	GROWTH	PARTNER
Monthly Price	\$125	\$300	\$500
Marketing Consultation	×	Quarterly	Weekly
Homepage Merchandising (per mo.)*	×	1	Unlimited
Maintain Current Design Standards <b>(NEW)</b>	✓	✓	✓
Homepage SEO Maintenance	✓	✓	✓
Navigation Maintenance	✓	✓	✓
POS Sync Maintenance	✓	✓	✓
Supplier Sync Maintenance	✓	✓	✓
Catalog Maintenance	✓	✓	✓
Location & Mapping Service	✓	✓	✓
Maintain Site Consistency & Homepage Layout Standards	✓	✓	✓
Google Product File Download	×	✓	✓
Dedicated Account Team	×	✓	✓
Internal Page SEO Maintenance	×	✓	✓
Keyword Tracking	×	✓	✓
Quarterly Content Package Available** <b>(NEW)</b>	×	✓	Custom
Monthly Reporting <b>(NEW)</b>	×	×	✓

Valid as of January 1, 2019. Prices and services are subject to change.

\*A homepage content refresh using library content

# DEFINITION OF SERVICES

## Marketing Consultation

We'll meet with you by phone or video conference to review the performance of your marketing and plan the upcoming period. You'll always know what's going on and how well everything is working.

## Homepage Merchandising (per mo.)

Just as you merchandise your store, we'll merchandise your website. Your website will be seasonally appropriate with key categories and events front and center so that shoppers can find what they need to make buying decisions. This refresh will be done using library content.

## Maintain Current Design Standards (NEW)

Throughout the course of the year we maintain the aesthetic and functional design of your website. It will look and work like a modern retail website.

## Homepage SEO Maintenance

It's important that your homepage is optimized to capture the broad searches many customers use when looking for a local bike shop. This is the work that helps you win those searches organically.

## Navigation Maintenance

Each month, we're reviewing your navigation to ensure that relevant information is in easy reach for your customers. We're also removing content that isn't working. We do this so that shoppers will find well organized content easily.

## POS Sync Maintenance

Every night, your POS systems sends your website information about what you have in stock. We manage that information so that your website catalog accurately reflects what you stock in-store. Often, we even uncover information that helps you improve your POS data, limit mistakes at the register, and reduce the time spent on physical inventory projects.

## Supplier Sync Maintenance

As new suppliers enter the SmartEtiling system and existing suppliers update product offerings, we'll make sure the right warehouse content displays on your website. Unless you want 23 different floor pumps displaying at once.

## Catalog Maintenance

All that POS data—all those skus in your store and thousands of skus from suppliers—ends up driving what displays in your catalog. The cleaner your catalog stays the more likely it is that browsers turn to buyers in-store and online.

## Location & Mapping Service

We've built awesome store location pages into your website to capture searches that are geographically oriented - "bike shop near me" or "where can I get my bike repaired." We'll make sure these pages stay dialed in so they keep the phones ringing and the door counter counting.

## Maintain Site Consistency & Homepage Layout Standards

Shoppers' attention spans are short. Consistent design throughout your site allows visitors to find what they need and encourages a next action. Consistent fonts, clear headings and page titles, and logical content organization makes buying decisions easier.

## Google Product File Download

If you're using Google Shopping, we generate the product file that Google needs for you. POS Sync and Catalog Maintenance is critical before this step is truly effective.

## Dedicated Account Team

Growth and Partner clients have specific and dedicated teams to contact for all marketing related topics. Fundamental client sites are maintained by a group of marketing professionals within the marketing agency.

## Internal Page SEO Maintenance

Internal pages like service, fit, or rental pages are important, too! We ensure all key internal pages meet modern SEO best practices and keep up with changes in the search landscape.

## Keyword Tracking

If e-bikes are important to your growth, we'll make sure your internal e-bike page is ready to attract local searchers for e-bikes and e-bike products. We do the research to understand how shoppers search for categories you care about to make sure you compete for those results.

## Quarterly Content Package Available\*\* (NEW)

We create professional content to help you compete and win shoppers' attention at key points throughout the year. This quarterly content and our guidance makes planning and implementing your marketing strategy easy.

## Monthly Reporting (NEW)

Important stuff you should know.

BOLT-ON SERVICES	FUNDAMENTAL	GROWTH	PARTNER
Direct Mail (variable pricing)	✓	✓	✓
Google PPC Ads (variable pricing)	✗	✓	✓
Brand Refresh/Complete Rebrand	\$2000/\$4000+	\$2000/\$4000+	\$2000/\$4000+

### \*\*QUARTERLY CONTENT PACKAGE - \$999 (\$2,000 VALUE)

#### You will be able to choose 3 from the following quarterly offerings:

- 4 different pre-designed merchandising content packages  
(Includes homepage highlight, landing page, email main graphic and social graphic and copy for each package)
- 1 durable page enhancement

#### When you commit to this plan on an annual basis, we'll also include:

- Customized content on location landing pages to enhance SEO and improve score for paid search
- Google Search ad aimed at services and pointed to location landing page(s) OR a Google Display ad aligned with one of the chosen quarterly offerings - content updated quarterly
- Discounted email builds using the quarterly content (\$100 pre-built)

## WHAT'S STOPPING YOU?

Our team is ready to help your shop succeed in-store and online by getting your website in front of your customers. If you see a package that fits your goals, get in touch with us today.

## NO CONTRACTS

We offer a **30-day money back** guarantee that allows you to try our services risk-free with no contract. We believe our service is the best in the industry and trust that you will agree.