




Serotta International Cycling Institute

Bike Fit Marketing

SICI Cycling Science Symposium
Boulder, CO
January 23rd


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Introduction


- A professional bike fitting service can transform your business from “me too” to extraordinary, increasing revenue and profitability.
- Your target market and strategies will be determined by your business model and goals.
 - Systematic method to planning your unique strategy
 - Using the Five W’s and the one all-important H.
 - Following this system will guide you in identifying your target market, discovering what will attract them, help you find them, and decide how to do this and how much to spend.

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What Is A Professional Bike Fit?

- Trained certified professional fitters. (SICI)
- Equipped Fitting Studio/Area (slides of different studios and describe tools)
- Scheduled by Appointment, Interview, Physical Assessment, Dynamic, on-bike fitting, Evaluation and Follow-Up
- Pro service: appointment, fee for service, no interruptions, follow-up




Why Should You Want It?

- Increase Revenues
 - Custom Frames
 - Accessories
 - Other Marginal Services
- Increase Profit Margins
- Develop long-term loyal customer base through close interaction



Who Is Our Target Market?

- Demographics of cyclists in general
 - 6 Billion Dollar Industry
 - up from \$5.8 billion the year previous, according to the National Bicycle Dealers Association’s (NBDA) 2006 Annual Bicycle Market Brief.
- Broad target Market or Niche?
- Types of Cyclists: novice, enthusiast, competitive, elite, triathlete, tourist, commuter, mountain bike
 - Recreation (73%) dominated primary usage among consumers who purchased their bicycles at IBDs followed by fitness (53%), commuting (10%), racing (8%) and sport usage (6%) rounded out primary usage.



What Is Our Message?

- 5W’s and one H
 - What is a professional bike fitting ?
 - Who needs it. (every cyclist)
 - Why do they need it?
 - Where and When can they get one?
 - How do they sign up?

Where Do We Find Them?



- Where is your audience?
 - Health clubs/triathlons/insane asylums?
- By appointment only business/must seek them out
- Brick and mortar/seek out as in “by appointment” and also cultivate within existing customer base.
- When do you find them? Effective placement of the marketing tools that you use.
- What are the kinds of places, media/ways to connect to prospects.

Why Do Customers Need It?



- To become more comfortable, efficient and safe on their bikes.
- To make an educated choice about new equipment or upgrades.
- You offer a professional fitting service performed in a professional environment by a trained and certified fitting specialist.
- Your service includes an interview, physical assessment, on-bike fitting, assessment and follow-up.
- Your service applies sound principles of science to the cyclist's unique blueprint producing a repeatable, successful result: a comfortable, efficient, safe position

How Do We Accomplish This?



- Brochure
- Website/electronic mail
- Press releases and feature articles
- Print and television advertising
- Referrals
- Outreach, i.e. speaking engagements, booths at expos, triathlons, charity events.
- In-shop seminars and training for charity groups and clubs.

How Much Does It Cost?



- Effective marketing can be accomplished within a variety of budgets.
- Priority on investing in a pro service: training, fit area/tools.
- Develop a budget/Use 5 W's and one H to plan a marketing strategy within the budget.
- Investing in training, studio, equipment and marketing can be done in phases.
- Referrals and “word of mouth” extremely effective and free/a result of having a professional service that achieves the goals of comfort, performance and safety.

Examples



Examples



Examples



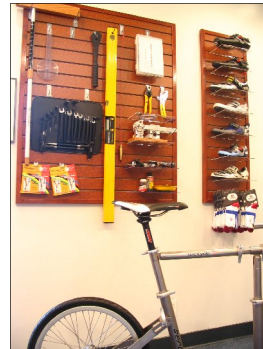
Examples



Examples



Examples



Conclusion



- polish your fitting service before you initiate your marketing plan.
 - trained, certified fitting professionals
 - equipped fitting studio or area
 - appointment and scheduling system in place
 - follow-up procedure.

Conclusion Cont.



- To plan your strategy, identify:
 - Who is my target audience?
 - What do I tell them?
 - Why do they want my service?
 - Where and when do I find them? How do I attract them?
 - How much will I spend to achieve my goals?