

## **\*\*Social Media Strategy Overview – 2025\*\***

Our 2025 digital strategy focuses on boosting awareness and improving conversion from online engagement to in-store visits. Campaign pillars include weekly build process videos, before/after transformations, customer ride clips, and limited time deal announcements. Posts promoting discounts of **\*\*10–25%\*\*** historically achieve 2.4x higher clickthrough rates. Partnering with microinfluencers has dropped our customer acquisition cost (CAC) to **\*\*\$18.30\*\***, down from \$27 last year. Monthly paid advertising is capped at \$600, with an average ROAS of **\*\*3.1x\*\*** due to targeted geofencing around bike trails, repair shops, and local events.