

## **\*\*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 click-through rates. Partnering with micro-influencers 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.