



Clown Dog Bikes



Google

Digital Strategy

HOW WE ROLL

Business Summary

2020 Goals

Objectives and Key Results (OKRs)

Budgeting





Austin Bike Shop

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SINCE 2000

Owner John and mechanics Mike and Andrew
are the team keeping this small shop true to the
feel of the bad ass bike shops of old.

2020 GOAL

Sell 100 Surlys (roughly 8 per month)





PERSONA

- 20-35 years old
- Active, health conscious
- Looking for a sense of community
- Moderate social media usage

Journey stages:

- Awareness: Maybe I should get out and be active...
- Consideration: Bike-share rental or purchase to own?
- Decision: Local bike shop or mid-large size retailer?

Channels:

- Word-of-mouth, community
- Facebook, Instagram, Reddit, TikTok

ANNUAL BUDGET

\$6000

DIGITAL MARKETING

To drive \$140,000 in annual sales
2333% ROI



OBJECTIVES

Key Results

Increase brand awareness

Achieve annual sales goal

Raise social media followers by 20% each month

Establish social ad campaign with <\$0.30 CPC

Sell 9 bikes per month

30% total sales by referral

<\$60 CAC

Monthly Budget



\$500 OVERALL

FB/INSTAGRAM ADS

\$200 monthly

CPC bidding strategy

Geo-targeted (Austin, UT area), organic post boosting, etc.

Start with channels already in place, expand as more is understood about audience engagement

CUSTOMER REFERRAL

\$180 monthly

Give \$30, Get \$30

SOCIAL MEDIA PROMOS

\$120 monthly

First to comment, 3000 FB likes, 1000 Instagram followers, etc.

Margins and Customer Acquisition Cost

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TOTAL REVENUE: \$140,000*
DIGITAL BUDGET: \$6,000
ROI: 2333%

*ave. \$1400 MSRP for Surly bikes



