



PROJECT

# 3 CROSS COMMUNICATIONS 2011 MARKETING PROPOSAL

DATE

2010-2011

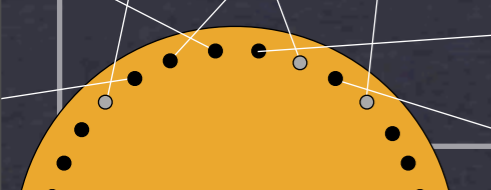
CLIENT

YOU

# Outline

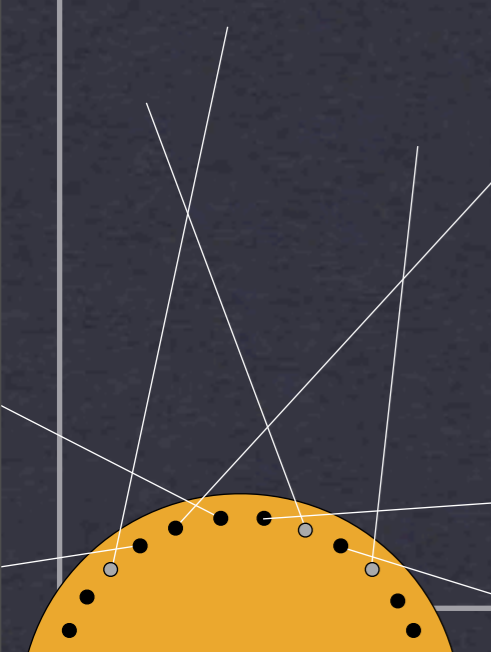
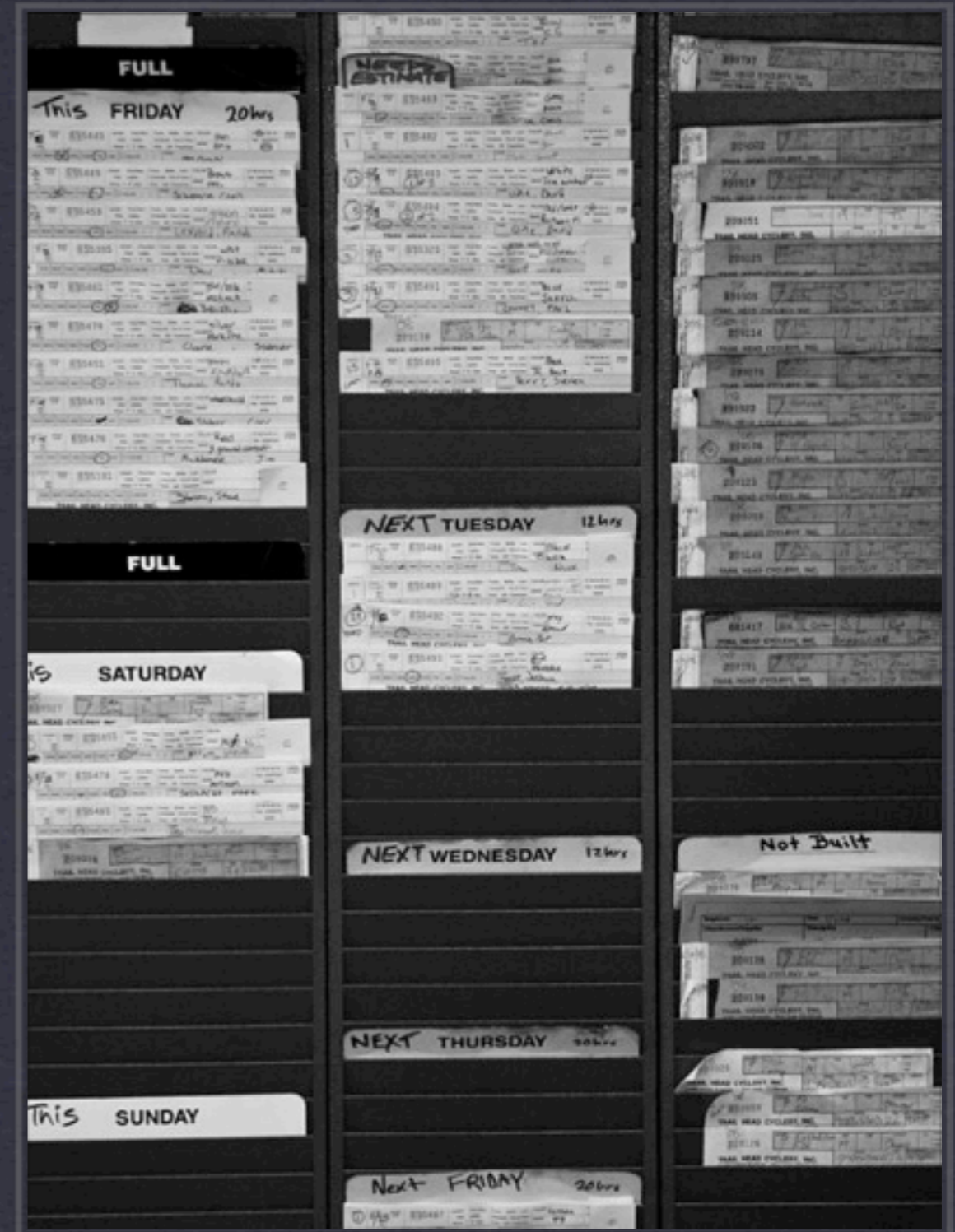
## Marketing 2011

- Dealer Marketing
- Collateral
- Media/Public Relations
- Consumer content
- Social Media
- Sales Communications
- Search Marketing
- Other
  - Events, Sponsorship, Partnerships



# Dealer Marketing

- 3 CROSS mailing list = 4,300 dealers
- Regular e-mail communication with complete dealer list
- Identify best potential targets
- Specific content for target list
- Coordinate with sales team to ensure success
- Roll out retail demo program
- Create industry leading warranty/ replacement policy
- Create technology leadership position



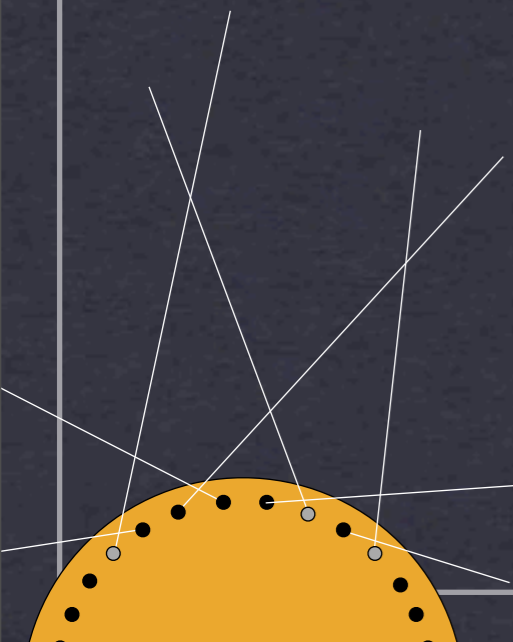
# Collateral

- Catalog content, management
- Website content
- Sales materials
- Sell sheets
- Event specific brochures
- Advertising content, management
- Presentations
- Media launches
- Sales presentations
- Investor relations



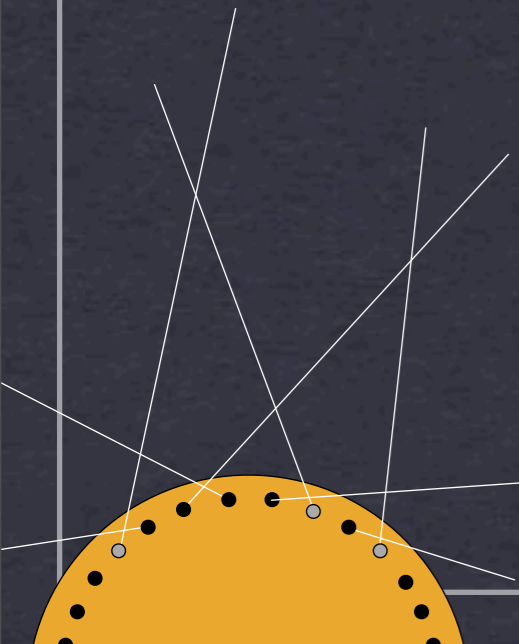
# Media/Public Relations

- Aggressive PR schedule for all brands
- Establish your company as industry experts
- Target all major cycling media and cycling blogs
- Increase mindshare with consumers
- Drive consumers to retailers
- Target non-vertical publications, also
- Increase mindshare with media
- Regular media contact
- Your company should be the source for media



# Consumer-Specific Content

- Technical information
- FAQ
- User manuals
- Drive consumers to retailers
- Dealer profiles
- Improved dealer locator
- Video
- Lifestyle vids
- How to vids



# Social Media

- Improve Facebook/Twitter numbers
- Membership drives
- Content updated weekly
- Use social media to promote company sales goals



A screenshot of the Facebook page for "Cole Wheels". The page header includes the Facebook logo, a search bar, and the page name "Cole Wheels". The profile picture shows a bicycle wheel with a starburst pattern. The page content includes a "Write something..." text box, a "Share" button, and several posts. The posts mention newsletters, second-place finishes, and upcoming events at Interbike. A sidebar on the left lists "Friends Like This" and "Favorite Pages".

facebook

Search

**Cole Wheels** Cole\_Wheels: New Hagens Berman newsletter for September, including for Sam Johnson. Read it here - <http://bit.ly/bFlADX> <http://bit.ly/at6H6j> via twitterfeed - 4

Wall Info Photos Discussions

Write something...

Attach: **Share**

Filters

**Cole Wheels** Cole\_Wheels: New Hagens Berman newsletter for September, including 2 second place finishes for Sam Johnson. Read it here - <http://bit.ly/bFlADX> <http://bit.ly/at6H6j>  
Tuesday at 12:07am via twitterfeed · Comment · Like

**Ross Headley** Cole wheels - where can i get a set of C50's in the uk???  
September 26 at 2:40am · Comment · Like · Flag

**Cole Wheels** Steve Smith will be autographing posters at our Interbike Booth on Thursday from 1 to 2 pm; Join us at booth #3631;  
September 22 at 7:16pm · Comment · Like

**Cole Wheels** Special guests today (Wed Sept. 22) at our Interbike booth #3631:  
\* Hagen's Berman [11:30 am - 12:30 pm];  
\* Coastal Crew [2:00 pm - 3:00 pm];  
September 22 at 5:08am · Comment · Like

**Zeljko Culibrk** Did you see the flash news about work-at-home-mom ? She makes \$89/hour working part time. Monthly 8795 \$ income from home... I just signed up and already earned 72 \$ this hour. It is really amazing...  
If you are looking for a work-at-home job, i suggest you to take a look at this press now... tyerno  
**Today's Earnings:**  
**\$510.24**  
News Daily 7 - Work at home mom makes \$8,795/month working part-time from home  
[www.oknews7online.com](http://www.oknews7online.com)  
Kelly Richards never thought that she would, until curiosity got the best of her and she filled out a simple online form. Before she knew it, she discovered her secret to beating the recession, and being able to provide for her family while at home with her three children.  
September 21 at 5:33am · Comment · Like · Share · Flag

**Cole Wheels** Cole\_Wheels: 2nd place for Ezequiel Mosquera at the Vuelta! See the new 2011 wheels he rode at Interbike #3631  
<http://bit.ly/axXUTS>  
September 20 at 10:42am via twitterfeed · Comment · Like

Suggest to Friends  
Subscribe via SMS

[www.ColeWheels.com](http://www.ColeWheels.com)  
1-888-472-1334 | Sales  
1-970-472-1334 | Sales  
1-877-840-2005 | Service  
1-970-482-2005 | Service

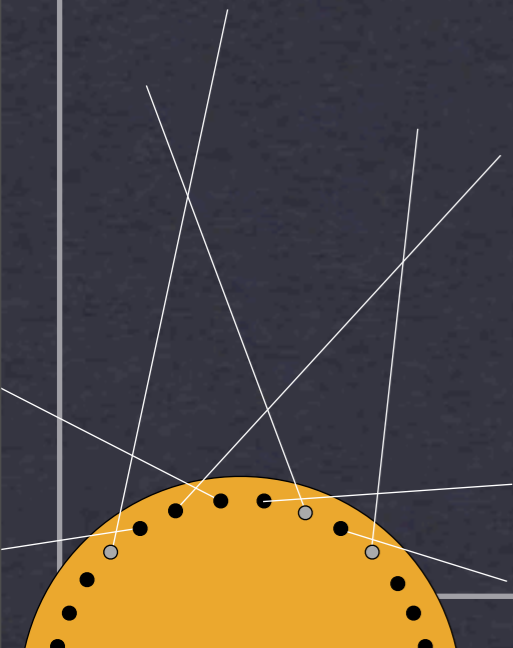
2 Friends Like This  
 Bike Mag Matt Phillips

97 People Like This  
 Kamil Feifer Adam Vincent Ross Headley  
 Mangai Rollin William Colson Gone Bicycle's

Favorite Pages  
3 Pages See All  
 Cantitoe Road Fuji Bikes Kinetic Koffee

# Sales Communications

- Regular sales force communications
- Selling tips
- New product information
- Regular sales promotions
- Technical information
- Cheerleader effect





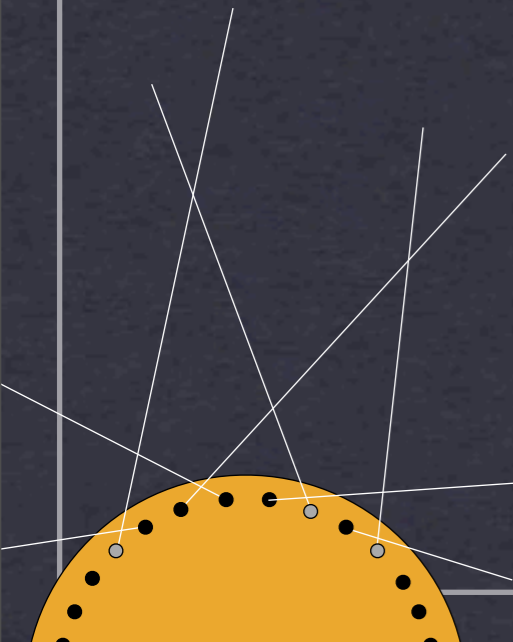
# Search Marketing

- Improve site keywords to improve search engine optimization (SEO)
- Increased content improves SEO
- Social media improves SEO
- Reviews on blogs, media sites improves SEO



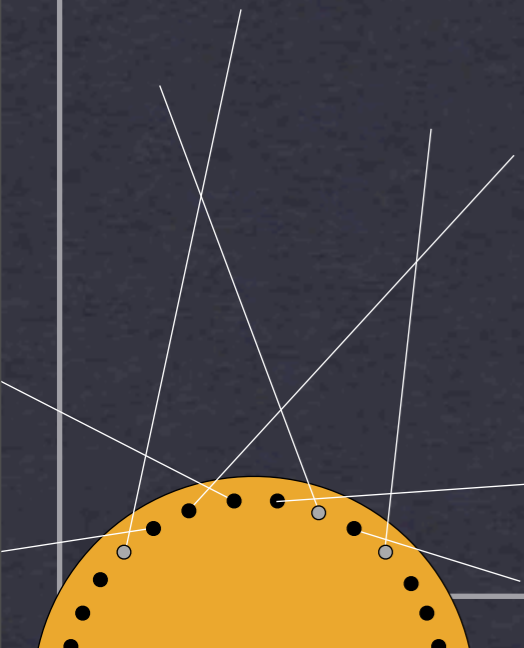
# Other Marketing

- Event marketing
  - Event publicity
  - Giveaways, promos to draw traffic
- Sponsorship
  - Sponsorships give products credibility
  - Grassroots program to seed markets
- Partner marketing
  - Align with complementary brands to extend reach



# Realize Your Goals

- Increase mindshare in all US dealers/ consumers with regular communications
- Create new stocking dealers
- More magazine reviews per year
- More Blog reviews/mentions per month
- Social media updates
- Create solid brand identity
- Create position of leadership in the industry
- Improve content, design and impact of all collateral and sales materials



# About 3 CROSS

I have helped create some of the strongest enthusiast brands in the North American cycling market during the last 8 years. They are brands that delivered a distinct “brand promise” and changed the marketplace.

- Orbea
- Pivot Cycles
- BH Bikes
- Maverick

In that time, these brands experienced phenomenal growth in all or segments of their business. Orbea grew more than 100% annually while I was there. Maverick Seatposts grew 65% under my tenure. BH/Pivot grew 40%.

I have a unique background in the industry. I began in retail, then publishing with *Bicycle Retailer*, then moved to sales and marketing. It gives me a great perspective of all sides of the business and gives me a unique skillset.

- Branding
- Online/print communications
- Retailer communications
- Media relations
- Public relations
- Product placement
- Ad coordination
- Copy writing
- Event planning

# Nitty-Gritty

Services available by:

Hourly rate

Monthly contract rate

