

28 AUG 21

# LOCAL

BIKE SHOP DAY

## Retailer Promotion Pack



## Introduction

This Promo Pack provides retailers with an easy-to-use resource to spread the word about Local Bike Shop Day 2021 and fully benefit from it as much as possible.

Local Bike Shop Day is the one day a year when independent bike shops across the UK can come together to celebrate their distinctive culture. It's the day for local bike shops to showcase their passion, knowledge and personalised service they offer to their local communities.

Local Bike Shop Day has seen year-on-year improvements since its inaugural day in 2018; with more local bike shops getting involved each year we can continue to grow the day to benefit more shops and get more people cycling across the UK. This year's Local Bike Shop Day is set to take place on Saturday 28th August 2021.

## Key Themes

For this year's Local Bike Shop Day year we are focussing on two key themes:

- **Back to School**; what better time than now to start encouraging the younger generation to start using an efficient, environmentally friendly and healthy mode of transport? With people currently being discouraged from using public transport cycling is the perfect solution to get children to school safely.
- **Keeping the nation cycling through to autumn**; as an industry we need to work together to keep the nation cycling through autumn and beyond, in an attempt to maintain the record-high levels of cycling that we saw last year. Let's show these new cyclists that there are endless reasons to continue cycling throughout autumn.

## Drive people to your store

How will you be encouraging people to visit your shop on Local Bike Shop Day? Below are just a few ideas as to how you can get involved with Local Bike Shop Day and celebrate all that your shop has to offer.

- **Running promotions in-store**; this could include 10% off certain items, giving 15% of the value of on-the-day orders back as account credit, 3 for 2 on cycling accessories etc.
- **Offer a free basic repair session/workshop**; this could involve running a drop-in session for free puncture repairs or demonstrations in basic maintenance tips such as lubricating a chain, which lubes to use etc. As well as targeting experienced cyclists, Local Bike Shop Day is also aimed at encouraging people that are new to the cycling world to get on their bikes, so any tips you can share with current and potential customers would be much appreciated.

- **Guided bike rides;** help your local community to get out and enjoy their local area with a guided tour through countryside/National Parks, Local Cycle Routes or even Local MTB Trails. As well as giving people the chance to explore their local areas, this can also help new cyclists to build confidence.
- **Organise a shop charity ride;** encourage your customers to sponsor your staff, or even to jump on a bike themselves to complete a long distance ride in aid of a worthy charity - this could either be outside or on smart trainers.

## Retailer Giveaways

### Get your hands on a free retailer pack!

The first few hundred retailers to sign up on the Local Bike Shop Day website will receive a physical pack in the post to help them promote their business on the day and drive footfall into their store. This will include a poster, door stickers and flyers.

Sign up before 1<sup>st</sup> August at [localbikeshopday.co.uk/sign-up-now](http://localbikeshopday.co.uk/sign-up-now) to get yours.

### Win a staff night out!

In addition to the packs, Cyclescheme are funding a staff night out worth up to £150 for 6 lucky IBDs. All participating stores need to do is shout about Local Bike Shop Day and Cyclescheme via social media - the most engaging and vocal stores will be awarded a restaurant choice gift card to use at a local restaurant!

## Consumer Giveaways

On Local Bike Shop Day 4 customers that purchase a bike through Cyclescheme will be awarded a £250 cycling Voucher for the store they collect the bike from. All employees need to do to be eligible is redeem a certificate on the 28<sup>th</sup> August.

## Social Media

Once you have signed up spread the word to your community and encourage more people to get involved! This will not only help you to boost footfall to your store but also gives you the chance to highlight what makes your shop stand out, why consumers should shop local and what sets you apart from bigger national retailers.

If you're ever stuck for something to post about take a look at the suggested posts below or use the [Local Bike Shop Day newsfeed](#) or social media accounts for inspiration. Our social media accounts are [Facebook](#), [Twitter](#) and [Instagram](#).

## Take a look at our social media pointers to reach more people:

- Spread the word with the hashtag #SupportYourLocalBikeShop.
- Tag Local Bike Shop Day in your posts. The @tag for Facebook, Twitter and Instagram is @LBSDayUK. We will then repost you helping you to increase your reach further still!
- Always include the url [localbikeshopday.co.uk](http://localbikeshopday.co.uk).
- Try and attach an image. You can use the "We are taking part" images included in this promo pack, or even a photo of your own shop looking inviting and ready to attract some new customers!
- Use local @tags and #hashtags to amplify your audience e.g. #Brighton. The generic hashtags are good too e.g. #WednesdayWisdom, #FridayFeeling etc.

## While we recommend creating your own content that is more personalised to your shop, we have written up some template posts for you to adapt and repost below:

We are taking part in Local Bike Shop Day! Switch to an environmentally friendly and healthy mode of transport by paying us a visit this Saturday 28th August for Local Bike Shop Day! #SupportYourLocalBikeShop @LBSDayUK

Win prizes and vouchers by paying us a visit on Saturday 28th August for Local Bike Shop Day! #SupportYourLocalBikeShop @LBSDayUK

Pop in store on Local Bike Shop Day this Saturday 28th August to find all the advice and equipment you need to start your kids cycling as they head back to school! #SupportYourLocalBikeShop @LBSDayUK

Let's all work together to keep the nation cycling through to autumn! Pay us a visit Saturday 28th August for Local Bike Shop Day! #SupportYourLocalBikeShop @LBSDayUK

## Social Media Images, Headers & Banners

In the run up to Local Bike Shop Day and on the day itself we recommend posting the images that are included in this pack with any posts that you make, and featuring the social media headers on your pages.

Included in this pack are:

- 2 x Social Images
- 2 x Blank Social Images for you to add your own photo to using software such as Photoshop
- Facebook Cover Image
- Twitter Cover Image
- Email Banner

We recommend including a simple call to action as below:

Ask us for more information about how you can win prizes and vouchers just by visiting your local bike shop on Saturday 28th August! Find out more at [localbikeshopday.co.uk](http://localbikeshopday.co.uk)

## Get in touch

Local Bike Shop Day is organized by the [Association of Cycle Traders](http://Association of Cycle Traders). If you have any questions about this pack or you'd like to let us know how you are promoting the day send us an email at [info@localbikeshopday.co.uk](mailto:info@localbikeshopday.co.uk).

