

30 APR 22

LOCAL

BIKE SHOP DAY

Retailer Promotion Pack



Introduction

This Promotional Pack provides retailers with an easy-to-use resource to spread the word about Local Bike Shop Day 2022 and fully benefit from it as much as possible.

Local Bike Shop Day, the industry-wide initiative managed by the [Association of Cycle Traders](#), is returning on **Saturday 30th April** to once again celebrate bike shops across the nation!

Since Local Bike Shop Day was first introduced to the UK over 4 years ago, the cycling industry has united in showing their support and working towards making it a household-recognised national event.

Supporters have consisted of a marvellous mix of retailers, suppliers, government organisations, TV personalities, Olympians, show organisers, cycling clubs, MPs, mayors, councils, non-cycling organisations, trade associations and of course thousands of cycling enthusiasts across the UK!

Key Theme: Ask us anything

Following a survey that was open to the entire industry, the most popular date chosen was Saturday 30th April, with the most common reason given being that Saturdays generally have the highest footfall. As this new date falls on a Bank Holiday weekend, it provides the perfect opportunity for customers to give their newly purchased bikes and accessories a spin over the long-weekend.

A key objective for this year involves targeting people that are new to the industry and encouraging them to visit their friendly local bike shop. Bike shops that [sign-up](#) will once again be given an array of free marketing materials to promote the day, as well as being encouraged to host an "Ask us anything" session where customers can find a welcoming and encouraging environment, the goal is then to facilitate making them a regular customer.

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.

- **Encourage online votes;** once you've signed up online your shop will be listed under the '[Find a Shop](#)' section on the Local Bike Shop Day website. From here it's up to you to spread your shop's listing far and wide and encourage all of your customers - old and new - to vote for your bike shop to win!
- **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.

Let us know your plans!

Send us an email at info@localbikeshopday.co.uk to let us know how you plan on celebrating accompanied with a lovely image of either your shop, your customers or your Local Bike Shop Day offers.

We can then publish this on the Local Bike Shop Day website and social media platforms for you!

Competitions and Prizes

In celebration of Local Bike Shop Day 2022, a number of the campaign's supporters are arranging competitions and discounts as a special thank you to the shops and customers participating in this year's event!

Cyclescheme

Cyclescheme, part of Blackhawk Network, are providing local bike shops with a range of point of sale materials, social media support and competition prizes for stores.



With an existing network of 1,750 IBDs, Cyclescheme, part of Blackhawk Network, will be providing local bike shops with some great incentives to get involved:

Retailer Giveaways

Get your hands on a free retailer pack!

Retailers that sign up by 4th April 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.

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! Read competition T&Cs [here](#).

Consumer Giveaways

On Local Bike Shop Day 4 lucky customers that purchase a bike through Cyclescheme will be awarded a £250 cycling voucher for the store they collect the bike from! All customers need to do to be eligible is redeem a certificate on the 30th April 2022. Read competition T&Cs [here](#).

An image to help you promote the Cyclescheme giveaway is included within this Promo Pack.

Freewheel

Freewheel are proud to support independent bike shops with every purchase made online. Freewheel aims to give them an online presence and a chance to reach new customers. Buying cycling products from Freewheel means you can support local bikes shop too.



Retailer giveaway - encourage your customers to vote for you and win £200 worth of vouchers!

Have you signed up for Local Bike Shop Day 2022? If so, your shop will be listed under the '[Find a Shop](#)' section on the Local Bike Shop Day website. Sign up now at localbikeshopday.co.uk/sign-up-now.

From here it's up to you to spread your shop's listing far and wide and encourage all of your customers - old and new - to vote for your bike shop to win!

The bike shop that has attained the most votes by midnight 1st May will be gifted £200 worth of vouchers at freewheel.co.uk!

Read competition T&Cs [here](#).

Consumer giveaway - Vote for your Local Bike Shop and win £200 worth of vouchers!

When customers vote for you as their favourite bike shop on the '[Find a Shop](#)' page their email address will also be entered into a prize draw and could be chosen at random to win £200 worth of vouchers at freewheel.co.uk!

An image to help you promote the voting function is included within this Promo Pack.

Read competition T&Cs [here](#).

Consumer discounts

Freewheel are also offering customers 15% off from now until midnight 1st May with the code: LOCAL-BIKE-SHOP-DAY-22. Read offer T&Cs [here](#).

Cytech

Celebrate Local Bike Shop Day with £50 off Theory one!

[Cytech](#), the internationally recognised training and accreditation scheme for bicycle technicians is offering £50 off [Cytech Theory one](#) for the week of Local Bike Shop Day!



Cytech delivers training and promotion of technical skills to the cycle trade and enthusiasts worldwide. Theory one is an internationally recognised, certified online learning course delivering an introduction to bicycle maintenance that can be completed anywhere and any time. You can even try out the first module for free!

The course will take you through learning about key topics such as Torque, Lubrication, Tyres and tubes and safety checks to name a few, giving you a firm foundation before moving onto the practical courses. There are also topics that are dependent on where in the world you are - follow the links below to select the right course.

With cycling on the up and an increasing emphasis on repair, it's the perfect time to start learning more about how to look after your bike.

Butterworth Spengler CycleSure

Offer a week's free insurance for every bike & e-bike you sell for the week of Local Bike Shop Day!

CycleSure from Butterworth Spengler is one of the longest established cycle insurance products and has a market leading wording.



[Butterworth Spengler Cyclesure](#) are pleased to support Local Bike Shop Day by offering all participating retailers a free 7 day insurance policy for every bike or e-bike sold during the period 26th April 2022 to 2nd May 2022.

This will provide cover for the customer who can have their bike insured the moment it leaves the shop, and will be a benefit that the retailer whose competitor does not offer the same benefit.

An image to help you promote the 7 day free insurance policy is included within this Promo Pack.

Full details of the insurance policy can be found here - [Home - CycleSure](#).

Maybe*

Give your customers the chance to win back their spend with Maybe*!

Included in this Promo Pack is a poster with a QR code that you can easily print and put in your window or till area. Once customers scan this they can sign up and be in for a chance to win back the entirety of their spend at your shop!



More details of how your shoppers can win back their spend can be found here - [Local Rewards](#).

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.
- 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:

Vote for us as your favourite local bike shop! In celebration of Local Bike Shop Day @FreewheelUK are giving you the chance to win £200 worth of vouchers simply by voting! #SupportYourLocalBikeShop @LBSDayUK localbikeshopday.co.uk

Ask us anything! On 30th April we will be hosting an 'ask us anything' session in celebration of Local Bike Shop Day! Receive answers to all of your burning questions from the experts! #SupportYourLocalBikeShop @LBSDayUK localbikeshopday.co.uk

We are taking part in Local Bike Shop Day! Switch to an environmentally friendly and healthy mode of transport by paying your local bike shop a visit on Saturday 30th April! #SupportYourLocalBikeShop @LBSDayUK localbikeshopday.co.uk

Win prizes and vouchers by paying your local bike shop a visit on Saturday 30th April for Local Bike Shop Day! #SupportYourLocalBikeShop @LBSDayUK localbikeshopday.co.uk

Pop into store this Local Bike Shop Day on Saturday 30th April to find all the advice and equipment you need to start cycling! #SupportYourLocalBikeShop @LBSDayUK localbikeshopday.co.uk

Kick-start your child's love of cycling by paying us a visit this Local Bike Shop Day on Saturday 30th April! #SupportYourLocalBikeShop @LBSDayUK localbikeshopday.co.uk

Use the Maybe* platform to find a Local Bike Shop Day ready-made campaign

With the help of Maybe* we have created a campaign full of ready to use social posts that you can share across your social media channels. The ready-made campaign is to help you raise awareness of Local Bike Shop Day and includes a post to help encourage your followers to vote for you, their favourite local bike shop.

Maybe* is a social media platform that allows you to schedule your social media posts, view reports and access all of their free training videos to help improve your social media channels and in return generate more sales for you. Maybe* offers a free account to all our Bike Shops and our ACT members can upgrade their account at a discounted price.

To access your ready-made campaign please visit www.maybetech.com/bike-shops create your Maybe* account and connect your social media accounts.

Once in your Maybe* account head to content inspiration and select campaigns - Local Bike Shop from the menu on the left hand side. Using the arrows you can scroll through the campaign, to select a post for your social channel, select create post, choose a date and time and this will schedule your post.

If you need any help with your Maybe* account just hit the big blue button on the right and the Maybe* team will be happy to help.

Make the most out Local Bike Shop Day 2022

Maybe* have also created a short webinar to show bike shops how to make the most out Local Bike Shop Day 2022 using social media to engage current audiences and capture new markets.

[Watch now](#)

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:

- 1 x Vote image
- 1 x 7 day free insurance image
- 1 x Cyclescheme £250 voucher image
- 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 30th April! Find out more at localbikeshopday.co.uk.

Get in touch

Local Bike Shop Day is organized by the [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.

