



peopleforbikes

RIDE SPOT

BEST PRACTICES GUIDE

Welcome to Ride Spot!

Welcome to Ride Spot. We're glad you're here.

It is our sincere belief that Ride Spot is a powerful toolkit to build your brand, inspire your community, and grow your business.

This guide will take you through our features and help kickstart your success with the platform. If you have any questions, please do not hesitate to contact us.

Inform. Inspire. Engage.

Ride Spot was created to help local retailers and national brands curate great experiences for riders by sharing the best places to ride, hosting great events, and engaging consumers with localized challenges and programs.

Getting Started

Designate a Ride Spot champion for your organization.

This person understands the power of the Ride Spot platform and takes initiative to make it successful. This person should have a good grasp on the technology involved and communicate in the voice of your brand. It's also a good idea to involve employees or friends who take good photos, tell good stories, or know great routes.

General Best Practice Reminders

Monitor the quality of your content.

- Be sure to proofread your written content.
- Stay positive in your posts and comments.
- Consider breaking up large paragraphs with images.

Mind the quality of your photos.

- Use high resolution images.
- Horizontal photos work best.
- Refrain from posting indecent images.
- Scenery is important, but be sure to include people in your photos as well.

Create an engaging and dynamic Affiliate Profile.

Your Affiliate Profile is a “digital outpost” for riders looking to engage with your company, so it’s important to create an authentic page that defines and supports your brand. As you create your Ride Spot page and content, keep in mind that Ride Spot will introduce your brand to new riders as well as reinforcing your brand with existing followers.

Main Image

The “marquee” photo is the most important part of your profile. An inspiring image will garner interest in your brand and drive riders to engage with your Classic Routes, Events, and Challenges.

Brand Story

The next most important piece is the brand story. Write a concise description of who you are and what sets you apart. Write it in the “voice” of your brand, consistent with your website and social media. Include what vendors you carry and why they fit in with your retail philosophy.

Contact & Social

Complete the basic page with your company’s contact info, hours, and retail hours along with your Social Media links.

Create your Classic Routes

Show the Way

Classic Routes are trusted, proven routes created by Ride Spot Affiliates. We promote these routes above the routes submitted by regular riders because we believe our partners are a great resource for local riding knowledge. Classics are routes and experiences you want to associate with your brand and your riding community.

Route types may include, but are not limited to:

- Beginner routes: simple, safe routes for new riders. Include useful tips for new riders like where to park, where to get water, etc.
- Routes by distance: 10mi, 20mi, 30mi, etc
- Routes by category: Road, Gravel, Mountain Routes
- Routes by rider type: Road, Mountain, Commuter, Family Rider, Gravel Grinders, etc
- By wind direction: North 20 miler, Western 43mi, etc
- Common commuter routes: Safest way to cross town, get to schools, etc
- Secrets and shortcuts
- Local favorites

It will also be helpful for your riders if your Classic Routes have some element of their nature in the title, like “Moderate Hill Ride,” or “Ride to Franklinville - Easy Route,” or something along those lines.

Create a footer for all your Classic Routes

Lead people back to your Affiliate Profile for more Classic Routes, Events, and Challenges.

Sample:

“Thanks for checking out our route! For more routes in the area and more information about our Events and Challenges, be sure to check out our Ride Spot page and “Follow” us.

The Best First Ride

Riders who are new to cycling or trying a new category of cycling are often looking for places to ride. In fact, finding safe places to ride is one of the biggest barriers for new riders.

When someone leaves the store with a new bike, send them out with a route that will ensure the best possible riding experience. Invite them to join Ride Spot and follow your store in order to see all of your Classics, upcoming Events and Challenges.

Print RideCards

Once you've established a library of Classic Routes, print out RideCards to curate great experiences for your riders in the store. We suggest sending the RideCard files to a professional printer and having them printed on card stock to give your customers a tactile takeaway. The Ride Spot app has an integrated QR scanner that makes it a snap to save routes to ride later. You can also use those QR codes in print ads, mailers, email campaigns or bike hangtags.

Display RideCards in the store in a visible way. Many riders will find your routes to be a great resource. Use the Ride Spot Starter Kit near your register or in an area where riders tend to congregate, such as a couch, bench or welcome area. Hang them on bikes to inspire conversation and spark imagination.

We've made it super easy to print RideCards and display them in your store! Check out the Ride Spot Affiliate Shop to order RideCards at a very economical price and order Ride Spot displays for both countertop and slatwall use.

You can find the Affiliate Shop by clicking on "Merchandising" on the right side of your Affiliate profile.

Events

Get everything and everyone on the same page.

Events are a great way to inspire riders and build community. We understand that events can be time consuming, so we designed Ride Spot to help make it easier. Currently, it can take multiple platforms to host a single riding event. Ride Spot saves time for you and your riders by putting all the info on one page:

- Route
- Description & images.
- Date & Start Time (and recurring frequency)
- Start Location
- Elevation Profile
- Waiver download
- “Join” Button

Use Ride Spot to host group rides, social rides, coffee rides, pub crawls, as well as larger events such as training or endurance events. Any event where you want to get people riding together is a good application for Ride Spot.

You can also host and promote in-store and non-riding events by check the box that says “non-riding event”. You’ll need to add an address for the event and the option to add a route will disappear.

Data at your fingertips

Attendee information is available for export for all Ride Spot Events. Our data gives you real-time, practical information to better serve your market. For every rider at every event, you can see their name, email address, what bike they rode, how many miles they ride per week/month/year, and how active they are with Events and Challenges. This also saves time if you need to create a “check-in” spreadsheet for the start or finish of your event.

Marketing Benefits

- Upcoming Events show up in local searches in the “Explore” section, offering great regional exposure to the retailers offering events regularly.
- When riders complete an event, they will create their own Ride Stories. User-submitted stories and experiences tied to your business is a very powerful force in today's marketplace.
- An event calendar is a very powerful marketing tool. We suggest brainstorming a few events and posting them on Ride Spot well in advance so your riders can plan their schedules around them.

Create & Host Challenges

Dare to Succeed

Challenges are a proven method to drive engagement. Until now, only national brands with large marketing budgets could afford to host Challenges using other platforms. Ride Spot is the first platform making it possible for you, the local retailer, to host your own local Challenges. Simply build a route, set a date range, assign an award and post away.

Every rider who completes a local Challenges receives a notification inviting them to visit the store for their reward. Use Challenges to get new riders on safe routes, inspire active riders to ride somewhere fresh, or dare experienced riders to push their limits.

Types of Challenges (to get you started)

Starter Challenges -

"Ride one of our four starter routes and earn a free bottle."

Encourage a new bike customer to join your Starter Challenge. When they go out and try their new bike on your route, they will get a notification when they complete it to come in for a prize (see "*Creating Great Awards*").

Route Challenges -

"Ride our 'Fondue Fondo' this week & win this cheezy shirt."

Share fun and interesting routes to keep people interested and engaged.

Destination Challenges -

"Don's Go Nuts for Donuts Challenge! - Ride to Don's..."

Partner with other like-minded businesses to double up on your potential audience. Cross-marketing is gold. And who wouldn't want to visit Don's Donuts?

Brevets -

"Visit these four spots on one ride..."

Create accessible adventures for riders looking for new ways to enjoy their bikes or create true endurance events. Ask your participants to take photos at key checkpoints and post them in their Ride Story to qualify for the award.

Advocacy Effort Challenges -

"The new bridge connector is up!"

Where do you want people to ride? New bike path? New trail? Encourage people to embrace the cycling infrastructure and promote safe cycling.

Series - "Train for the 'CVXV' event using these four Challenges"

Build a momentum around larger events. Create a following. Cross-market with event promoters.

Creating Great Awards

Ride Spot is a great tool to engage riders, but it's up to you to come up with good incentives for participation. Here are a few ideas to get you started:

Handshakes & High Fives

Many people will appreciate even the smallest recognition for participation, so have fun with simple and whimsical awards for easy Challenges.

Branded Swag

Transform riders into advocates by providing them with branded items. (If you give away a bottle with purchase, don't make it a prize for a Starter Challenge)

Collaborative Items

Partner with other like-minded businesses to cross market and reach a larger audience. Split the cost on a run of T-shirts that promote your two businesses and offer those as prizes for participation. If you're driving traffic to another destination, and they're doing the same, consider trading promotional items to use as prizes.

Vendor Promotional Items

Partner with your vendors to provide promotional items that build their brands in your store. Make the prize relevant to the challenge.

Access to Social Events

Consider hosting a Challenge and then have one night where all the participants are invited to a Happy Hour, BBQ, or another social gathering open only to them.

Limited Editions

If you want to make a great impression, partner with local artists and craftsmen to make limited edition items only available to challenge participants. Think of the Leadville Belt Buckle. Some other examples include custom designed and printed posters, postcards, silk-screened items, leather goods, etc.

Discounts

These can be simple, but effective. You can control what gets discounted, so it's easy to protect your margin. Inspire return visits from new bike customers by discounting common accessories for the completion of Start Challenges. Partner with vendors to increase margin on common award items. It's a good idea to create a zero-dollar sku/coupon to scan when riders redeem these discounts. That way you can run a sales report to find out how much you sold as a response to the Challenge.

Promote your new Ride Spot page

Now that you've created a dynamic and interesting resource for your riders, it's time to share it. Remember that it is free for consumers to create a Ride Spot account, so you should be encouraging your community to get on the platform and get involved. Using Ride Spot as a ride tracker for every ride is an easy way for people to track their mileage and connect with other riders.

Here are a few ideas to get the word out.

1. Send out an announcement email to your customer list.
 - Share your Ride Spot page
 - Link to a Classic Route, upcoming Event, and/or Challenge
 - Explain the value of our Ride Spot page and why people should follow you.
 - Include an image or screencap of your page.
 - Include an incentive to register with Ride Spot.
2. Initiate a Challenge around the launch of your page.
 - Create a simple route, invite people to sign up, and host an awards gathering.
3. Post a link and description on your social media.
4. Create a banner for your website and/or Facebook header image.
5. Print Ride Cards for your Classics, display them in the store, and incorporate them into your sales process.
6. Create hangtags for bikes - include a Classic Route designed perfectly for certain categories of bikes.

Get Everyone Involved.

Introduce every rider to Ride Spot.

By educating riders to use Ride Spot for finding new routes, connecting with other riders and learning about events and challenges, you are putting your business at the center of their cycling experience. It is free for riders to create an account and download the app.

Make it a part of the Sales process.

“Are you on Ride Spot? Let’s sign you up and I can show you a few great routes for this new bike...”

Make it a part of your Service process.

“Here’s your tune-up with a new chain and new tires. Are you on Ride Spot? Track your mileage there and get service updates. (Component tracking and Service Reminders are in development).”

Add your Ride Spot URL to contact info

Ride Spot is the best way for you to tout your local knowledge and connect great experiences to your brand, so place your Ride Spot Profile URL in email footers, contact pages, and your website footer

Rental & Demos

If you have a Rental business or have a demo fleet, prominently post your top routes for those customers. Have RideCards ready, but also invite them via email or in the store to join Ride Spot and follow your store. If you book your rentals via email, be sure to include suggested routes with email confirmations.

Keep it going

After your page is up and running, update with new Classics, and post Events/Challenges on a regular basis. Keep the page fresh by clearing out low-traffic Classic Routes and Challenges and replacing them with new ones.

The goal of Ride Spot for business is to inform, inspire, and engage new and existing followers, so here are a few suggestions for keeping the momentum going and growing your community around Ride Spot.

Cross-marketing & Destinations

- Partner with unique and like-minded businesses
- Coffee Shops, Restaurants, Pubs
- Historical Landmarks, etc
- Reach different customer bases

Seasonal Campaigns

- Focus on different types of cyclists at different times of the year.
- Create your own “Classics” on cobble roads in Spring
- May is National Bike month
- Commuter Challenge
- Cyclocross Practice Routes in August
- Fat bike Routes in Winter

Create content to support new products or trends.

- Create a super-hilly route for a new lightweight race bike
- Create an overnight camping event to encourage people to try a new adventure
- Create a night event to promote new lights
- Build a gravel route for a new tire in the store

Support Sale Campaigns with relevant routes.

- Create a 50mi route for the \$50 off Road Bikes campaign
- For a Summer/TdF Sale, do a “Tour Stage” mimicking the stage for that day
- Pair a “Back-to-School” Sale with a collection of safe routes to schools