



PEDAL PUB QUAD CITIES

# PEDAL PUB MARKETING PROPOSAL

BRAND LAUNCH AND  
MARKETING STRATEGY

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DATE

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PROPOSED BY

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PRESIDENT, D.M. BUROTN

# Executive Summary

Welcome to the world of D.M. Burton. By now, you know we do more than just talk about personal style, we also help your business have style as well. Hence you reading this document, so get ready because this is going to be awesome.

We are overjoyed to be working with your brand; and we think this could be a great a partnership. We've got a lot of things in common, both of our brands aim to have a little more fun out of life. Often times I say our brand is the cool kid turned professional. Not only is this your ideal customer; it's in line with the current Market rebranding happening in the Quad Cities. QC2030, The regional actions plan, aims to make the quad cities more cool, creative, connected, and prosperous. Think of the headlines in the paper now, "Augie Grads aim to support QC2030 with beer, bikes."

We may know a thing or two about the Quad Cities; and that's our biggest asset to you. With a short ramp period connections are crucial; the Quad Cities are all about community; You will see a lot of community based-grassroots marketing strategy enclosed. Of course this is still the digital age, so a strong online presence will be just as necessary. The Hallmark of this plan will be bridging this ideas into one cohesive marketing strategy. This plan was prepared under the assumption that we would be working as an outsourced marketing director for your Pedal Pub Franchise; running and overseeing all marketing aspects of the business.

We look forward to working with you, Welcome to the cool kids club.



# Market Research

## **QC at a Glance:**

The Quad Cities is a six-county, bi-state region comprised of Clinton, Muscatine, and Scott Counties in Iowa, and Henry, Mercer, and Rock Island Counties in Illinois, which includes the Davenport-Moline-Rock Island IA-IL MSA; the Clinton, IA MSA, and the Muscatine, IA MSA. Located 2 1/2 hours west of Chicago and within a 300 mile radius of 37 million people, the Quad Cities region is home to Fortune 500 corporations such as John Deere, 3M and Arconic, along with the Rock Island Arsenal, a major military installation. These chief employers are joined by 30,000 additional businesses, creating a robust and growing economy. The Quad Cities is a vibrant community with a laborforce of 588,000 people. A network of over 40 colleges and universities within a 90-mile radius provides companies with a pool of highly skilled and educated workers to draw from.

## **Market Trends**

With the adoption of QC2030 the region aims to become more cool, connected and prosperous. The goal of QC2030 is to grow talent, jobs, investments and economic opportunity for all who call the Quad Cities home. It supports transformative ideas that promote alignment of people, organizations and money that will attract and keep talented people, grow new and retain jobs and enhance the financial well-being of all Quad Citizens. All of us share interest in and responsibility for its success. The plan's vision is: "The Quad Cities region is recognized globally in 2030 for growing and attracting talent and businesses, is energized by a diverse and culturally rich community, inspires innovation and embraces lifelong learning."

# Market Research

## Competition

Currently, there are no other major direct competitors; that have combined transportation tourism with drinking. However there are a few businesses that could be considered competition.

- Boom Boom Party bus: A local party business line- why they are more drinking centric, then tourism centered, then do provide what could be a similar service.
- Mississippi River Distilling Company Tours: Located in LeClaire, IA the Mississippi River Distilling Company offers free tours. Though the sub-market isn't directory in the immediate Quad Cities area it's still close enough and attracts the same clientele.

With all the Breweries offering tours they also serve as competition as well. However, we see opportunities for us to piggyback off of that and maybe look to offer full day or half day tours during non peak hours.

### Breweries in the area

Bent River  
Radicale effect  
Baked Beer and Bread  
Company  
Rebellion Brew Haus  
Great River Brewery  
Blue Cat Brew  
Front Street

## Promotional and Brand Strategy

Within regions like the quad cities community is everything. When you are launching a new brand in this landscape it is crucial for the brand to align itself with the community and it's values. With is why supporting the community by sponsoring events, donating gift cards, and "showing up" will be important. Additionally, as a drinking centric activity; the brand should actively support the use of Uber and Lyft and give free coupon codes when possible in tandem with other promotional items. Finally the brand want to the most kick-ass time in the QC!

### Branding General

We will aim to make Pedal Pub QC the hottest tourism item; on BOTH sides of the mississippi! The brand should be happy, cool, and fresh with a hint of folkier. It should define where the region is going; become a instant staple among the community.

Brand Guide: Based off our research it looks as if the brands don't have any sort of brand guide they follow. Our first step will be to create a Brand Guide. This will ensure that all Marketing has a cohesive look and feel to it.

### Logo

Created in Tandem with the brand guide, we will develop an awesome logo for the brand; something that doesn't deviate too far the corporate logo but add some Quad Cities flair.

# Promotional and Brand Strategy

## Promotional items

With a name like “Pedal Pub” you want it to be everywhere! Which is why you will need high quality merchandise to support all the great branding that we are going to do. Below you will find our recommended merchandise to purchase. Ideally; we’d narrow this down based on budget.

**Sunnies:** Sunglasses, or sunnies as we like to refer to them as are great because in high quantities they are easy and cheap to produce. Distribution would include

**T-Shirts:** A simple t-shirt with just the logo. Maybe #getpeddaledqc on the back. (More information on this hashtag can be found in the social media section of the proposal)

**Tasting Glasses:** Find Hard Plastic tasting glasses that we can brand; used during the soft launch week and put into influencer bags.

## Bottle Opener

### Distribution Ideas Include:

Giving away to first 250 riders  
Including in influencer swag bag  
Prizes for hosted community events  
Giveaways at community events  
Social Media Contests

## Print Promotional Material

Rack Cards With a display Barrel for All partner locations. Placed in stops along route. They will be in a cool branded barrell to keep the imaging alive while the read about the brand on paper. The Rack Card will have promo codes to get \$10 off first Ride

## Promotional and Brand Strategy

### **Promotional events:**

These are events that we will facilitate hosting or co-host with area influencers or at venues along the tour route.

**“Partner Event”:** Hosted at Bars along the route. Hosting one at least monthly or bi-monthly. Ideas include Trivia Night of BINGO!

### **Community Events:**

These are the major published calendars in the area. We will also ensure that Pedal Pub events are listed here as well.

Visitors Bureau: <http://www.visitquadcities.com/events>

QC Online: <https://qconline.com/calendar/>

QC Times: <https://qctimes.com/calendar/>

Chamber of Commerce <http://member.quadcitieschamber.com/events>

### **Events to be at/ Promote around:**

Either have a bike that is parked stationary; depending on zoning; we could have quick trips around the block so that people can get the experience.

**St. Patrick's Day** March 15-17th

(We should attempt to get into the parade; if not, can we park near it?)

**Craft Beer Run**

**Gumbo Ya-Ya**

**Red, White, and Boom!**

**John Deere Classic**

**BIX**

**Great Mississippi Valley Fair**

**Ya Maka My weekend**

## Promotional and Brand Strategy

**Targeted Giveaway** of 10 Rides to increase brand awareness and serve as opportunity for unique marketing material.

3 to Chamber of Commerce Target: YP Group, General, Raffle at large event  
These could be used at anytime though the end of the summer season.

3 to Local Influencers- Angie Sharp & Local New teams- Work to parlay footage into segment. Greg Aguilera & Diverse leaders of the Quad Cities, and Educational & Business Leaders

Student Services @ 3 “Key” Institutions- These institutions were chosen based on trends in student populations. These would take place during soft launch period. These institutions would be Augustana College, St. Ambrose and Palmer.

**“Quick” Trips during happy hour** during pre launch and initial Launch Phase

These would be quick trips around the block, so to speak, were a member of the marketing team will Inform the riders all about the Pedal Pub QC! We will give them a free tasting glasses for riding and give away a t-shirt to a Quad Cities Trivia questions winner per ride! Ride should take 3-5 minutes.

**Launch Promotion:** Book a ride during our soft launch period for St. Pattys day weekend and get 30% off.



## Promotional and Brand Strategy

**Brand Ambassadors:** The use of Brand Ambassadors. The employees you hire to ride the bikes should serve as brand ambassadors as well. Ideally, the brand would partner with local institutions and see if there was a way to offer this portion of employment as a marketing internship. They will act as social media influencers; keeping social media up to date with photos along rides and of groups. During the off time the students can participate in marketing content development & they can run social responsibility projects to support building brand in their "Community"

**Loyalty Program:** In order to effectively convert one time riders to repeat customers; the brand should introduce a loyalty program that is point based. We would need to work the numbers to see how many points should add up to a free ride.

### **Ideas on how to collect points:**

- Signing up for emails.
- Social Shout outs.
- Trips booked
- Parties booked

# Internet Strategy

**Website:** In today's digital age having an online presence is everything. The Quad Cities presents a unique set of challenges in terms of being technologically sound; thus, making it have less importance than other marketing strategies in terms of acquiring clients that live in the region. However, it is still vital to acquire tourism clients and germane to brand cohesion.

**Immediate development:** Create a static page with anchor buttons; that is essentially a landing page with the following information: a Booking Button, About Experiences, "Private Tours, Public, and Corporate) and Links to social

**Full site development** (During Pre-Launch Phase and finishing before Soft Launch) Including: Multiple pages, Pricing information, Blog- SEO (Content can be generated by brand ambassadors as well), Contact information and Loyalty program information.

**SEO Targeting:** We will use the following keywords to drive our SEO Strategy: 'Fun things to do in the Quad Cities', 'Pedal Pub QC', 'Pedal Pub', 'What to do in the QC', 'Quad Cities Entertainment'

Google Locations for All routes

**Email Marketing:** Using mailchimp, we will create an email marketing program. The program will include:

Welcome email

2 "onboarding" emails about the pedal pub experience.

Sales and Promotion emails

Holiday Specials

Event Marketing

# Social Strategy

## Social Media Strategy:

Production of High Quality content in the following forms: Video, Graphics, Group shots from events and rides, Event Promotion, Partner Post- Post about the bars along our route.

Channels to be used: Facebook, Instagram and Snapchat

Frequency on Facebook and Instagram: Priming: 3-4 Post per week Soft Launch: 7-10 Post per week, Launch: 5-7 Post per week

## Advertising

During Pre Launch: Targeting towards getting followers on the page. With One major ad campaign toward the end with video.

After Pre Launch: Focus on Engagement with post and booking with continued spend target towards gaining followers on the page.

Look for community influencer networks and ask them for share backs. I.e. WQAD- if they do a story about us; and we post it to facebook and tag them, they should be reposting it then tagging us to cross promote the brands.

## Instagram Hashtag Strategy:

#GetpedaledQC: we are proposing using this as the go to hashtag for the Launch; by creating a successful multi-platform marketing campaign around the hashtag. This will be used outside of instagram as well.

Post tags: #getpedaled, #getgedaledQC, #pedalub #tourism #travelqc #quadcities #qca #thingstodo #aroundtown #Pubcrawl #fun #entertainment #QCentertainment #local

We will then per post develop 5-8 additional hashtags to use.

# Social Strategy

## Snapchat

Goal is to have at least Three snaps per day. This platform would be largely monitored by our brand ambassadors; D.M. Burton will oversee and manage their work.

We will create a Geo-Filter around the area to that people can post on their stories; these will also filter to the Pedal Pub Community story as well.

**Influencer Marketing:** Another important part of any social strategy, is influencer marketing. We will need to have the support of community insiders in order to the brand launch to be successful. Getting to post on social media about the brand, in our merchandise, and while at our events will be curcial. We have composed this preliminary list of influencers:

Ladies of Curated QC: Group of women entrepreneurs who manage a very successful blog. (Fran Maus, Steph Hasakis, Amy Defauw), Angie Sharp, Other local media officials

Greg Aguilar, Community people from Visitors Bureau, Chamber of Commerce, Kit Ford, Steven Bahls, Kent Pilcher, and Joe Slavens



# Media & PR Strategy

## Media and Public Relations Strategy

Work Press contacts to get featured story in print and on the evening or morning news. As well as having Print articles written about the brand as well. This will be accomplished by:

**Have a press release for everything:** Pre-Launch announcement, Opening weekend, First 100 rides, 1,000th ride etc. , and Special events.

**Target the following news outlets/stakeholders:** Argus, QC times, Student News organizations, WQAD Chamber of Commerce, Visitors Bureau

## Join Chamber

The Chamber of Commerce is one of the most active community organizations; and as a former member I can say that it is a must to launch as successful business in the area. By getting involved with this organization as being active, we will show that the brand is all in for the community.

# Goals & Deliverables

## Social Media

### Follower Counts

Priming: 100 Likes/Followers

Pre-Launch: 250 Likes/ Followers

Launch: 375 Likes/Followers

After official Launch; we should be at 1K likes by the close of the first season.

Targeted Post reach: 1,000 individuals per week after priming and pre-launch phase.

### Engagement Targets

Priming: 5 Engagements

Pre-Launch: 10-20 Engagements

Launch: 50 Engagements

Once into official launch engagement numbers should level out to about 100 engagements.

### Public Relations

2 Publication in print regarding opening

1 Segments from a major local network

20 Posts from influencers during initial launch period

3 Press Releases prior to launch

# Goals & Deliverables

## Internet

### Website

Functioning base of website by 3/1.

Full build out of website with all pages functioning 2/21/19

### Email Marketing Campaign by 3/17/19

Welcome email

Automated drip "Onboarding" emails

Bi-weekly emails

Template

Content for first 2 emails

### SEO

Top 25 Ranking for the at least 3 of the follow searches: 'Fun things to do in the Quad Cities' 'Pedal Pub QC' 'Pedal Pub' 'What to do in the QC' 'Quad Cities Entertainment'

Google SE optimization

SEO Friendly web page

Google Listing

### Promotional and Brand

Full coordination and execution plan and ideas listed above prior to Soft launch. With the goal these efforts will support:

Ramp up to 75% Booking rate

2 Private tours booked on/before St. Pattys day.

Growth of Marketing Reach to 2,000 people per month by the end of the first season.

# Timeline

February 11-22 "Research and Planning"

Trip to the Quad Cities 2/18-2/21

Go and visit all the sites. Make contact with all owners on the route; check out the bar to see how brands might align for cross promotion. If we could have preliminary print material ready to give that would be great.

Meet with Key personnel in area: Media, Chamber of Commerce, Visitors Bureau, Check Out Competitors.

Complete pre-launch planning: Content Ramp & Posting for social media Graphics & Logo & Content Creation, Film Photography planning, Website, Mapping & Planning, Merch Planning, Promotional Planning, Brand Ambassador Program

February 22-March 8 "Pre-Launch & Hyper Development"

Complete Build out of website

Set-up and "Prime" Social Media

Start posting "easy" content

Build following

Test/Run ads.

Set-up Brand Ambassador program

Public Relations planning and implementation

Press Release

New Rounds

Trip to QC March 5-7 : Drop off Promotional Material, Network in YP groups/ events, Finalize all plans for Soft Launch



# Timeline & Budget

## March 9th- March 14 Soft Launch

Week in the Quad Cities

Hosting at least one ride per day (See promotional Strategy)

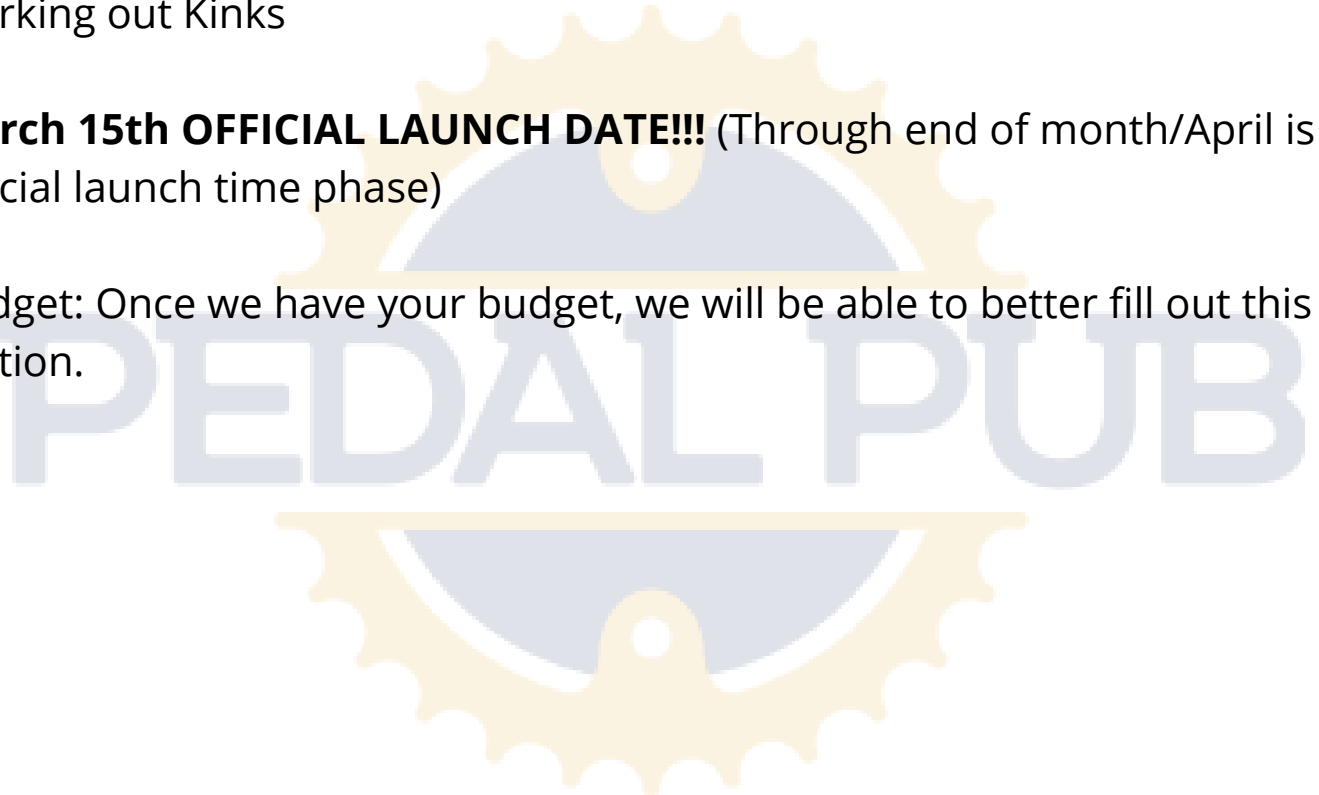
Get Brand Ambassadors the hit the streets

Quick Tours around the block during evening Happy Hour times.

Working out Kinks

**March 15th OFFICIAL LAUNCH DATE!!!** (Through end of month/April is official launch time phase)

Budget: Once we have your budget, we will be able to better fill out this section.



# Monthly Maintenance

## **Social Media Management**

Keeping all social media accounts up to date with engaging content,  
Analysis metrics to come-up with the most engaging strategy.

24/7 Response support; commenting, messaging, and responding to customer reviews

## **Brand Management**

Keeping brand fresh on consistent from a digital perspective; coordinating messaging across platforms while keeping the brand relevant especially during off peak times.

Keeping up to date on merch for events, giveaways, and other promotional opportunities

Assist in the management of the brand ambassador team

Attendance at Chamber of Commerce events with specific attention to Young professionals events.

## **Website Management**

Keeping website up to date with SEO Friendly content

Day to day management of website backend and ensuring uptime.

Integrations updates, and operational rebuilds

## **Promotional planning**

Coordination of at least one brand event per month; and one major branding event per quarter.

Managing calendar of events and being on hand to ensure larger events are run most successfully with desired outcomes to match.

Acting as chief spokesperson for the organization in the Quad cities with a trip to the region monthly.

Identifying and implementing new promotional ideas on a continual basis.

Creation of Marketing emails for email campaigns.

## Conditions and Acceptance

Launch Plan, Execution, and Management: \$13,000.00

\$3,000 at contacting

\$5,000 at conclusion of Pre-Launch and Priming

\$5,000 due at end of official launch period (By April 15th)

Monthly Retainer & Maintenance: \$1,000

Minimum Months of agreement: 6

Early Term Fees:

Termination by Client: 50% Due at cancellation

Termination by D.M. Burton 75% Refund

OR

Flat Monthly Fee: \$2,500 -First Month Payment due at time of contract signing.

Minimum months of agreement: 12

Early Term Fees:

Termination by Client: 50% Due at cancellation

Termination by D.M. Burton 75% Refund

Offers are open to negotiation. Cost include all creative development. Plan Execution, and management. There is an expectation that an additional marketing budget will be given for Marketing items outside of creative I.e- promotional items, Rack Cards, general marketing material, network, and general marketing expenses.

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