

# BICP Marketing

## 2020 -2021 Goals:

- **Partnering** with Move United - BICP continues to provide adaptive trainings nationwide in 2020-2021
- **Rerouted Partnership** - This national organization works to get used adaptive bikes where needed
- **Mountain Bike Coaches | In-Person Trainings - Influencer marketing** a minimum of 100,000 in-person impressions with an educator who is proven to be an influence in the industry. (On average, our members are conducting 6 mountain bike skills instruction courses a month).
- **Social Media** - Instagram, Facebook,
  - engagement with BICP sponsors via mentions, promotional posts, tags, etc
  - engage influencers on FB groups with weekly "Community Chat" segments supporting business challenges among peers.
- **Newsletter** - monthly email with sponsor engagement
- **Website** - New site in early 2020
  - Friends of BICP page to promote sponsors
  - Provide online trainings - Ride Leader Certification
- **BICP** provides services to our coaches via "Friends of BICP" in areas of
  - gear and component selections
  - business services
  - Insurance program
  - online training center resource