

Vous êtes une entreprise fabricant de vélo ou d'accessoires cycle qui **souhaite se développer en France, Allemagne, Suisse ou Autriche ?**



atoutvélo^{pro}
conseil en mobilité

est là pour vous aider

hilft Ihnen gerne weiter / is your perfect partner



Market studies



Distribution



Marketing



Communication
& social media



Multimedia



POS, Events & Fairs

Sind Sie ein Unternehmen, das Fahrräder oder Fahrradzubehör herstellt und in **Frankreich** expandieren möchte?

Do you want to target **a specific market or country**, find customers for an existing product or launch a new product ?

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Market studies

- Market study to know the positioning of your brand
- Study of the main competitors
- Active monitoring to track the latest trends



Distribution

- Study of the different points of sale
- Who are the big actors ?
- Creation of a listing of potential bike dealers



Marketing

- Creation of a CRM to list actions to do or done for dealers
- Creation of a dealers Map for the consumer
- Creation of a newsletter B to B and B to C
- Creation of a mini catalog with targeted products
- Daily work with Sales Rep to give personalize support (Special offer, promotion, actions with dealers)



Communication

- Creation of a media plan
- For the Print Press and websites focused on bicycle
- For extra websites and magazines around the bicycle world
- Coordination and communication with journalists
- PR work (Bike Test, info about the brand, ...)



Social media

- Creation of a Page of your company
- Maintenance and community manager on :
LinkedIn, Facebook, Instagram, Youtube



Multimedia

- Creation of a Data library with pictures, manuals, videos
- Sharing information with dealers, e-dealers and journalists
- Creation of pictures & videos contents about products or company



POS, Events & Fairs

- Analyse about the needs in terms of POS for dealers shops
- Support for giving ideas and texts for POS materials
- Help for preparing Fairs (Reservation of the booth, accommodation, transport)
- Attendance on the Fair
- Proposition of open days for Dealer shops (Testing bikes)

**These brands
have already
shown confidence
in Atout Vélo Pro**

