



RADIOFLYER

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Project "Test Drive" Marketing Campaign

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Our Story

Did you grow up with a radio flyer wagon? Do you want your kids and family to experience the same joy you had riding in one of them?



Project "Test Drive"

- Load e-bikes, wagons, and stroller into a van
- Park at events and farmers markets
- Let potential customers test drive the Radio Flyer products

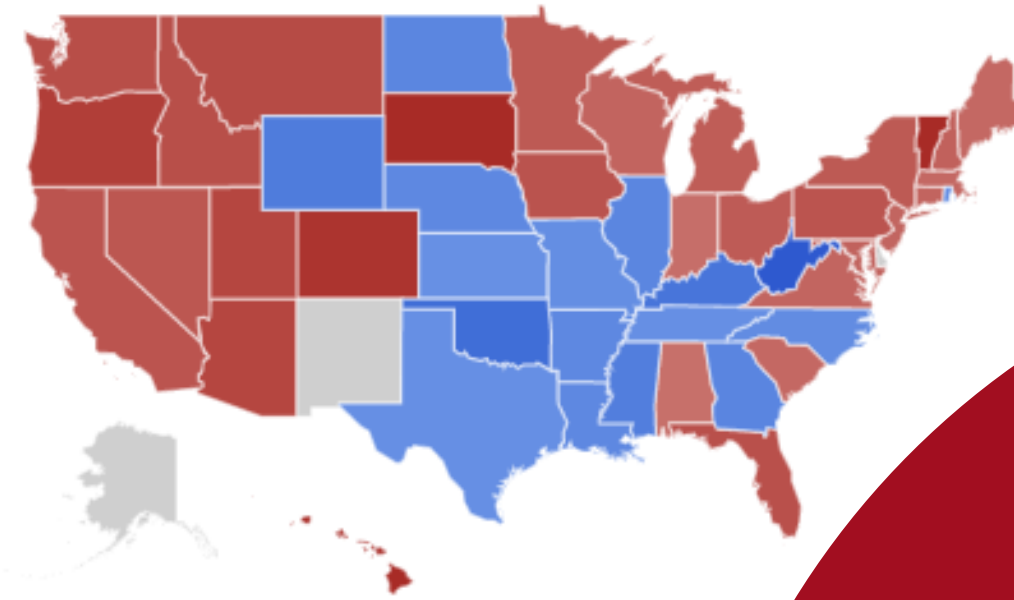
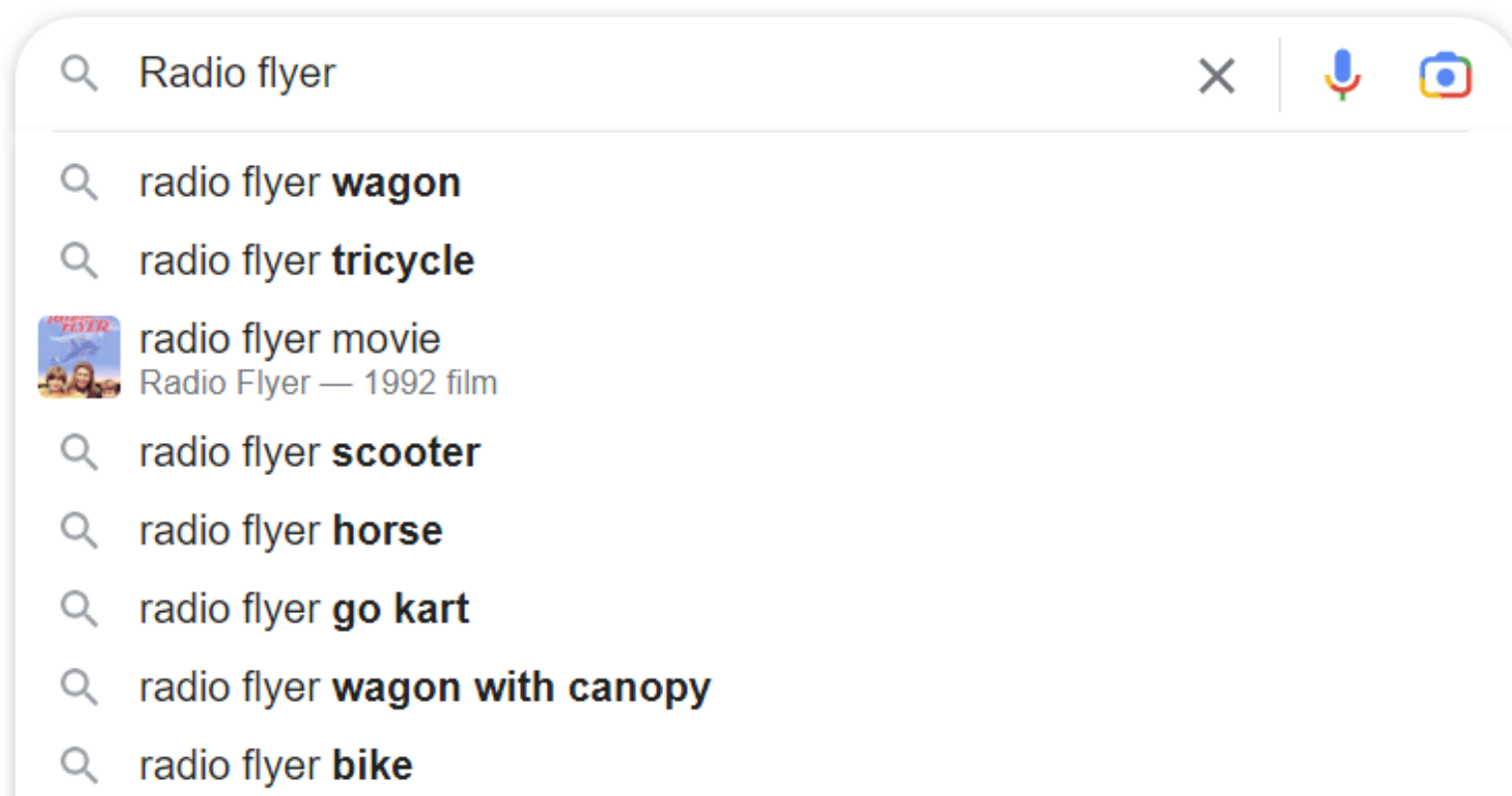


Project "Test Drive"

Prototypes for Van

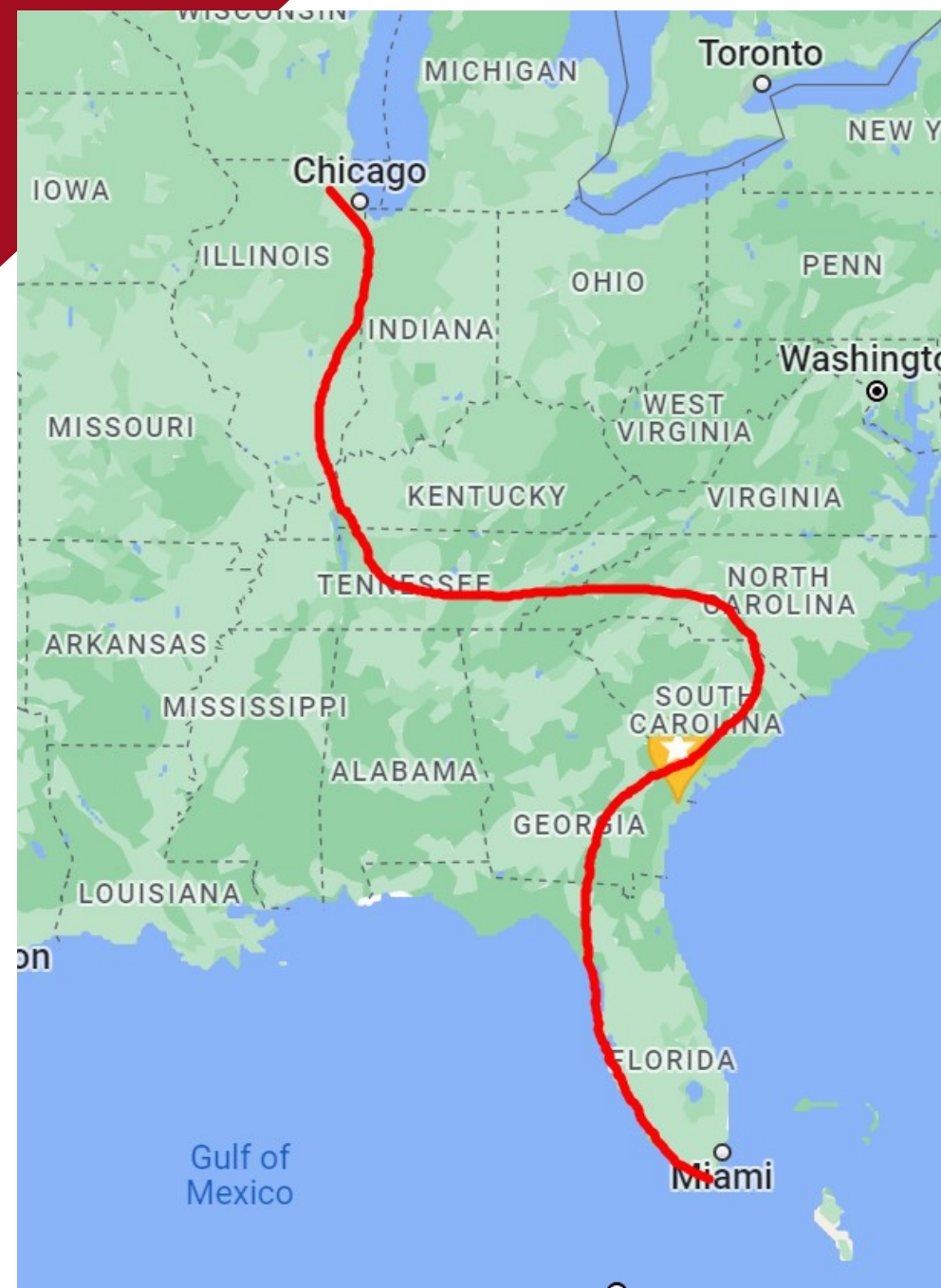
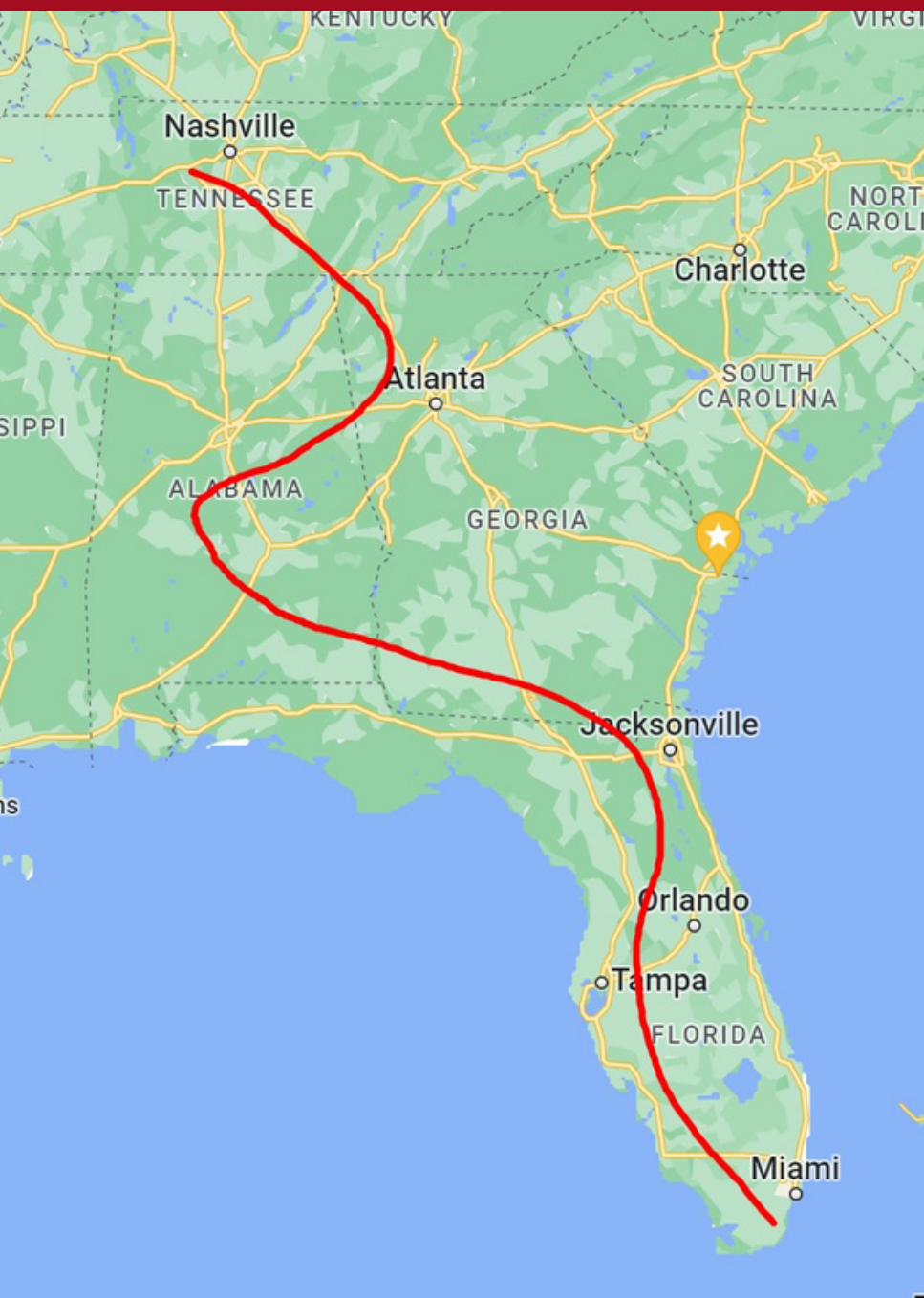


Keyword Research



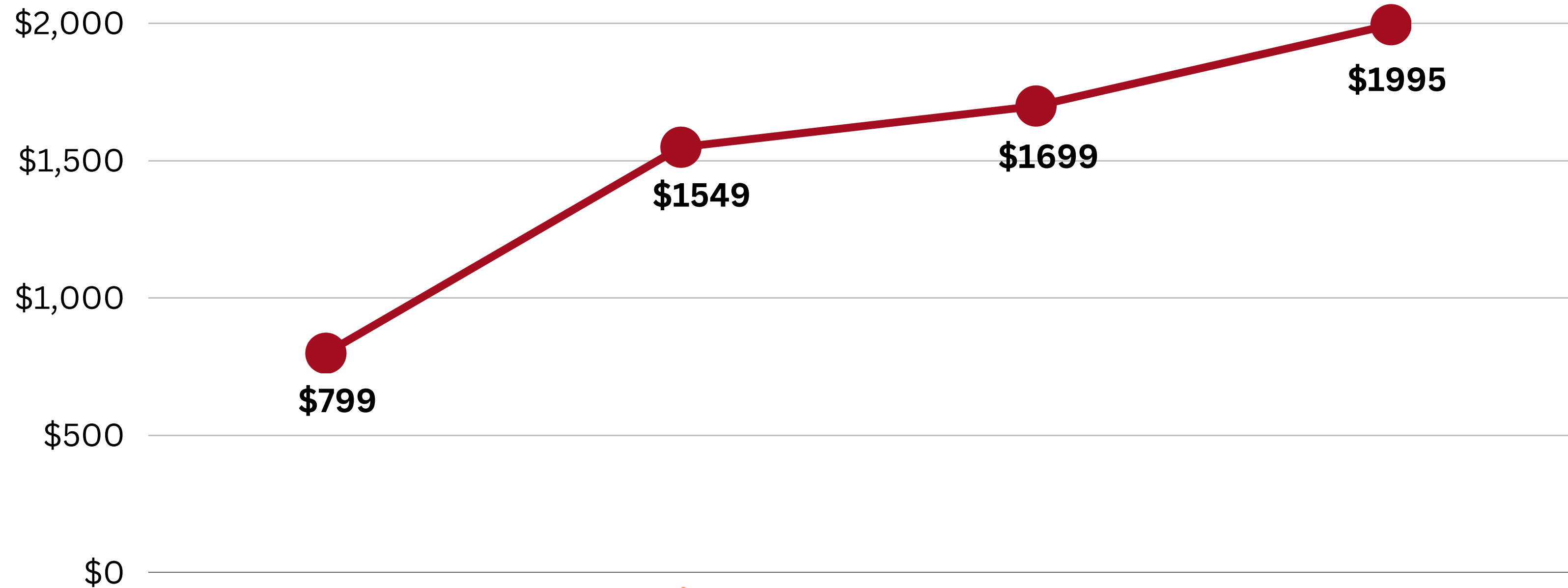
The biggest problem with Radio Flyer bikes right now is that people can only find them through their Wagon. Other searches for bikes or ebikes do not show Radio Flyer initially.

Possible Routes

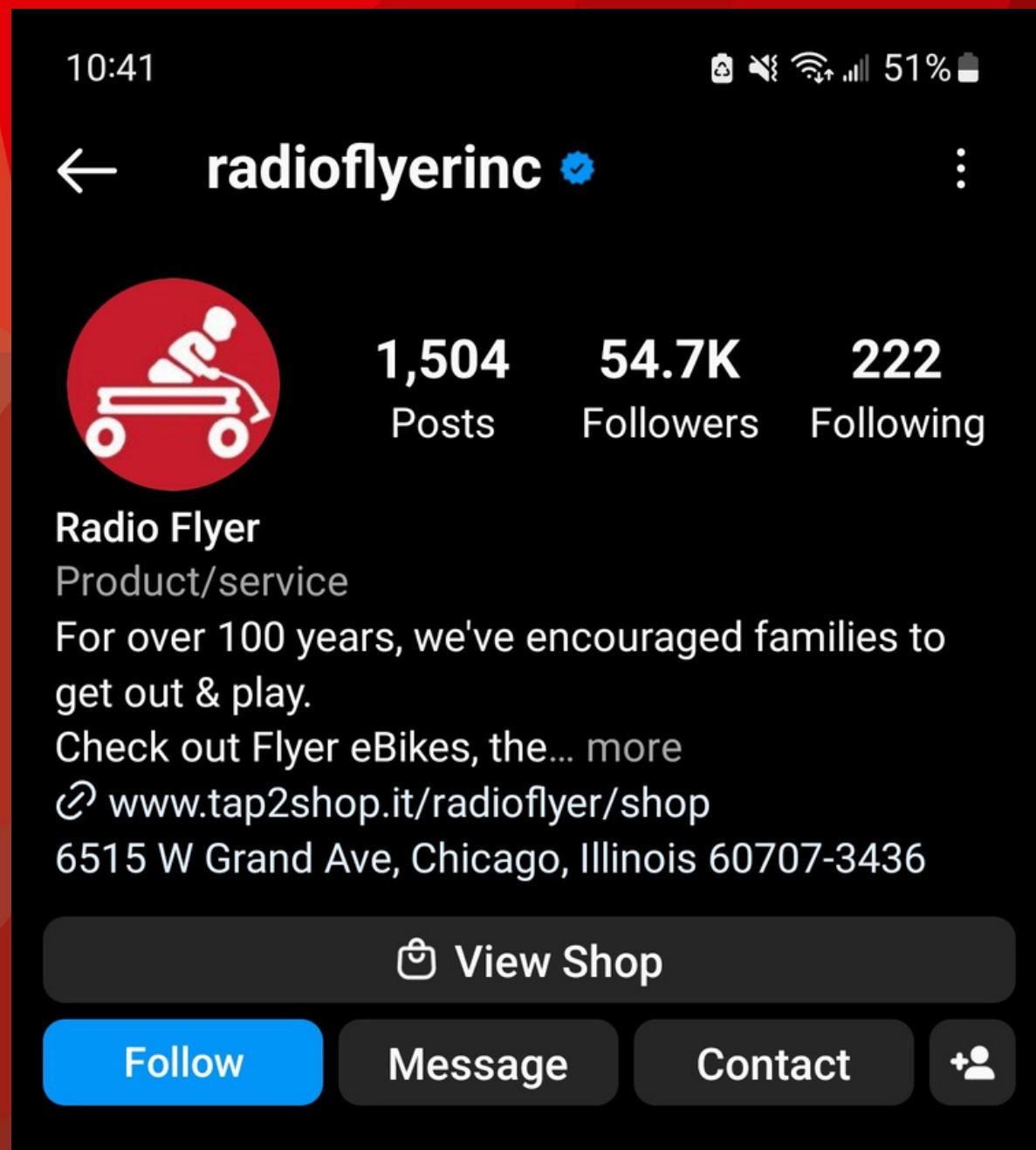


- Chicago, IL (HQ)
- Nashville, TN
- Charlotte, NC
- Greenville, SC
- Atlanta, GA
- Miami, FL

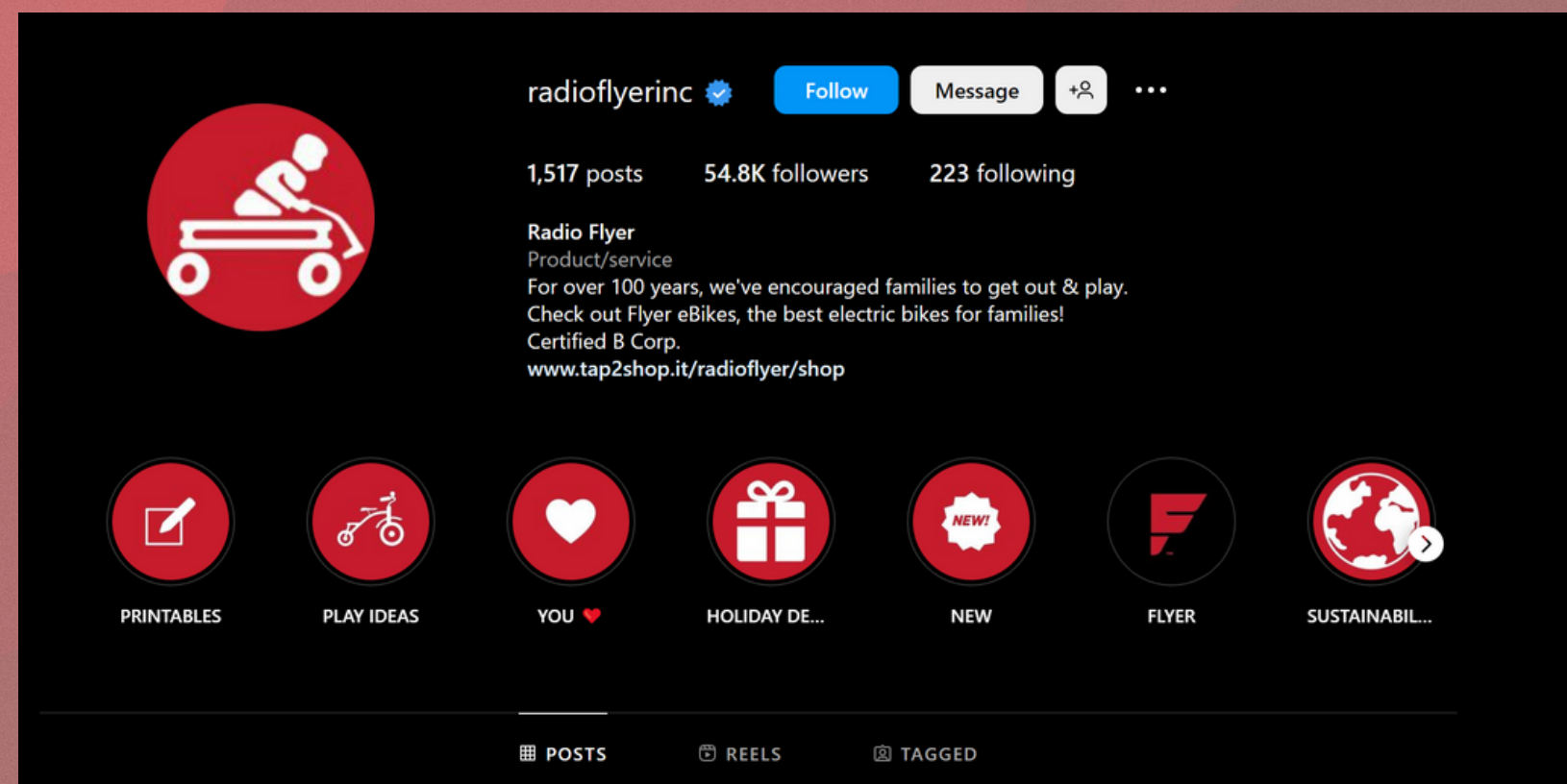
Competitor Research



Our Goals



Owned Strategy



Owned Strategy



**Live story posts
from our paid
influencers will
draw in people to
the tour.**

**Increase in UGC (User
Generated Content)**



Paid Strategy

Instagram and Goodle Ads



Ad · www.radioflyer/test-drive-tour

Family Event Ebike Tour Radio Flyer Instagram

Test drive our ebikes before buying! Ride around town with your family, enjoy food trucks, music, markets, and sunshine. Click here to find out where we are headed next!

\$100,000 towards pay per click -> 50,000 clicks

America's Most Bike Friendly Cities

Cities with the highest index score
for a bike friendly lifestyle

San Francisco CA

Portland OR

Fort Collins CO

Eugene OR

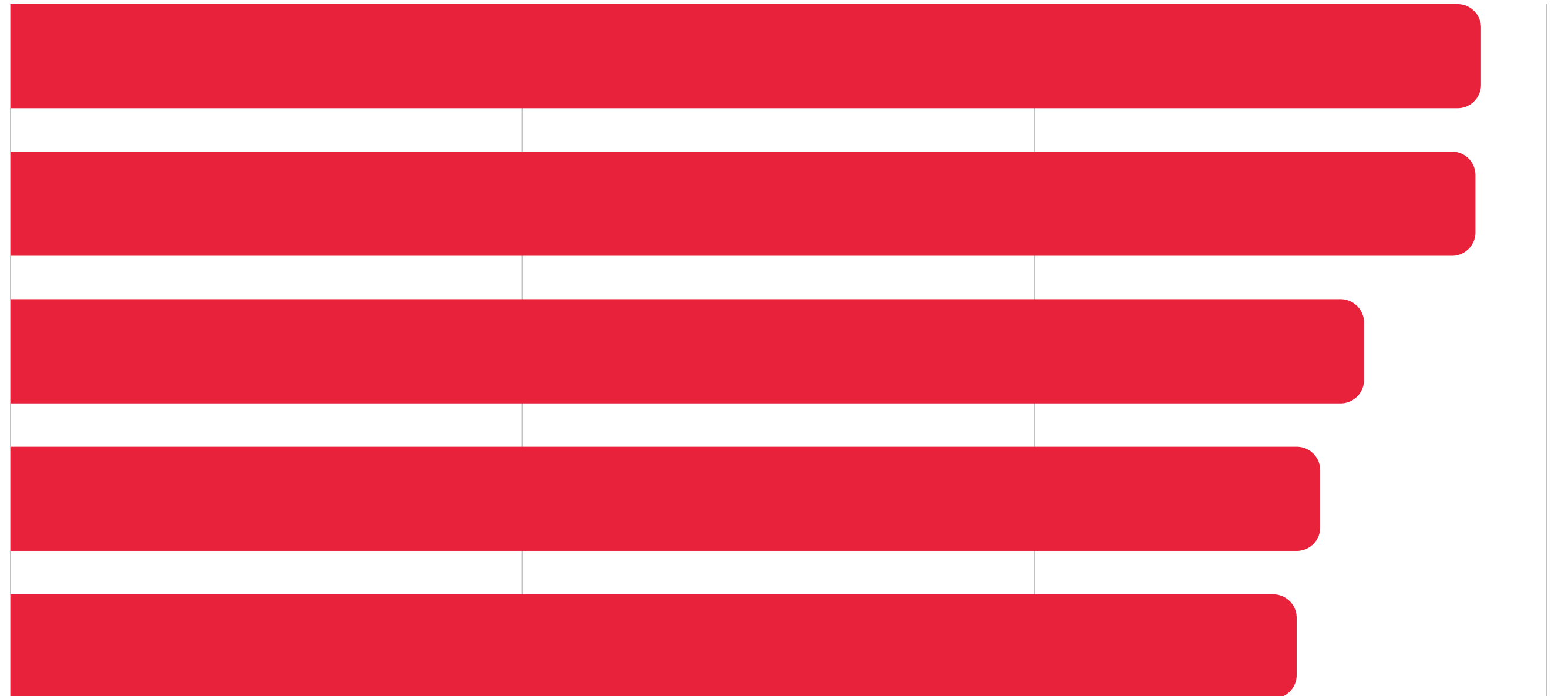
Minneapolis MN

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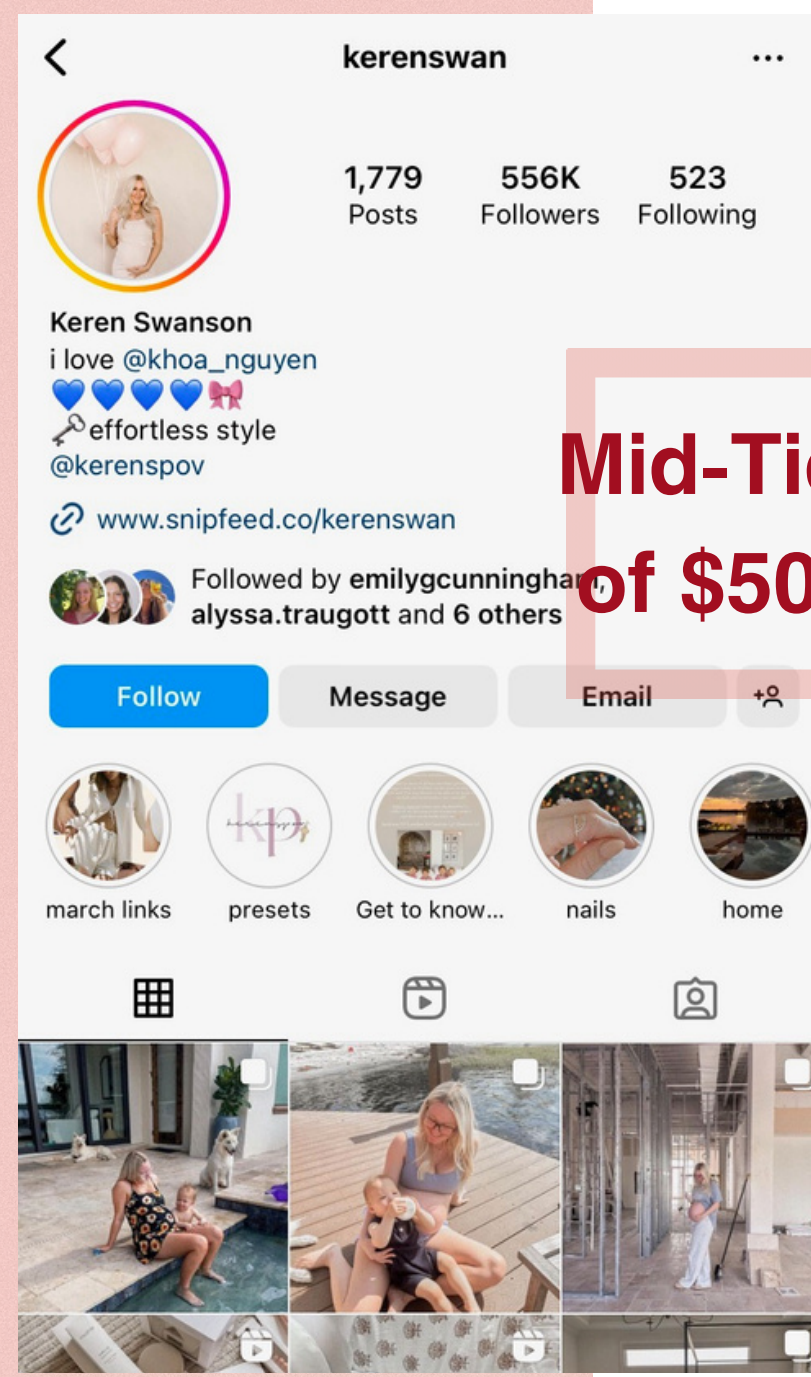
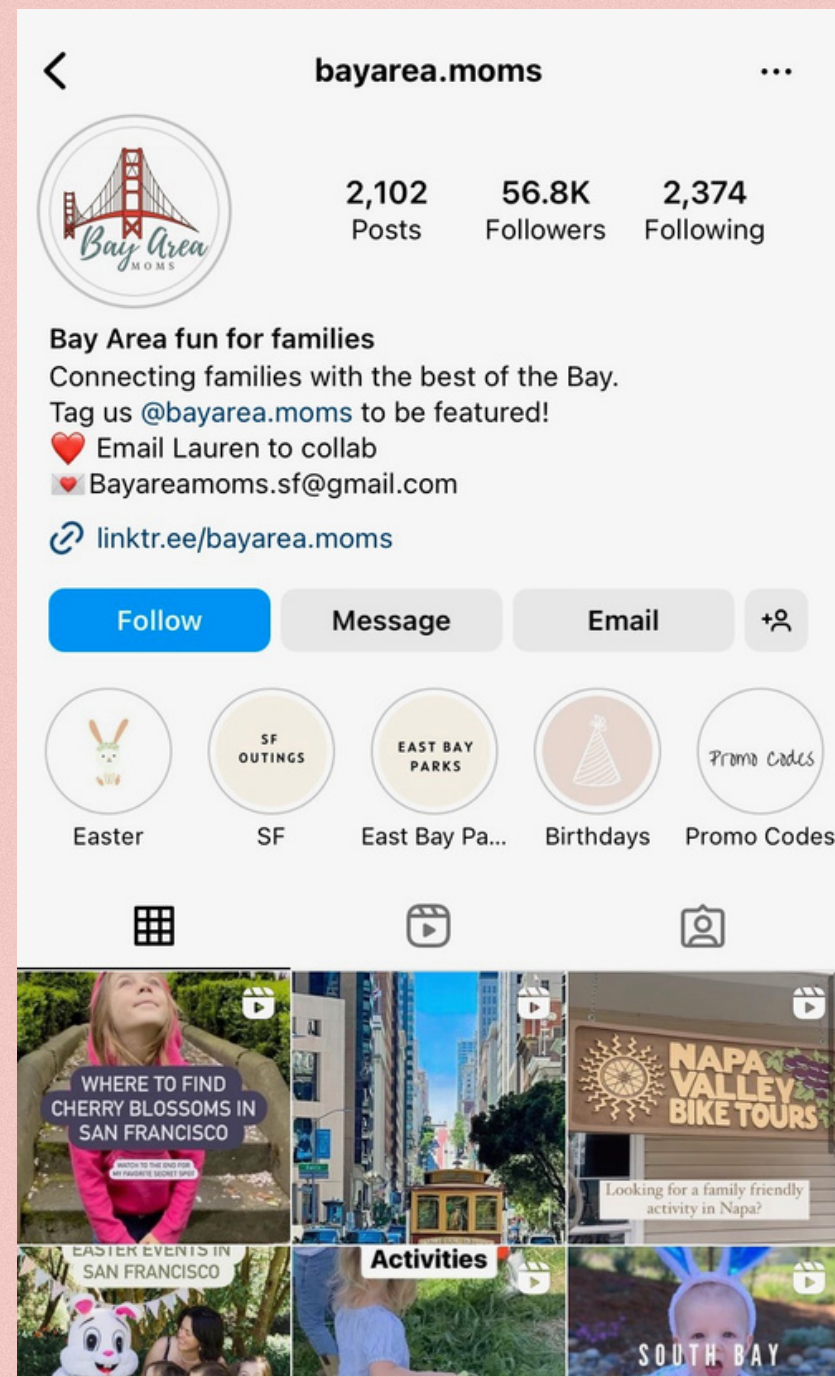
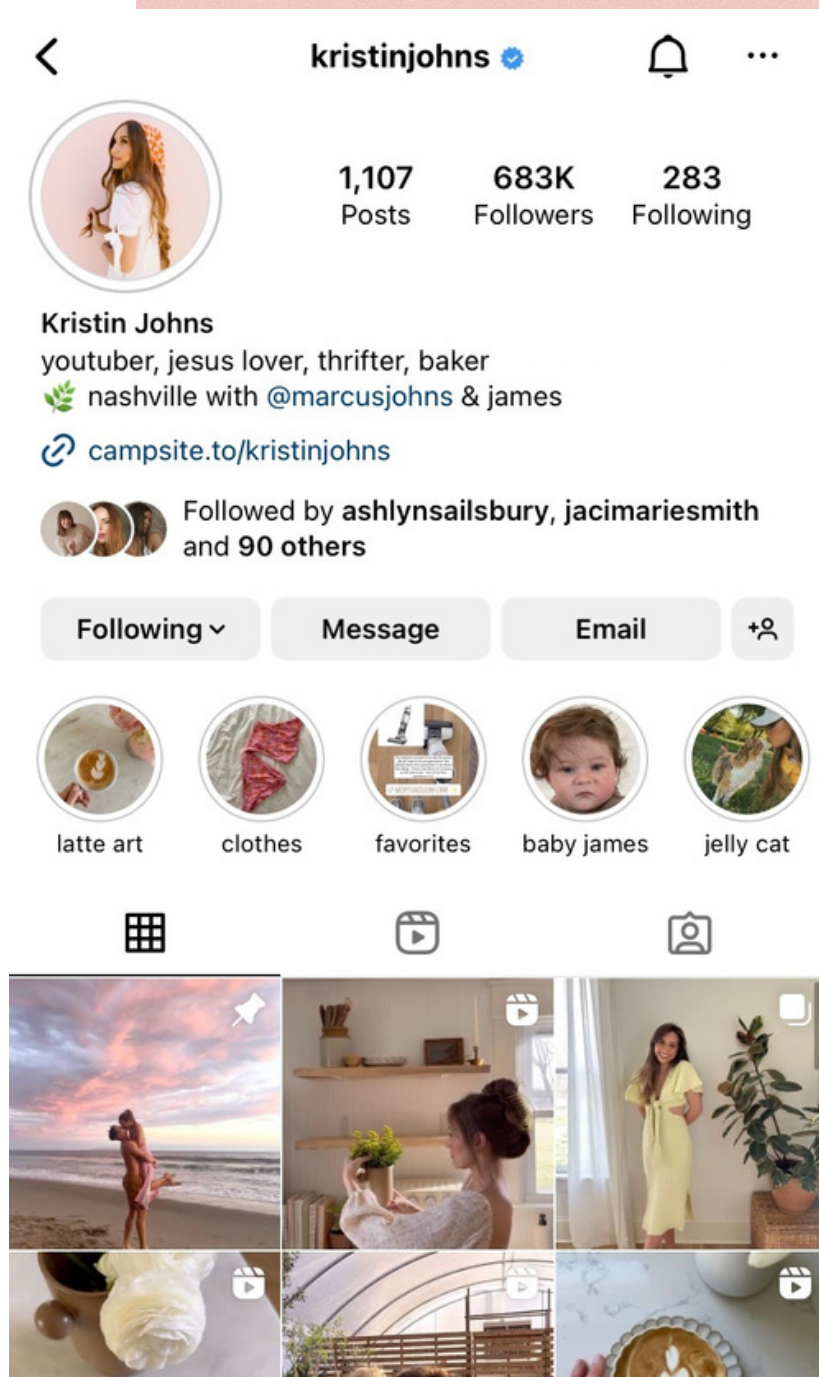
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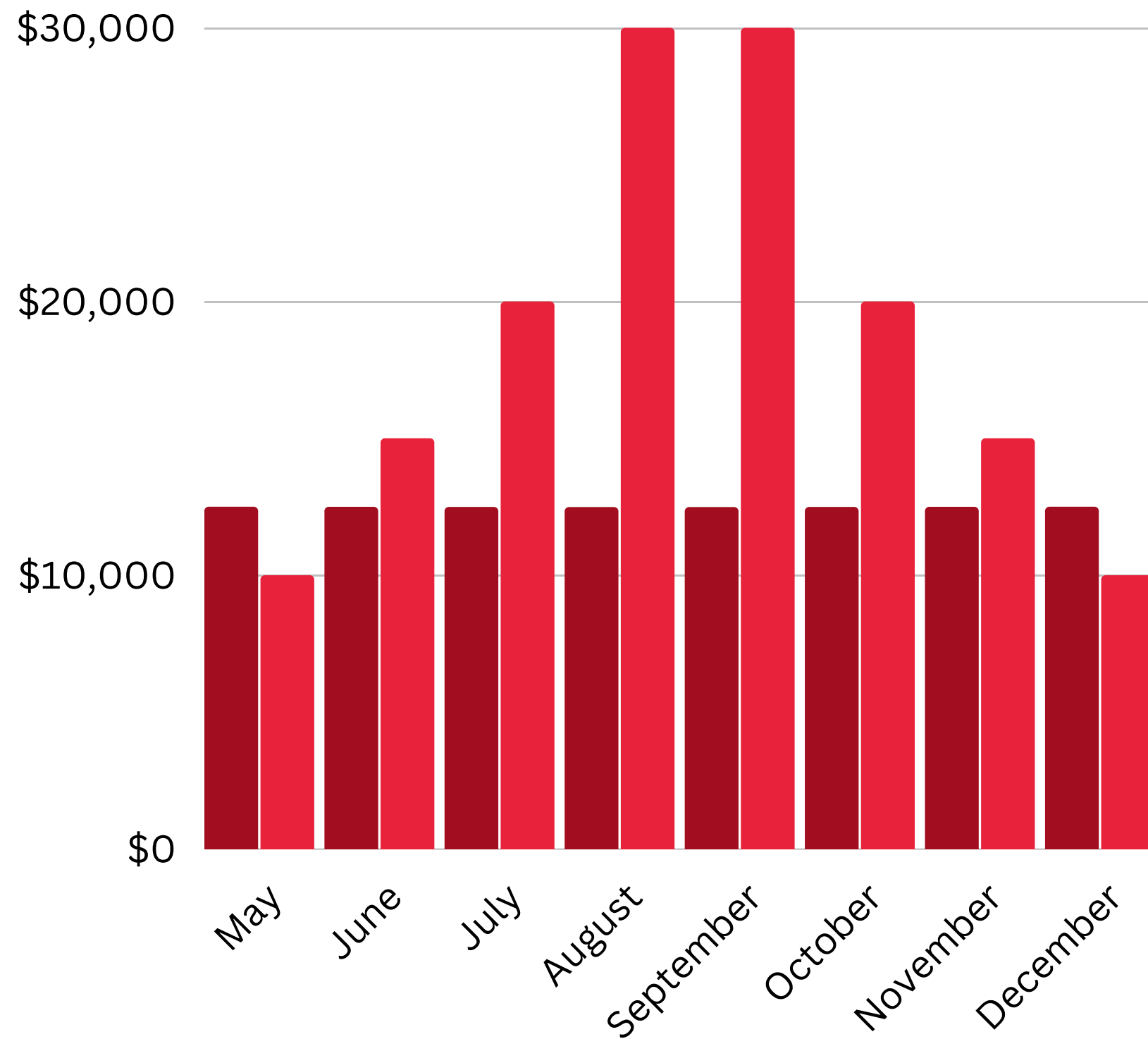


Paid Strategy Influencer Marketing



Mid-Tier influencers make an average of \$500-\$5,000 per promotional post.

Media Evaluation



Influencer Posts:

\$25,000 per influencer

Total: \$150,000

Google Ads:

\$1-\$2 pay per click = \$12,500 per month

Total: \$100,000

Total: \$250,000

Conclusion



Target local events to draw families in

- Have them remember the brand they grew up with
- Show them how that brand has grown up as well