

Google Adwords	Keep MeloYelo in front of those actively searching for ebikes on Google
Facebook Remarketing and Google remarketing.	Everyone who visits MeloYelo web page and subsequently visits Facebook or Google sees MeloYelo ads, focused on the specific product they showed interest in on our website.
Facebook, targeted advertising	Promote new products; new customer videos. National advertising targeting those 55+ years old
Supergold e-newsletter	Every other month this goes out to Supergold card holders. MeloYelo typically makes a special offer of some kind and drives traffic to our Supergold web page at <a href="https://meloyelo.nz/supergold/">https://meloyelo.nz/supergold/</a>
Stuff	10 x 3/4 page ads in Sunday-Star Times, Sept-Dec
RSA	Emails targeting their 26,000 email database. Plus MeloYelo logo on their web site and membership card.
Google my Business	We create a web page for each of our agents and then create a Google my Business listing so that people searching for ebikes in your area will find you on Google.
MeloYelo e-newsletter: Building frequency and familiarity amongst our own database of prospective customers	Thanks to the Xmas 2019 promotion we did with Stuff, we acquired an email database of 15000 people who signed up to receive communications from MeloYelo. We send out e-newsletters to our databases on a regular basis.
Blog	<a href="https://meloyelo.nz/blog/">https://meloyelo.nz/blog/</a>
Stuff summer promotion	MeloYelo will again be Stuff's summer promotion partner and will receive \$1 million in free exposure between Dec 20, 2020 and Jan 20, 2021
Stuff advertising credits	We will accrue \$80,000 in advertising credits with Stuff as their Xmas 2020 summer promotion partner. These credits will be used to promote the MeloYelo brand in the first half of 2021.

### Suggested Marketing Activities for MeloYelo agents

Attending local events	Types of events our agents have had success with include Farmers Markets; Age Concern events; Motor Caravan Association events. It is important to use your MeloYelo pennant flag; wear branded MeloYelo clothing (where available); take flyers & business cards; and give people a reason to give you their name and email address. We add these email addresses to our database so that MeloYelo is kept in front of your prospects through our enewsletter. Frequency builds familiarity; familiarity builds confidence; confidence builds sales. Working in with retirement villages to offer demo days would also be a worthwhile activity.
Demo days at NZMCA campgrounds	Kiwis touring NZ in caravans and motorhomes is our most lucrative market. And, the nice thing about this target market is that you can make double sales - a bike for the husband, a bike for the wife.
Customer delight	Your best and least expensive source of new business is from your existing customers. And the best ways to maximise referrals from these customers are: 1) Be more knowledgeable about your product than bike shope salesmen; 2) Listen to them, ask them questions to understand their needs; 3) Don't be pushy; 4) Understand the competitive advantages of MeloYelo products; 5) Follow up with them if you haven't heard from them after a few days, to see if they have any questions; 6) Surprise them with a gift they were not expecting when they make a purchase (e.g. a free mirror); 7) Take time to fit the bike tro your customer so that it is as comfortable for them as it can be (see our video); 8) Call them a month after they have taken delivery to see how things are going and to remind them to bring their bike in for a free service check; 9) Ask them to refer customers to you, and reward them with gifts when they do.
Brand visibility	visibility
Facebook marketing	The beauty of Facebook is that you can be very specific in terms of the geographic area targeted, and also in terms of the audience targeted. For example you can target men and/or women, over the age of 55, within a 25 or 50km radius of your location. Another good thing about Facebook is that because it's online, it is very easy for a prospect to click on a "learn more" button and arrive at your web page. (or other such action). MeloYelo HQ will help you with your planning and with your creative materials.