



What Is A Bike Marketer Membership Going To Do For Me?

Your Bike Marketer Membership is your marketing consultant, marketing planning and direct response marketing staff and resource program.

Bike Marketer provides direct response marketing products and services that will:

Develop a powerful Unique Selling Proposition (USP) that increases close-rates on your marketing programs and promotions.

Have your clients and prospects respond to your communication immediately.

Customize your relationship with your clients creating “lifetime” customers.

Effortlessly increase sales by focusing on your client or prospects’ needs and interests.

Test and measure in order to build extremely profitable future marketing campaigns.

24-7 Access To Your Marketing Services and Programs: Your membership and its products and services are all accessible online so you can order or request consultation 24-7, at times that are convenient for you and fit into your busy schedule.

Communication at Your Convenience: Communication is primarily by E-mail so consulting and marketing plan development and conference calls can be coordinated and scheduled quickly and at times that work best for your schedule and availability.

Top Drawer Marketing Services at Affordable Prices: Your Bike Marketer Membership, depending on level, provides, or gives you cost effective access to marketing services that small businesses normally can not afford, including:

1. Strategic Marketing Consulting and Plan development services
2. Direct Response Marketing Consulting and Plan development services
3. Database Consulting, Management and Storage services
4. Direct Marketing Printing, Mailing and E-Marketing Distribution services
5. Outreach Customer Satisfaction, Customer Education Fact-Sheets, E-Outreach and In-Store Kiosk products and services
6. Web Site Search Engine Optimization, Design, E-Commerce and Hosting services
7. A one year membership to Bikeprofits, our educational and resource program

Note: Some services are included in annual membership fees, as shown in the table, and all others are available at ala-carte prices. Bike Marketer provides price-breaks for Body Scanning CRM System Retailers.

On site evaluation/consultation is available with your membership at the additional cost of travel expenses.

Bike Marketer Annual Membership Fee Schedule And Inclusive Services

	Master Marketer
Consulting	
Marketing Planning	X
Direct Response Marketing Plan	X
Database Evaluation and Analysis	X
Web Site Evaluation and Analysis	X
Mystery Phone Shopping	X
Database Management	
List updates and cleaning	X
List storage	
Prospect list development	X
Outreach	
Customer Satisfaction Return Cards	X
Fact Sheets	X
E-outreach	
Customer Satisfaction Online Survey	X
Annual Fee	
Master Marketer	\$3,000
Annual Fees are paid quarterly January 1st, April 1st, July 1st and October 1st	\$750 (\$250 / Month)
Body Scanning CRM Dealer	-10%
Master Marketer preferred ala carte pricing:	10% Off ala carte services
Bonus: Bike Profits value pricing for Bike Marketer Members:	50% Off Bike Profits Membership

Bike Marketer ala carte Service and Products Price Schedule

	Approximate Cost	Master Marketer
Consulting		10% Off

Marketing Planning; Direct Response Marketing Plan; Database and Web Site Evaluation and Analysis	\$75/per hour	Includes Marketing Planning; Direct Response; Database and Web Site Evaluation and Analysis¹
Mystery Shopping	\$150/per shop	
Mystery Phone Shopping	\$55/per call	Included
Database Management		10% Off
List updates and cleaning	\$55/per 1,000 listings	Included
List storage	\$10/per 1,000 listings	
Prospect list development	\$75/per hour	Included
Prospect lists	Will quote cost per 1,000 listings	
Direct Marketing		10% Off
Postcards 7.5"x 5.5" Color	Will quote – approximately .744 cents each per 1,000	
E-marketing		
E-Postcards	Will quote – approximately \$250 first 1,000 and \$55 each additional 1,000	
Telemarketing	Will quote – approximately \$7.00 per completed call	
Outreach		10% Off
Customer Satisfaction Return Cards	Will quote – approximately \$1.00 per card with return postage	Included
Fact Sheets	Will quote – approximately \$180 per 1,000	Included
In-store Kiosks: Information, Education and Surveys	Will quote – approximately \$442/month	
E-outreach		10% Off
Customer Satisfaction Online Survey	Will quote – approximately \$300 for first 1,000, \$65 per additional 1,000	Included
E-Fact Sheets	Will quote – approximately \$90 for the first 1,000 and \$45 per additional 1,000	
Web Site		10% Off
Search Engine Optimization	Will quote	
Web Site Design	Will quote	
Web Site Hosting	Will quote	

¹ Master Marketer includes 12-hours of personal consulting.