



Creative, Practical & Authentic

Do It For Me Marketing: TOUROZ Trikes & Horizon Trike Tours

TOUROZ Trikes specialises in helping motorcycle enthusiasts extend their riding life by helping them to transition from two wheels to three.

When we first met Col, the proud and enthusiastic owner of TOUROZ Trikes and its sister company HORIZON Trike Tours, it quickly became clear that this luxury three-wheeled motorcycle business offered a truly niche product loved by clients.

Col had a lot of good ideas but he realised he needed to set a budget, prioritise tasks to prevent time and money getting out of control. He also needed someone who knew what they were doing to do it for him. We walked him through our Do-Able Marketing model which established a logical plan and outlined exactly what he needed, how much it would cost and when it would be delivered.

FIVE Key Marketing Resources

Branding: We set about designing a simple but memorable visual brand and identified that among the many tag lines he was using there was a standout - Never look back!

Website: His website was operating on an outdated protocol. We built a new HTTPS secure, mobile-friendly website with clear branding and relevant content presented in a manner that identified his ideal clients. Importantly, we included capture tools that would enable Col to build his contacts and support his sales process.

Professional Profile: Col is quite the character and the 'face' of the business. We prepared a professional profile so that his clients would get to 'know' him and develop a sense of trust necessary when deciding to buy a trike from him.

Business Brochures: Rather than create new, the German manufacturer offered a product sales brochure that could be changed to include the TOUROZ Trikes brand. It's now

an active 'downloadable' behind a web capture form that provides sales leads for Col to follow up.

Case Studies: Demonstrating how TOUROZ Trikes meet client needs is important and our 'True Stories' format enabled Col's clients to 'talk-up' his trikes for him.

EDM – Email Direct Marketing

EDM often takes a 'chicken or the egg' approach and that was true in this case. Col needed to regularly get TOUROZ Trikes messages out, but he also needed an email list to send to. We gave Col some tips for collecting emails and asking permission to use them. It worked and his initial list of 65 email addresses grew to over 1600. Each month we send a newsletter using email software that allows Col to track its impressive performance. In addition to the bespoke articles that are written for each edition, the newsletters are loaded with links to the FIVE key resources.

Social Media – Facebook & Instagram

With plenty of quality visuals, clear messaging and original content we started posting to Facebook and Instagram. Within months, Facebook LIKES increased from 368 to 816 and organic reach surpassed 10K on numerous posts. Just about all posts track back to the website, and in particular, the downloadable brochure which captures the contact details that have helped Col to rapidly build his email marketing list.

Outcomes so far...

Page 1 Google i.e. 40% of customers find TOUROZ when searching 'trike'.

Facebook LIKES increased from 368 to 816

Facebook ORGANIC reach over 10k for some posts

Email Database growth from 65 names to 1600

60.2% average opens (vs 12.7% benchmark); and 18.72% average clicks (vs 1.4% benchmark)

What Col has to say...

We've achieved so much and we've done it in a way that has everything working together to make the most of what we've got. Our website is strong, our Google business listing has been fixed and we're on page 1 for 'Trike' Google searches. Our EDM uses all 5 key marketing resources and this feeds our SEO and social media which in turn sends traffic to our website. It's all good! Col Clarke, Owner, TOUROZ Trikes & HORIZON Trike Tours

