



8 RULES OF EFFECTIVE (BIKE) MARKETING

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CHANGE HEARTS
AND MINDS



ENCOURAGE
NEW USERS



CREATE EMPATHY
& UNDERSTANDING



NORMALIZE THE ACT
OF UTILITY CYCLING



1. SHARE THE STORIES,
NOT THE STATISTICS

2. THINK OUTSIDE
THE ECHO CHAMBER





3. PROMOTE THE BIKE
CULTURE YOU WANT



4. BE THE DIVERSITY
YOU WANT TO SEE



5. MARKET A LIFESTYLE,
NOT A PRODUCT



6. MAKE IT LOOK SAFE,
SIMPLE, AND SEXY



7. CELEBRATE THE
SUCCESS STORIES



8. SHOW, DON'T TELL





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