

# Cycle Design

## CYCLE DESIGN

Cycle Design is a franchise motorcycle dealership in Phillipston, MA. Cycle Design got started in 1969 selling dirt bikes and now sells street and dirt motorcycles, ATVs, scooters, snowmobiles, and more.



INDUSTRY

Auto



IN BUSINESS

Since 1969



CUSTOMER

Since 2014



BUSINESS TYPE

Franchise

## CHALLENGE

Cycle Design is located in a smaller area that doesn't get a lot of foot traffic to their location, so they knew they needed a way to attract new customers online and drive them to their dealership.

## SOLUTIONS

Cycle Design reaches new customers and keeps them engaged through ReachLocal's Facebook advertising solution, **ReachSocial Ads**. They previously ran co-op ads with manufacturers, which was great for inventory awareness but didn't help with brand recognition or amplification, so they wanted search ads that were geared toward their business as well, so they also run ReachLocal's search advertising solution, **ReachSearch**.

## RESULTS

Since working with ReachLocal, Cycle Design has seen a marked improvement in traffic flow, customer engagement, and website traffic. Jayma Wilkins, Cycle Design's general manager, said she's been blown away by the difference they've seen in results.

ReachLocal's reporting has allowed them to track results, including a large increase in visitors to their website directly from Facebook.

Additionally, Cycle Design appreciates working with the ReachLocal team, who they find to be responsive, knowledgeable, and professional.

"Since we had ReachLocal take over our digital marketing, I can't believe the difference! I think ReachLocal does a great job, and we are very pleased."

Jayma Wilkins  
General Manager  
Cycle Design

- ✓ 40% increase in website visits from Facebook ads
- ✓ 40-50% increase in website visits from search ads
- ✓ Increased traffic flow to website



ReachSearch™



ReachSocial™ Ads