

**MARIN**
BIKES**CASE STUDY****THE CHALLENGE**

In 2022, Marin Bikes set out to reach a local audience and support its retailer network's social media efforts with a co-op marketing program that improved organic reach. The company knew the value of organic social media content and how it enabled them to speak to local audiences authentically. Co-op marketing with their retailer network of 500+ locations would amplify their efforts with organic content and drive sales. In search of a software solution to help them distribute content, Marin Bikes sought a partner that would make it easy to help their retailers establish themselves as community providers for Marin products while accomplishing the brand's marketing goals.

Marin Bikes partnered with ThumbStopper, the solution for international brands to effortlessly connect their social content straight to retailer pages. The program launched on April 1st, 2022.

THE SOLUTION**ADOPTION**

The ThumbStopper team does all the heavy lifting in securing brand-to-retailer connectivity. With Marin Bikes' approval, ThumbStopper created marketing materials to communicate with retailers about the benefits they could expect following their enrollment in the new co-op marketing program. Retailers learned about how branded organic content would increase their follower count and social media engagement as well as promote trust with their customers.

Enrollment is a simple process for retailers: simply following the instructions in the brand-approved communications connected them to the brand's library of social content. Once enrolled, retailers can enjoy the benefits without having to continually log in and manage social content.

The ThumbStopper customer success team contacted the entire retail network to facilitate their enrollment.



SEGMENTATION & SYNDICATION

ThumbStopper's built-in systematic randomization and intelligent segmenting options enable brands to carefully target hyper-local audiences. Brands upload and tag content by category, such as products, regions, and languages. This allowed Marin Bikes to guarantee that retailers only receive relevant content; for example, only the retailers in a specific region that participated in a promotion event received promotional social content.

Systematic randomization utilizes social platform algorithms to get the best performance for each post on every retailer's page. Instead of simultaneously sending the same post to every retailer in the same category, retailers receive the post at the most beneficial time for their unique audience.

Marin Bikes easily determined how to segment its retailers and was able to begin sending content to retailer pages without any additional participation from retailers.



RESULTS

In the first twelve months of the program, Marin Bikes surpassed their original retailer enrollment goals. The ThumbStopper customer success team effectively established retailer participation to provide tangible results. In terms of meeting its goal of increasing organic reach, ThumbStopper launched its presence to new heights, reaching 1.5 million of its targeted audience.

The growth doesn't stop there. As retailers continue receiving high-quality branded content, more fans and followers tune into Marin Bikes' journey as a brand. That interest leads to increased sales, brand loyalty, and an online presence that's built to last.

