# FOR IMMEDIATE RELEASE

## SmartEtailing adds consumer website to Buy Local Now

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SmartEtailing has enhanced their Buy Local Now service by adding a new product discovery website for consumers, making it easier for cyclists to buy from their

local bike shop.

Shoppers can visit buylocalnow.com to browse the web’s largest selection of name brand cycling products, and when they are ready to buy, they are referred to the nearest local bike shop to purchase.

“We are doing everything we can to help the IBD channel compete,” says SmartEtailing president Ryan Atkinson. “Most bike shops invest the majority of their marketing budget into their website itself and do not allocate resources to drive traffic to the website. Buy Local Now is a way for us to take an active role in driving qualified buyers to our clients.”

The SmartEtailing Buy Local Now database is populated with over 500,000 cycling items with stock status from more than 2,000 local bike shops and over 40 supplier warehouses. Initially launched in 2012, the service has helped almost 4 million cyclists find products at their local bike shop when browsing brand websites.

With this new buylocalnow.com website, SmartEtailing gains an additional marketing tool to help bike shops. “This gives us a single web property to advertise and generate traffic,” continues Atkinson. “Once a shopper has found the product they want, we seamlessly refer them to a local bike shop to buy.”

Any qualifying local bike shop with a compatible point of sale system can join the Buy Local Now network for free. Retailers with a SmartEtailing website will offer consumers a superior shopping experience because shoppers will be one click away from buying at the local bike shop. While all local bike shops can benefit from Buy Local Now referrals, SmartEtailing websites are optimized to take advantage of the deep integration between Buy Local Now and SmartEtailing websites.

Cycling suppliers who provide product content with UPC numbers to SmartEtailing are automatically enrolled to display products and refer buyers to local bike shops. SmartEtailing encourages suppliers to connect their warehouses to the data network and utilize the consumer reviews service Powerreviews which syndicates review content to the SmartEtailing and Buy Local Now network.

Buy Local Now will work to build a national audience through content marketing and PPC advertising. SmartEtailing will fund these marketing initiatives by allocating 1% of website subscription revenue to advertising local bike shops to consumers.

The Buy Local Now website is built with SmartEtailing website software. They will use buylocalnow.com as a test platform to add new features and refine functionality, which will immediately benefit bike shop clients.

Bike shops can sign up for a free Buy Local Now account and report inventory to the network. In addition to buylocalnow.com, each shop’s inventory is eligible to display on brand websites. Buy Local Now powers product locators for brands like Giant, Cannondale, Salsa, Park Tool, Kryptonite, and many more.

SmartEtailing website clients are encouraged to have their shopping cart enabled and settings configured to take full advantage of referrals from buylocalnow.com. Click and collect shopping has made it easier for bike shops to take this step to compliment their in-store revenue.

### About SmartEtailing

Founded in 1999, SmartEtailing provides website, marketing, and data solutions to help independent bicycle retailers and suppliers sell more product in-store and online. With SmartEtailing, a bike shop’s website is transformed from a passive advertisement to an interactive, content-rich marketing vehicle that informs and sells to customers. SmartEtailing is committed to the success of local specialty bicycle retailers by providing tools that help them effectively compete in an evolving retail environment.

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