BY RAY KEENER

The 2008 NBDA Retailer Survey, conducted by the Gluskin Townley Group, shows many encouraging trends. One puzzling trend is the decline in database marketing among shops in the $500,000 to $1 million sales bracket.

While database marketing was up 10 percent for all shops between 2004 and 2007, it declined 9 percent for shops in the medium-size range.

As database marketing continues to grow in other specialty retail niches, why this unexpected decline?

“This is really about capturing names,” said Fred Clements, NBDA executive director. “Small and large shops are better at name capture and medium-sized shops struggle with it.”

The theory: In small shops, the owner is doing a higher percentage of transactions and the data gets captured. In large shops, where training tends to be more prevalent, employees more consistently ask for consumer data.

There’s benefit to the business and the customer in getting customer contact information,” said Elliot Gluskin, who conducted the research. “The business can communicate with its customers efficiently and cost effectively, while the customer receives information they need such as product recalls, sales and service specials, and news about what’s happening at their favorite bike shop.”

**Use Customer Database As A Resource for Marketing Business**

<table>
<thead>
<tr>
<th>Sales Bracket</th>
<th>2004</th>
<th>2007</th>
<th>'07 vs. '04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37%</td>
<td>47%</td>
<td>+10</td>
</tr>
<tr>
<td>&lt;$300,000</td>
<td>24%</td>
<td>32%</td>
<td>+8</td>
</tr>
<tr>
<td>$300,000-$499,999</td>
<td>37%</td>
<td>41%</td>
<td>+4</td>
</tr>
<tr>
<td>$500,000-$999,999</td>
<td>56%</td>
<td>47%</td>
<td>-9</td>
</tr>
<tr>
<td>$1 Million or more</td>
<td>60%</td>
<td>70%</td>
<td>+10</td>
</tr>
</tbody>
</table>

Source: 2008 NBDA Retailer Survey

**Retail Spotlight**

**Hooking the Hook-and-Bullet Crowd**

BY RAY KEENER

Dylan Smith, co-owner of Campus Cycles in Denver, Colorado, wasn’t expecting a busy January. So he decided to try a new event. One that bike people didn’t attend.

The International Sportsmen’s Expo (ISE) draws 20,000-plus outdoor enthusiasts to view exhibits from more than 500 companies. The activities range from fly casting to elk calling.

Smith was looking for new customers and ISE organizers wanted to branch out from the hook-and-bullet world. So ISE provided the space and the supplies to build a mountain bike test track. Smith staffed it and supplied the bikes.

“Originally, we planned to bring in truckloads of dirt to build a track,” Smith said. “We ended up with carpeting, duct tape, traffic cones and leftover Christmas trees for atmosphere.

“I had to convince my own people to give this a try,” Smith said. “It is a bit out of the box. We don’t see that many cowboy hats in the bike shop.”

Smith called Chris Grande, his Trek rep, who was equally excited about the opportunity.

“I couldn’t have done it without Trek,” emphasized Smith. “Chris brought in the demo trailer and plenty of giveaway swag. We had everything from Fuel 9.9s to Roscoes to kids’ bikes.”

The kids’ bikes were the big hit. “We kept going back to the store every day to get more kids’ bikes, like Trek MT 220s,” Smith said. “We’ll be back next year.”

Tired of reading about Colorado shops? Call Ray and tell him your story. He can be reached at (866) 442-2466.