



BRAND REPRESENTATION distributors book

Bikeworkx
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Introduction

At Bikeworkx we pride ourselves on being the “The Lube Experts” for the bicycle industry. From the start in 1991, we have specialised in bike lubricants and care products which enhance the performance and extend the life of bicycle.

Our brand Bikeworkx enjoys great success internationally and among professional cyclists and racing teams who appreciate superior quality.

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01

Section #bwxfamily

- 01. #BWXFAMILY
- 02. #ITWORKX



The hashtag #bwxfamily represents the people working around the Bikeworkx brand as well as the people using Bikeworkx products.

We all, as individuals, share the same passion for riding that transfers to the very soul of all Bikeworkx products.

No matter the skill level or the preferred route, distance or equipment, Bikeworkx is here to deliver top results for any condition and rider. Because #itworkx.



01. #BWXFAMILY

The Spirit

The hashtag #bwxfamily represents the passion for riding that manifests in our dedication to create excellent bike care products.

As the local distributor you represent our brand while choosing people for the Brand Representation Program.

We strongly encourage you to pick people of all ages, skin colour, gender, skills and preferred riding style. Like our products line, keep it cool, colourful and approachable to everyone.

The created content will be used on Instagram, Facebook and on our blog so pick people according to that but also options open for vloggers, photographers etc.

Ethics and morals

We do not support any form of racism, xenophobia, sexism or discrimination towards a marginalised group.

We forbid to connect our brand and products with persons who exhibit such behaviour.

BIKE WORKX

#bwxfamily

02. #ITWORKX

Because we're the experts in what we do, we are proud that #itworkx.

As representatives you are encouraged to use this hashtag to highlight our products while using them in your videos, stories, posts etc.

Feedback

As we strive for perfection, any feedback on our products is crucial for us. We expect you to thoroughly test our lubricants, care products and other and give us your honest opinion about the experience. Positive as well as negative feedback is welcomed.

Our goal is to develop products of superior quality and you are encouraged to contribute.

You can always voice your opinion with us through messages on Instagram or Facebook.

BIKE WORKX

#itworkx





02

Section Representation Program

- 01. THE ENTRY LEVEL
- 02. THE LOCAL HEROES



The Representation Program has levels that comply to the amount of visibility that the rider is requested to carry out for the Bikeworkx brand and products.

You are the local distributor that is obliged to recruit at least one person as a Bikeworkx representative. You don't need to go full throttle, social media micro influencers are as important as big names.

Whether you pick an individual, a team, road cyclist or an enduro enthusiast, make it colourful.

Bear in mind that on social media, follower count is just a number, it does not necessary mean high exposure. Find persons who are enthusiastic and willing to go extra just for the sake of it.

We also appreciate different media, so do not focus on one media only.





01. The ENTRY LEVEL / MICRO CREATOR

The person will deliver

Weekly

At least one tagged Instagram post/story

At least one tagged Facebook post

Yearly

Feedback on given Bikeworkx products

Optional content

Tutorials, racing reports with pictures, blog articles, longer videos on general bike riding theme is welcomed.

You will provide

To the rider/s

Based on your agreement with the Bikeworkx HQ you are free to give out products of certain value. This value per level is adjustable, you can offer either less products or more, dependable on your judgement.

You can also provide Bikeworkx logo or merchandise if relevant.

To Bikeworkx HQ

Rider profile/s with pictures, filled in questionnaire and relevant social media handles, send to support@bikeworkx.eu .

*Bear in mind that follower count is just a number and that social media often change their post display algorithms. Micro influencers under 2k followers can have higher exposure and better engagement than a 2M follower person.

If you have any doubts, contact us on support@bikeworkx.eu

Official handles

Instagram profile

@bikeworkx_official

used hashtags

#bwxfamily / #itworkx

Facebook

@bikeworkx

Product tagging within Instagram is available through Direct Message request.

If you are using affiliate links, they need to be marked as such.

All post content will comply to the rules of used social media.

Sign a memo if possible, also request a GDPR agreement if applicable.

02. The LOCAL HEROES

The person will deliver

Weekly

At least two tagged Instagram post/story

At least one tagged Facebook post

Monthly

At least one article on bike related topic in English to be published on the #itworkxblog

or

racing reports with photogallery

or

video tutorial / vlog / ICTV video with Bikeworkx products

or

any other content beneficial to the local distributor

Yearly

Four different professional promo materials such as photos or videos

Article reflecting current sports achievements or local biking community

Feedback on given Bikeworkx products

You will provide

To the rider/s

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**BIKE
WORKX**

**WE LOVE
WHAT WE DO**

For further information contact
support@bikeworkx.eu