



Professional Bicycle Mechanics Association

MARKET REACH



FOUNDED MARCH 2016 AS A 501C(6) NON-PROFIT ORGANIZATION

LAUNCHED MEMBERSHIP SEPTEMBER 2016

1500 MEMBERS COMPRISED OF INDIVIDUALS AND SHOPS

8 OF 9 NORTH AMERICAN BICYCLE SCHOOLS ARE MEMBERS

LAUNCHED MECHANIC CERTIFICATION SEPTEMBER 2017

HOSTED 600 MECHANICS FOR HANDS-ON TECHNICAL TRAINING

12,000+ AUDIENCE ON FACEBOOK

9,000+ DIRECT EMAIL REACH

4,000+ DIRECT SOCIAL MEDIA FOLLOWERS



FACEBOOK REACH AND AUDIENCE

PBMA FACEBOOK BUSINESS PAGE

4200 FOLLOWERS

OFFICIAL ANNOUNCEMENTS

NEWSLETTERS

CORPORATE PROMOTIONS

INDUSTRY NEWS

PBMA FACEBOOK MECHANICS GROUP

10,500 MEMBERS

REPOST OFFICIAL PAGE ANNOUNCEMENTS

2,305 POSTS IN 2019

5,637 AVERAGE ACTIVE MEMBERS

57,000 COMMENTS

110,000 REACTIONS

OTHER PBMA ACTIVITIES ON FB

PBMA JOB RESOURCE GROUP - 1,200 MEMBERS

PBMA GARAGE SALE GROUP - 1,000 MEMBERS

INDEPENDANT MOBILE MECHANICS - 300 MEMBERS

PBMA WOMEN'S + T/F/GNC GROUP - 100 MEMBERS



OTHER SOCIAL MEDIA

INSTAGRAM

@PROBICYCLEMECH

3,372 FOLLOWERS

1500+ IMPRESSIONS PER WEEK

TWITTER

@PROBICYCLEMECH

700 FOLLOWERS

2000 IMPRESSIONS PER MONTH

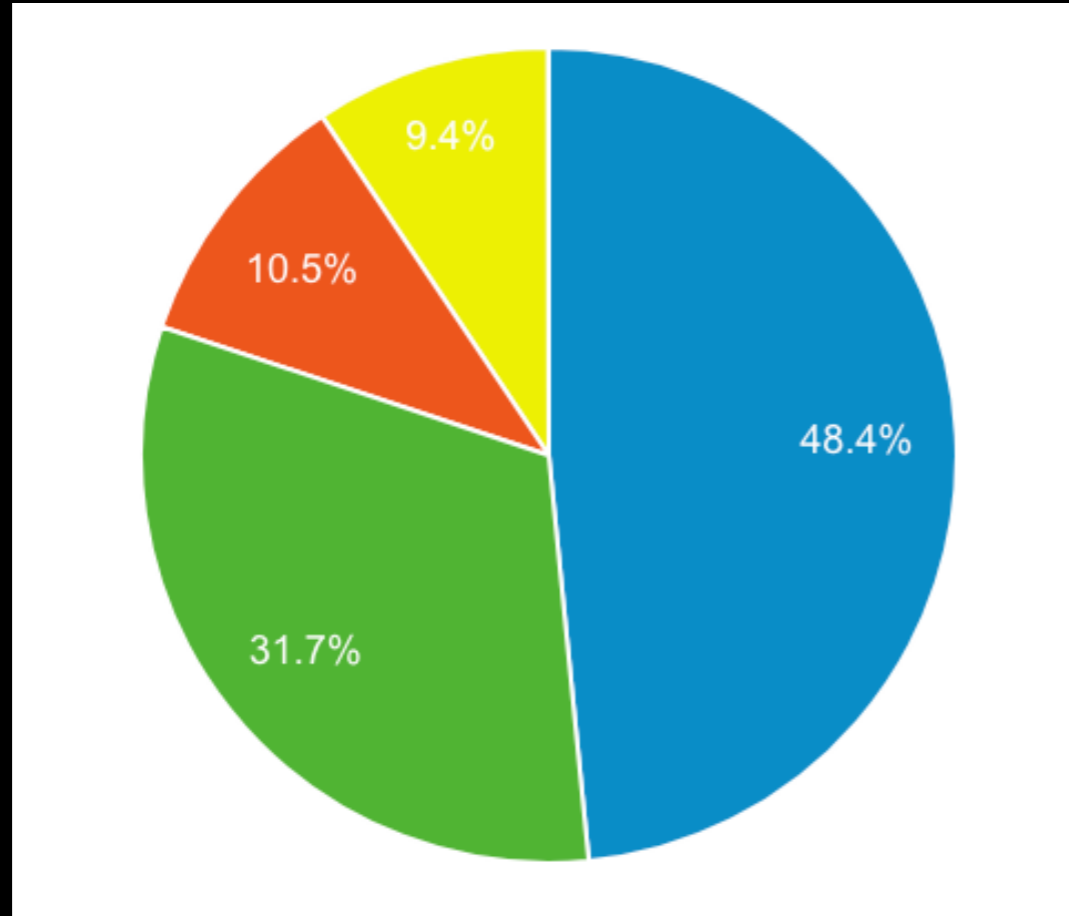
VIMEO

25,000 IMPRESSIONS PER YEAR

1,500 VIDEO VIEWS PER YEAR

50% VIDEO COMPLETION RATE PER YEAR

**GOOGLE ANALYTICS YEAR TO DATE REFERRAL SOURCES TO
WWW.PROBMA.ORG**

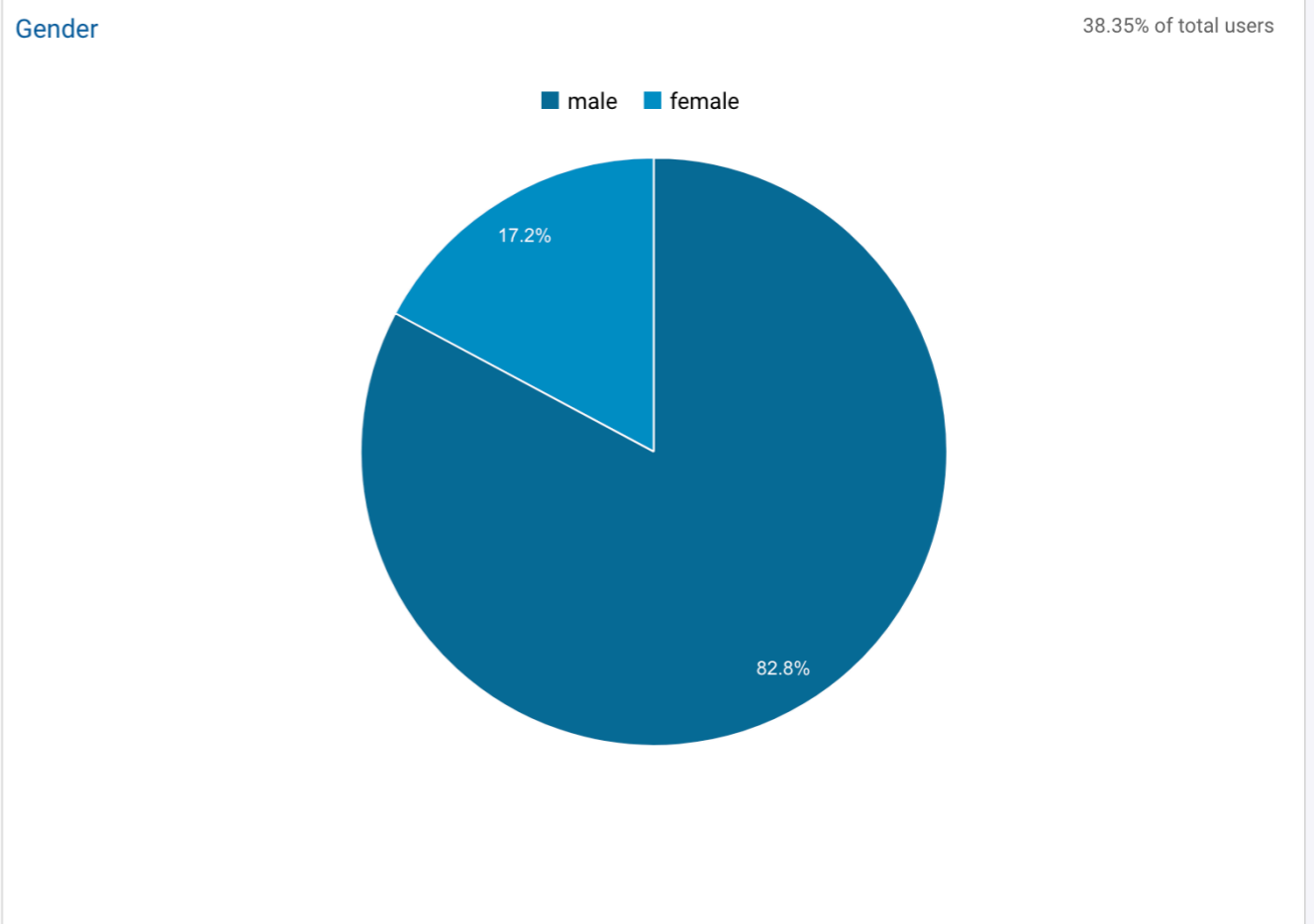
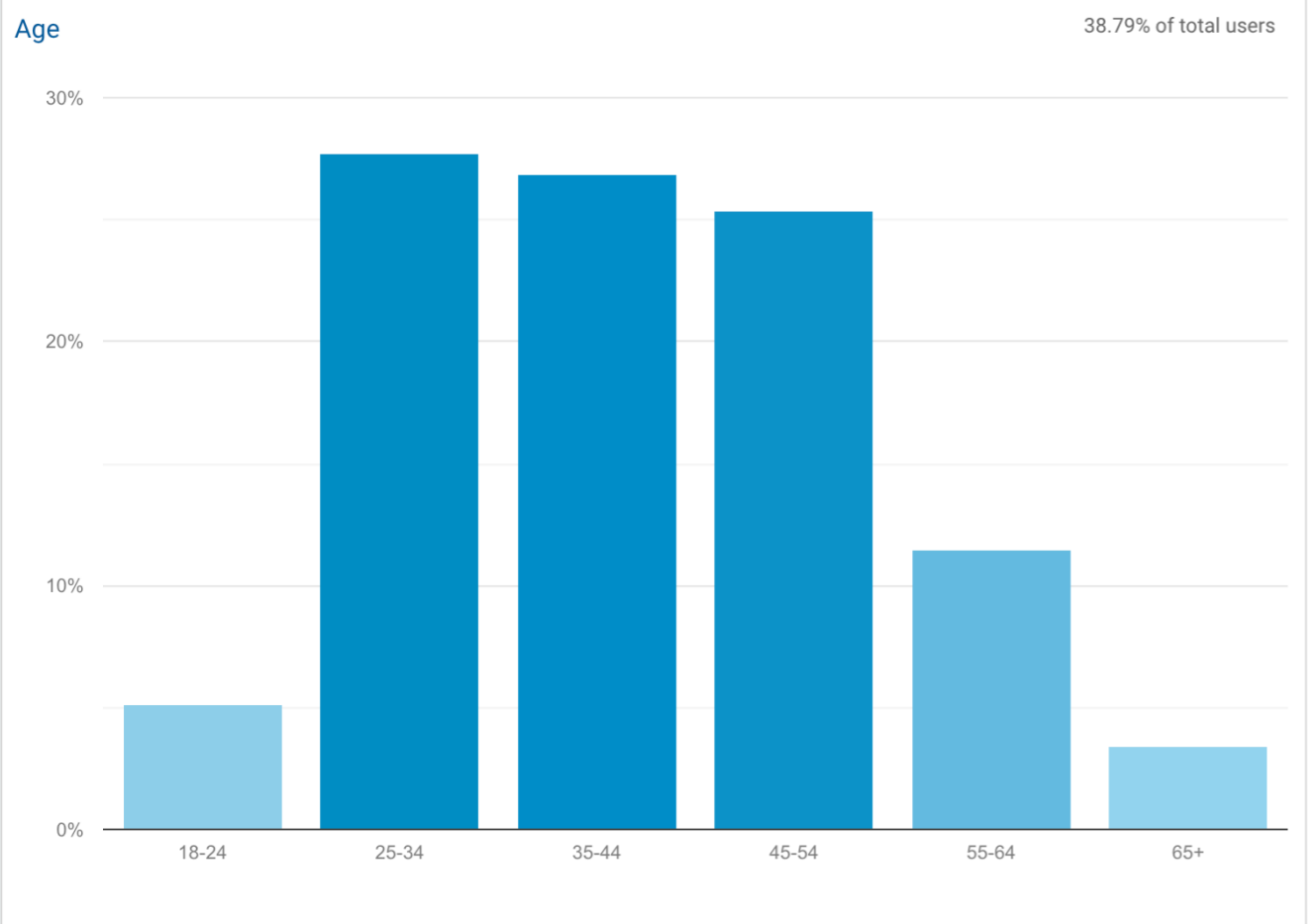


ORGANIC - 48%
DIRECT URL - 31%
SOCIAL MEDIA - 10%
REFERRAL - 9%

**SOCIAL MEDIA OUTLETS CONTINUE TO DRIVE TRAFFIC TO THE PBMA SITE
HOWEVER DIRECT AND ORGANIC TRAFFIC HAVE INCREASED SIGNIFICANTLY**

WWW.PROBMA.ORG USER DEMOGRAPHICS

Key Metric: Users






WWW.PROBMA.ORG IS A FIRST PAGE GOOGLE RESULT WHEN SEARCHING THE TERM "BICYCLE MECHANIC"

WWW.PROBMA.ORG MOZ SCORING

root domain ▾ www.probma.org Analyze

9 of 10 queries available until 02/02

Domain Authority ⁱ  25	Linking Domains ⁱ 168 Discovered in the last 60 days 34 Lost in last 60 days 6	Inbound Links ⁱ 646	Ranking Keywords ⁱ 243
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PBMA[®] MECHANICS MINUTE

PBMA NEWSLETTER REACH

MECHANICS MINUTE NEWSLETTER - 9,090 SUBSCRIBERS

CAMPAIGN DEPENDENT 25 - 40% OPEN RATE

CAMPAIGN DEPENDENT 2 - 15% CLICK RATE

DIRECT EMAIL CAMPAIGNS TO MEMBERS ONLY

52% OPEN RATE

CONSISTENT 10% + CLICK RATE