



CYCLING NONPROFIT RACES TO BEAT ONLINE MERCH SALES GOALS

Social Media Advertising Case Study

Black Girls Do Bike

ABOUT BLACK GIRLS DO BIKE

For ten years, the non-profit Black Girls Do Bike (BGDB) has provided a space for women of color to feel welcomed, supported, and encouraged to ride bikes. They have over 25,000 members in over 100 chapters from Anchorage, AK to London, UK.

OPPORTUNITY FOR BLACK GIRLS DO BIKE

Black Girls Do Bike wanted to sell merchandise and new cycling gear to their audience.

HBT DIGITAL'S SOLUTION

HBT Digital used Facebook Ads to promote the BGDB SHOP website. The campaign targeted women in America aged 30-60 who were interested in biking activities. The high-level goal was to drive increased sales on the BGDB SHOP.

Impact at a glance

Top Highlights

↑ 4.76

Average ROAS

43

Purchases

Made on Website

\$23.26

Cost Per Purchase



Cycle Jamaica BGDB Jersey (In Stock)
\$64.99



BGDB ESSENTIAL BLACK BOTTOMS (In Stock)
\$64.99



CYCLE JAMAICA BGDB CREW SOCK (In Stock)
\$24.00



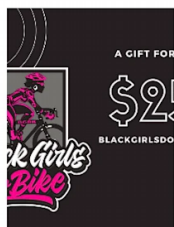
BGDB 2024 JAMAICA WRAP (Coming Soon)
\$21.00
SOLD OUT



"BIKE GIRL MAGIC" Cycling Guide



BGDB WATER BOTTLE
\$12.99



BGDB SHOP GIFT CARD
from \$25.00



BGDB ENGRAVED STEM CAP

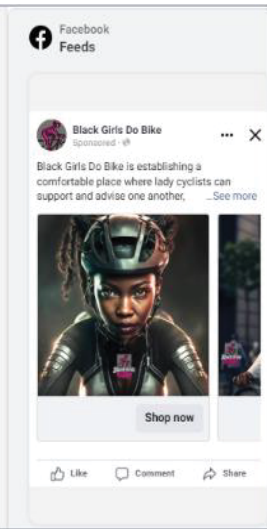
Creative

Ad creative
Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Carousel cards
4 of 10 cards added

- 0644B090-669E-4011-8107-080F6D6BD759 2.jpg
Enter headline, description and URL
- eZy Watermark_05-12-2022_04-12-53PM.JPG
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- 1546FE5A-4983-4AA0-80B0-4ED49DECB897.JPG
Enter headline, description and URL
- eZy Watermark_08-12-2022_06-04-17AM.PNG
Enter headline, description and URL


+ Add cards



Facebook Feeds

Black Girls Do Bike
Sponsored · 18

Black Girls Do Bike is establishing a comfortable place where lady cyclists can support and advise one another. ...See more



Shop now

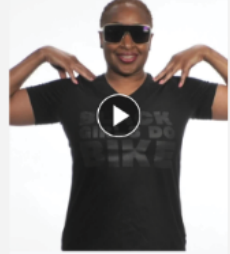
Like Comment Share

Edit

Facebook Feeds

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hgfblog.squarepace.com
Celebrating 10 Years

Shop now

Like Comment Share

See variations

Primary text

Black Girls Do Bike is establishing a comfortable place where lady cyclists can support and advise one another, organize rides and promote skill-sharing. We hope to demystify cycling and be a liaison to help usher new riders past barriers to entry and into the larger cycling community. We rejoice when women choose cycling as a tool for function, fitness, freedom, and fun!

Go on, check out our gear!

Headline

Celebrating 10 Years

From Cycling Jerseys to Bottoms - Check Us Out

Shop The Best Cycling Gear Now

Want to Look Fly on Your Bike?

Performance Gear for Active Ladies

TESTIMONIAL

"My experience with HBT Digital Consulting in managing my campaigns was thoroughly professional. They demonstrated exceptional expertise and attention to detail, ensuring that each aspect of the campaign was handled with care. I was particularly impressed with their responsive communication and ability to adapt to changing needs. Based on this positive experience, I would certainly hire them again for future projects."



Monica G., Black Girls Do Bike



RJ Huebert
Owner and Managing Principal

**CONTACT HBT DIGITAL AND INCREASE
YOUR LEADS AND SALES TODAY!**

GET STARTED

