**Vibrant Bike’s Store**

Student’s Name

Institutional Affiliation

Course Name & Number

Instructor’s Name

Due Date

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The Vibrant Bike’s Store is an imaginary company that connects customers to manufacturers locally and abroad. The company ships all types of bicycles which include race and kids tricycles. The store sells spare parts and bikes’ accessories such as helmets, speedometers, costumes, pedals, lights, horns, and reflectors. Besides, the company offers guidance on the importance of regular exercises and consistency in cycling for better race performance. Moreover, the firm focuses on teaching cyclists how to set their saddles correctly and the best frame sizes for different height categories. Moreover, designing schedules for busy business people who hardly find time for exercise. The outline below describes the challenges and online ad design decisions made for the Vibrant Bike’s Store.

There are several decisions made during the design process. For instance, one had to identify the target audience of the online banner. The audience was workout, cycling, and bike racing enthusiasts. Besides, those interested in less painful ways in cutting weights. Identifying the audience helped in the main design of the ad. First, the collection of necessary images was essential such as bicycles and accessories. To create a better engagement with potential customers using human faces was put into consideration. Secondly, developing a very persuasive fresh and SEO content for the ad (Bezoyski, 2021). It was necessary to bring a very straightforward context, which was short and precise. It would aid in the better cognitive ability of the users. It can persuade even engaged audiences, especially those either driving or walking. Finally, the design arrangement of both content and images. Bigger dimensional ads were better for better visibility of content, resizing of images, and focal focus. It prevented overpopulating the ad, making it easier for the audience to find it attractive and legible.

The ad design faced several challenges during the development process. First, there was a stiff competition by other companies supplying similar products. The online designs used were static, but other companies use very flashy and dynamic designs (Lagiewski & Kesgin, 2017). Winning the online users calls for very persuasive and high creativity. One needs to think an extra mile in placing a very attractive title that gives users the urge to read the content. It becomes difficult to break down information and pick the most critical sections for the ad. Besides, one may put a particular price of a product that may depreciate as technology evolves (Mejía-Trejo, 2021). New bike developments and designs frequently occur, depreciating prices of an already existing product in the market. Besides, Vibrant Bike Store has to keep on regenerating ads to fit the current market needs and update prices. Customers love comparing prices of similar products; for instance, in our case, comparing Giant bikes prices between Vibrant Bike Store and Giant manufacturer’s store. Moreover, choosing an attractive but visible background to suit all kinds of viewers was relatively difficult. One had to take much time redesigning until a perfect fit was chosen.

In conclusion, Vibrant Bike Store online ads can aid in increasing traffic in the firm. People have the urge to lose weight, win races, and passionately cycle. The ad design for our company had bigger dimensions, fresh and search engine optimization content to suit the cognitive ability of potential buyers. In contrast, challenges were faced during the design process. They included selecting the best backgrounds, content, and design arrangement. Moreover, competition by other firms which used flashy and dynamic images in their design to attract customers. Moreover, the demand to consistently regenerate ads to the increased technological changes in the cycling supplies sector affected product pricing.

**References**

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