

FOR IMMEDIATE RELEASE
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MOTORCYCLE TRAVELER AND WRITER OFFERS FREE NEWSLETTER CONTENT SERVICE TO ALL POWERSPORTS DEALERS

JANUARY 7, 2013 (Idaho Falls, ID) . . . Alisa Clickenger (MotoAdventureGal) announces free professionally written content for motorcycle dealerships to use in their newsletters and email campaigns.

Geared towards educating and inspiring female riders, content in the monthly “Ask MotoAdventureGal” column will feature topics in a question-and-answer format. Topics will address general riding, motorcycle travel concerns, and motorcycle gear. Content is not brand specific and includes all makes, models, riding styles, and brands of motorcycles and apparel.

“The ultimate goal is to get more women on the road and riding their own bikes. How do we do that? Through education and information. By building community. By becoming a resource,” says Clickenger. “Through my ‘Ask MotoAdventureGal’ column, I give riders, particularly women, the knowledge they need to walk into a dealership and ask the right questions so they can get the right answers. It’s about offering advice, building confidence, and offering a woman’s perspective from almost two decades of solo motorcycle travel.”

The column is published on the 15th of every month via email. It arrives in dealer’s email inboxes and is as simple to use as cut and paste. The question and answer column format can be inserted into new or existing communications. Dealerships are encouraged to use the free content in their newsletters, email communications, and on their web pages, and can access content from previous ‘Ask MotoAdventureGal’ columns. The information is timeless, although it can be seasonal in nature.

“My ‘Ask MotoAdventureGal’ column is a great way for dealerships to leverage my third-party knowledge for their customers in a way that doesn’t seem like it is coming from a pure sales angle. The win for dealerships is that it gives them easy access to quality content written by a professional rider and writer. The win for me is that I get to market my projects through their communications, which helps get more riders on the road, and which ultimately helps the entire industry. It’s a win for everyone,” adds Clickenger.

The “Ask MotoAdventureGal” column is free to any motorcycle or powersports company. In exchange for using the syndicated content, the dealership must agree to publish a short paragraph on upcoming MotoAdventureGal motorcycle tours and events.

To sign up for the free content, go to this web address:
<http://motoadventuregal.com/blog/motorcycle-dealer-column-content-for-newsletters/> or email Clickenger at DealerContent@MotoAdventureGal.com.

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