

Guide

# Higher conversion in 5 steps

How to show your  
customers your  
sustainable delivery  
system



**Cyclon**

# Introduction

We have all kinds of ready-to-use materials for marketing and communication teams, with which they can easily communicate their reasons for bike delivery. Very convenient!

Most Dutch people believe sustainable delivery to be important\*. And bike couriers are seen as the best option by Dutch people.

In this document we will provide some practical tips for informing customers about your sustainable deliveries.

In this document:

<b>1. Show the delivery options on your home page</b>	<b>3</b>
<b>2. Mention Cycloon at checkout</b>	<b>4</b>
<b>3. Create an FAQ-page</b>	<b>7</b>
<b>4. Communicate your sustainable choices</b>	<b>8</b>
<b>5. Use our media kit</b>	<b>9</b>

Good luck!

\*Source: [Thuiswinkel Duurzaamheid Monitor 2022](#)

# 1. Show the delivery options on your home page

Web shop visitors decide in less than 10 seconds if they're willing to make a purchase on your site. If they know what to expect in the blink of an eye, it helps smoothen this process.


## Important delivery options:


- cut-off time
- delivery time
- shipping & return costs
- delivered sustainably by Cyclooon


Does your homepage show all possible delivery options? Let's add the Cyclooon logo there!










**Contact info**

 085 - 27 33 273

 info@cyclooon.eu




 Floresstraat 9  
8022 AD Zwolle

**Tip:** make your icons **clickable** and refer to the information (see chapter 3).

**Delivery methods**

Adding **icons in the footer** makes it clear that your order will be delivered by bike courier.



Just in

Sale

Designers


Clothing

Sport

Shoes

Accessories



 Free sustainable delivery & returns

Explain what you do to ensure a **sustainable supply chain**.

Simplify your customer's experience by adding pages in **your footer**.

### Company name

Over <company name>

[Corporate Responsibility](#)

Foundation

Press

Vacancies

Brand protection

Gift Cards

### Info

Contact

Frequently Asked Questions

[Where is my order/package?](#)

[Delivery](#)

Returns

To order

Payment

Consider mentioning your sustainable delivery options in **the header**.

## 2. Mention Cyclooon at checkout

Checkout is the most important page of any web shop. On this page, the customer runs their last inspection before completing their purchase. So, it must be crystal clear what they're paying for.

### Make sure that the following is evident:

- Which products are ordered
- Which delivery options are available
- Which payment options are available

Because sustainable delivery is important to you, you'll mention it prominently at checkout. Make sure that the delivery options are installed properly.

The order of your delivery options are an indication of your preferences. The **top choice** should be **first choice**.

Have Cyclooon **pre-selected**. Every click is one too many.

Mention the **delivery time**.

Don't forget to mention USP's, such as **carbon-neutral, bike courier**.

The screenshot shows a checkout page titled "Payment" with a sub-header "Choose delivery method". Below this, there is a "Delivery zip code" field containing "1234 AB". Under "Shipping methods", three options are listed:

Shipping Method	Delivery Details	Cost	Icon
<input checked="" type="radio"/> <b>Cyclooon</b>	Delivered in 2 business days Bike delivery - Free for orders over €40,-	Free	Cyclooon logo
<input type="radio"/> <b>Home delivery</b>	Delivered within 2-4 business days Free for orders over €40,- Saturday delivery	Free	Home delivery icon
<input type="radio"/> <b>Evening home delivery</b>	Delivered within 2-4 business days Fossil free delivery - Saturday delivery	Free	Evening home delivery icon





At the bottom of the shipping methods section, there is a "More information" dropdown arrow.

Mention the **delivery costs** for the customer. **Free?** Definitely mention that!

You can also state that Cyclooon delivery is **chosen most frequently**.

Download all icons and texts [here](#)

With a **bike icon**, you can emphasize the package is delivered sustainably!



Shipping methods	Company name
 <b>Cyclooon 5PM - 10PM</b> 1 business day	FREE
 <b>DHL evening 6PM - 9PM</b> 1 - 2 business days	FREE
 <b>DHL 9AM - 6PM</b> 1 - 2 business days	FREE
 <b>MA - VR before 12AM, same day delivery</b> Today	€ 1,95

**Check and pay >**






Clearly show the expected **delivery moment**: between 5PM and 10PM.


**Sustainable is not more expensive!** Show that you choose for a sustainable form of deliveries **free of additional charges**.

Show a **bike courier icon** in the delivery flowchart. Show that you deliver sustainably!

**L** Logo
 

**Shipping and payment options**


 Nick Snoek  
Floresstraat 9  
8022 AD Zwolle

**Total amount**


Subtotal	€ 9,95
Delivery	€ 4,99
Including VAT	€ 1,73
<b>Total amount</b>	<b>€ 14,98</b>

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**1. Choose delivery method**



**Quick and sustainable delivery by Cyclooon bike**  
Same day delivery  
+ €2,49



**Quick and sustainable delivery by Cyclooon bike**  
Ordered before 10PM on a business day?  
Delivered in 1 - 2 business days  
Free for orders over €18,95



Ordered before 10PM on a weekday?  
Delivered in 1 - 2 business days  
Free for orders over €18,95

Download all icons and texts [here](#)

# 3. Create an FAQ-page

We receive a lot of questions regarding our delivery methods. Do you cycle from Groningen to Amsterdam? What about snow or rain? Are fridges delivered by bike? These are just some examples of questions that we, and our customers, often hear.

Help your customers by setting up a page with all the information regarding your delivery process.

You can usually find this page in the footer of the website.

We have already collected a couple frequently asked questions and answers. You can use these ready-made texts on your own website!

## How do Cycloon bike couriers work?

A bike courier grabs your package from our depot and brings it to a hub at the edge of the city. From there, your package travels by sustainable car to the sorting center and from there on it is transported to the hub at the edge of your city. A bike courier takes the package and delivers it at your doorstep.

## When do Cycloon bike couriers deliver?

The bike couriers deliver between 5PM and 10PM. We assume this is the most likely time for you to be home.

## Can I change the delivery details?

On the day of the delivery, you can change the delivery address until 2PM. If you want to change the delivery day, you can do so before 5 PM. Use this [link](#). You can also contact the Cycloon customer service. We are available at 085 – 27 33 273 from Monday to Friday between the hours of 9AM and 5:30PM. Keep your track & trace code at hand so you can be assisted to the best of our abilities..

You can find the complete list of FAQ's in our [online media kit](#).

## 4. Communicate your sustainable choices

Everything taken care of? Almost. Okay, your customers can choose a sustainable delivery option, but you can involve them even more if you integrate this choice in all the marketing materials. Then your sustainable choice becomes a powerful message and marketing tool.

Really? Yes, most Dutch people think sustainable delivery to be important\*. The bike courier is seen as the best option in this sense. In communicating sustainable delivery options you make sure that potential customers understand why buying from you is the best option.

### Start with the website

Chances are that there's not a big pile of money somewhere available for a sustainability campaign. Although your website centers around selling products, we recommend adding a page about sustainability. By starting this conversation, you invite customers more or less to take part in your sustainability mission. Tell them about your choices and inspire them!

Every year we share our [social and sustainability report](#), in which we explain our choices about, for example, real estate, purchasing and our car park. But try to keep it simple. Just explain everything you do.

What to post on a sustainability page? Have a look at some examples from companies with such pages: [NA-KD](#), [Otrium](#) en [bol.com](#).

### Communicate sustainability in every possible way

It's important to realize that people want to make the sustainable choice and they are more attracted to sustainable brands. If customers see that you are a sustainable enterprise, they are more likely to buy from you. That's why it's vital to keep communicating this message.

Take business cards, social bio's, brochures, packaging, and email signatures, for example. All of these can carry the message that you are a company that makes a conscious choice for sustainable delivery.

The more times your message is out there, the higher the likelihood it gets picked up by potential customers.

Don't forget to post an update on your socials or in a newsletter every now and then. For instance, a cool picture of an in-shape bike courier. A good picture can draw the customer into your story in a jiff.

Keep repeating your message. It's that discipline that makes the world a continually more sustainable place. Just like us. **Cycling the world a better place (together).**

\*Source: [Thuiswinkel Duurzaamheid Monitor 2022](#)



## 5. Use our media kit

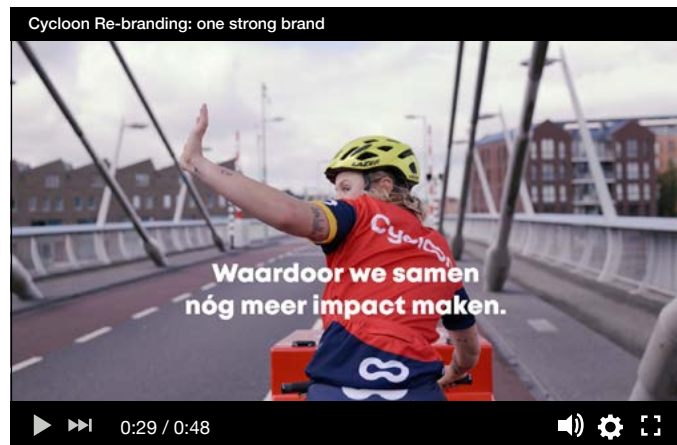
At Cycloon, we're proud of every customer choosing to deliver sustainably by bike couriers. We also believe that our customers have every right to be proud of their choice. **And we're not shy about it!** That is why we've created a **royal media kit** containing various materials to be used on your website, social media and other communication platforms.

### Download ready-made

- logos
- icons
- photos
- videos
- quotes
- press releases
- social media posts
- ...

Feel free to use all the available materials to show that you take part in sustainable deliveries. Take a look at the full media kit [here](#).

Our media kit is continuously evolving. Missing something? Email [info@cycloon.eu](mailto:info@cycloon.eu), so we can try to assist you as best we can.



# Questions?

We are available between 9AM and 5:30PM.

Call us at 085 - 27 33 273 or send an email to [info@cycloon.eu](mailto:info@cycloon.eu)

For more information, visit [cycloon.eu](https://cycloon.eu)

The logo for Cycloon, featuring the word "Cycloon" in a bold, red, sans-serif font. The letter "o" is stylized as an infinity symbol. The logo is positioned in the bottom left corner of the page, which has a white background. A large, white, curved shape is visible in the background, extending from the bottom left towards the right side of the page.

**Cycloon**