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InSight Marketing Hired To Promote Electric Bike Manufacturer

Harrison, New York – May, 2014 -- InSight Marketing (ISM), a marketing consulting firm based in Harrison, NY, has been retained by Revolve Electric Vehicles to provide marketing services for its line of electric bicycles (e-bikes), scooters and electric vehicles.

In addition to manufacturing high-quality electric bikes and scooters, Revolve Electric Vehicles, a New York City based company, is also committed to providing expert service and repairs through its dealer network – and a major supplier of spare parts for all brands of electric bicycles.

With three solid years behind them, Revolve is proud of its high quality and environmentally friendly e-bikes and scooters.

InSight Marketing is currently developing an integrated marketing plan that will kick off with a public relations campaign to build brand awareness for Revolve. The campaign will initially focus on the NY Metro area and then will roll out across the US. In addition to the PR campaign, InSight Marketing will also redesign the company's website and launch a print and online advertising campaign and social media effort.

Melissa Gasson, of Revolve, agrees with Insight Marketing's President, Rocco Cipriano's new vision for the Revolve website: "The website is priority #1" said Melissa. The redesign will tell the story behind Revolve e-bikes and scooters with an aesthetically pleasing and user friendly design, a location finder for Revolve dealer/retailers and links to Amazon and Tao Bao for direct consumer sales.

"Five years ago nobody knew about electric bikes. That is starting to change." Tony Gasson, owner of Revolve commented. "Revolve has come to the right place and the timing is ideal" said Rocco "We would like to use the momentum of the building e-biking trend with its layered benefits with our effective marketing efforts to help boost awareness and profitability of the Revolve brand."

InSight Marketing is a marketing consulting firm based in Harrison (Westchester County) New York. The agency specializes in small and mid-sized companies pursuing branding, marketing, advertising, PR, direct and online marketing solutions. InSight Marketing combines sharp, strategic focus with award-winning creative to ensure winning results for their client's marketing and promotional programs.

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