

# Marketing strategy for DRIVAS

Here's a comprehensive marketing strategy for Drivas:

## 1. Define Your Target Audience:

- Identify the primary and secondary target audiences. In this case, it includes drivers, passengers, and anyone concerned about drunk driving.

## 2. Branding and Positioning:

- Develop a strong and memorable brand for Drivas that conveys the app's mission and commitment to combating drunk driving.
- Position Drivas as a reliable, easy-to-use, and life-saving tool for preventing drunk driving incidents.

## 3. App Development and Testing:

- Ensure that the Drivas app is user-friendly, intuitive, and reliable. Conduct extensive testing to eliminate bugs and usability issues.

## 4. Collaborate with Organizations:

- Partner with local organizations, NGOs, law enforcement agencies, and road safety advocates that share a common goal of reducing drunk driving incidents. **(Organisations like aware.org and arrive-alive)**

## 5. Content Creation:

- Create compelling and educational content to raise awareness about the dangers of drunk driving. This can include blog posts, videos, infographics, and social media content.

## 6. Social Media Marketing:

- Establish a strong presence on social media platforms, particularly those popular in South Africa (e.g., Tik Tok Facebook, Twitter, Instagram).
- Share informative content, user stories, and testimonials to engage and educate the audience.
- Use targeted advertising to reach specific demographics, such as **young drivers or event-goers.**

## 7. Influencer Partnerships:

- Collaborate with local influencers, bloggers, or public figures who are passionate about road safety and can help promote the app.**(very important)**

## 8. PR and Media Relations:

- Reach out to local media outlets, including newspapers, radio stations, and TV channels, to share press releases and stories about Drivas.( but for now we can just use social media and local radio stations)
- Host press conferences and awareness campaigns to attract media attention.

#### **9. Community Engagement:**

- Organize community events, workshops, or seminars on road safety and the dangers of drunk driving.
- Engage with local schools, colleges, and universities to promote the app among young drivers.

**10. User Incentives:** - Offer incentives to users who refer friends to download and use the Drivas app, such as discounts on ridesharing services, free access to premium app features, or branded merchandise.

**11. Data Analytics and Feedback:** - Collect data on app usage, user feedback, and the impact of Drivas in reducing drunk driving incidents. - Use this data to make improvements, refine the marketing strategy, and demonstrate the app's effectiveness.

**12. Government and Law Enforcement Collaboration:** - Collaborate with local authorities and law enforcement agencies to integrate Drivas data into their efforts to combat drunk driving and enforce stricter penalties.

**13. Continuous Education and Awareness:** - Maintain an ongoing campaign to educate the public about the dangers of drunk driving, even after the app gains popularity.

**14. Metrics and Evaluation:** - Regularly measure key performance indicators (KPIs) such as app downloads, user engagement, incident reduction rates, and user feedback to assess the effectiveness of the marketing strategy.

Remember that combating drinking and driving is a sensitive issue, and your marketing strategy should prioritize empathy, education, and community engagement. By focusing on these aspects, Drivas can make a significant impact in reducing drunk driving incidents in South Africa.