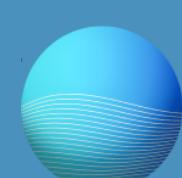


Book Dream Cars  
Conveniently, and  
Exclusively Online

---

MYRIDE



TECH BAY<sup>•</sup>  
SOLUTIONS CASE STUDY

01 — A small, thin-lined circle containing a black dot, positioned at the end of a horizontal line.

# Contents

**03 About RentMyRide**

**04 RentMyRide's Predicament**

**05 Techbay's Game-Plan**

**06 Techbay's Solution Implementation**

**09 Techbay's Ingenious Digital Marketing**

**14 Results**



# About RentMyRide

RentMyRide provides exceptional car rental services in Dubai.

- They are the leading hassle-free online luxury car rental company, offering a wide range of world-class luxury cars.
- They offer quality services and are known for their professional work-ethic.
- Customers can easily book a car online which shall be delivered to their location.

RentMyRide joined Techbay to create an online platform that made the experience of car booking and payment seamless.



# RentMyRide's Predicament

RentMyRide had three objectives when coming to techbay.

- To have an easily accessible and responsive website.
- A dire need for a secure and reliable online payment system.
- A full-blown Digital Marketing Strategy to have a strong and commanding online presence.

Web, iOS, Android,

Full stack engineer,

Social media management,

Branding and PR,

UI/UX, SEO, PPC



# Techbay Game-Plan

Techbay formulated a three-step solid action plan for RentMyRide's dilemma.

## Research

- An analysis of the online competitors was carried out in-depth through Google and social media platforms.
- The purpose was to identify customers' and their behaviours, in order to create a strategy that targeted the right audience.
- We listed and identified the unique selling points of the company that made them stand out which were efficacious factor in increasing leads.

## Planning

The action plan was to transform the website into an ideal user experience, that guaranteed to captivate the visitor's attention. For boosting traffic, our focus was to create impeccable ads that turned 'cold prospects' into 'hot customers'. The aim was to develop an elucidating social media presence for RentMyRide by creating a customised theme for each platform.

Branding and PR is always an essential aspect of our strategy. For RentMyRide, we created a marketing strategy geared towards expanding the company's customer base.

## Execution

Techbay delivered the above-mentioned game plan accompanied by campaign monitoring, daily analytics and reporting during the course of the project. The plan execution was supplemented with unique content creation, engagement metrics, ads management, and performance review.

# Techbay's Solution Implementation

## Design (UI/UX)

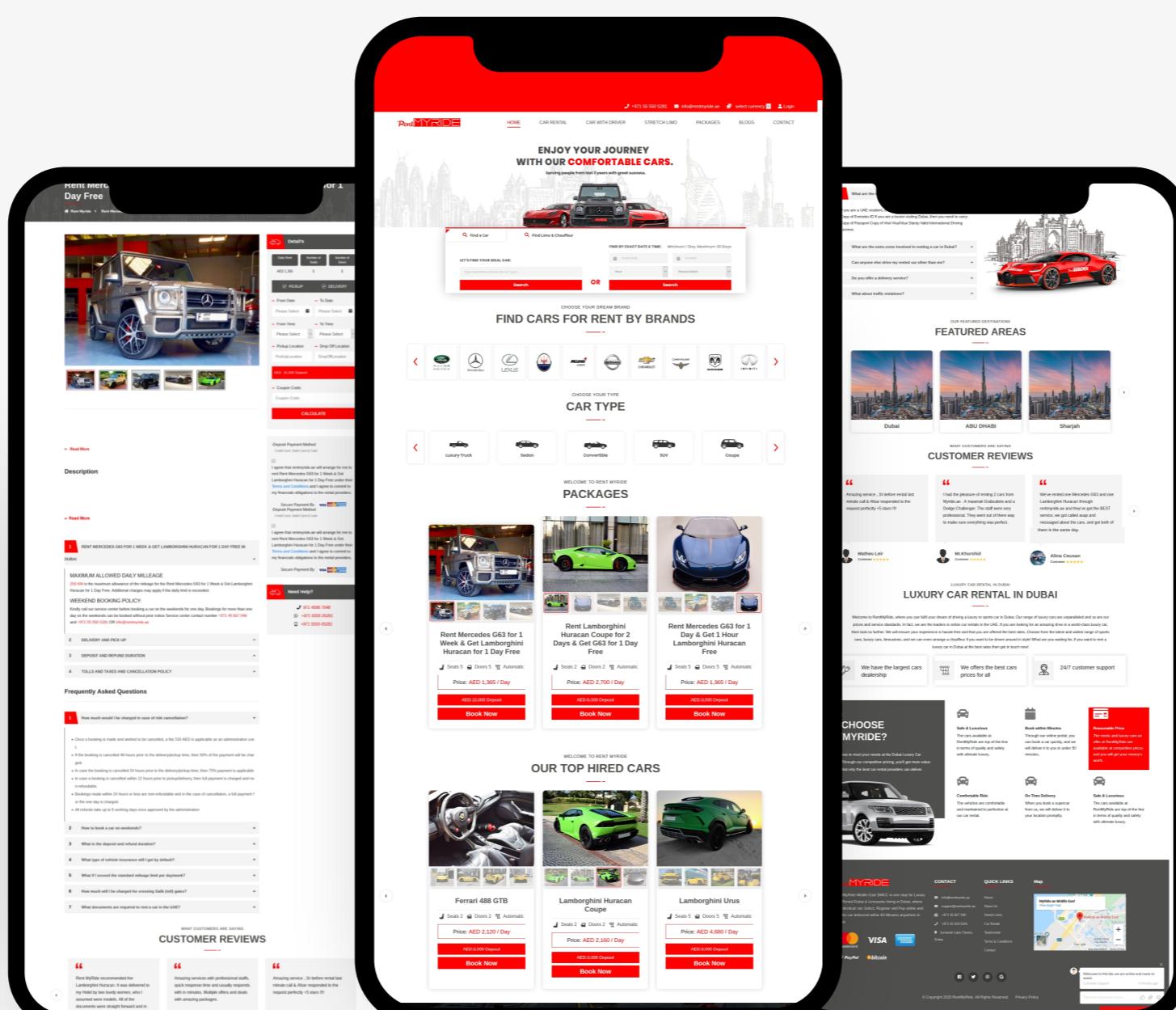
The first aim was to design a website that presented a unified user experience. Our team strategized their attention to details in all aspects of the website from layout to placement of CTAs (Call To Action).

### Prototyping

A wholesome content strategy drove the new cohesive web design. Our expert designers created an engaging product catalogue which included the fleet of cars the company offered. While designing the new website, our team's sole purpose was to make the information readily accessible to the user.

### Style Concepts

The logo, colours, and typography were modernised to represent the company's luxury image. Our team's objective was to keep the website simple yet add vibrant splashes of colour, and supplementary photography.



## Website Development

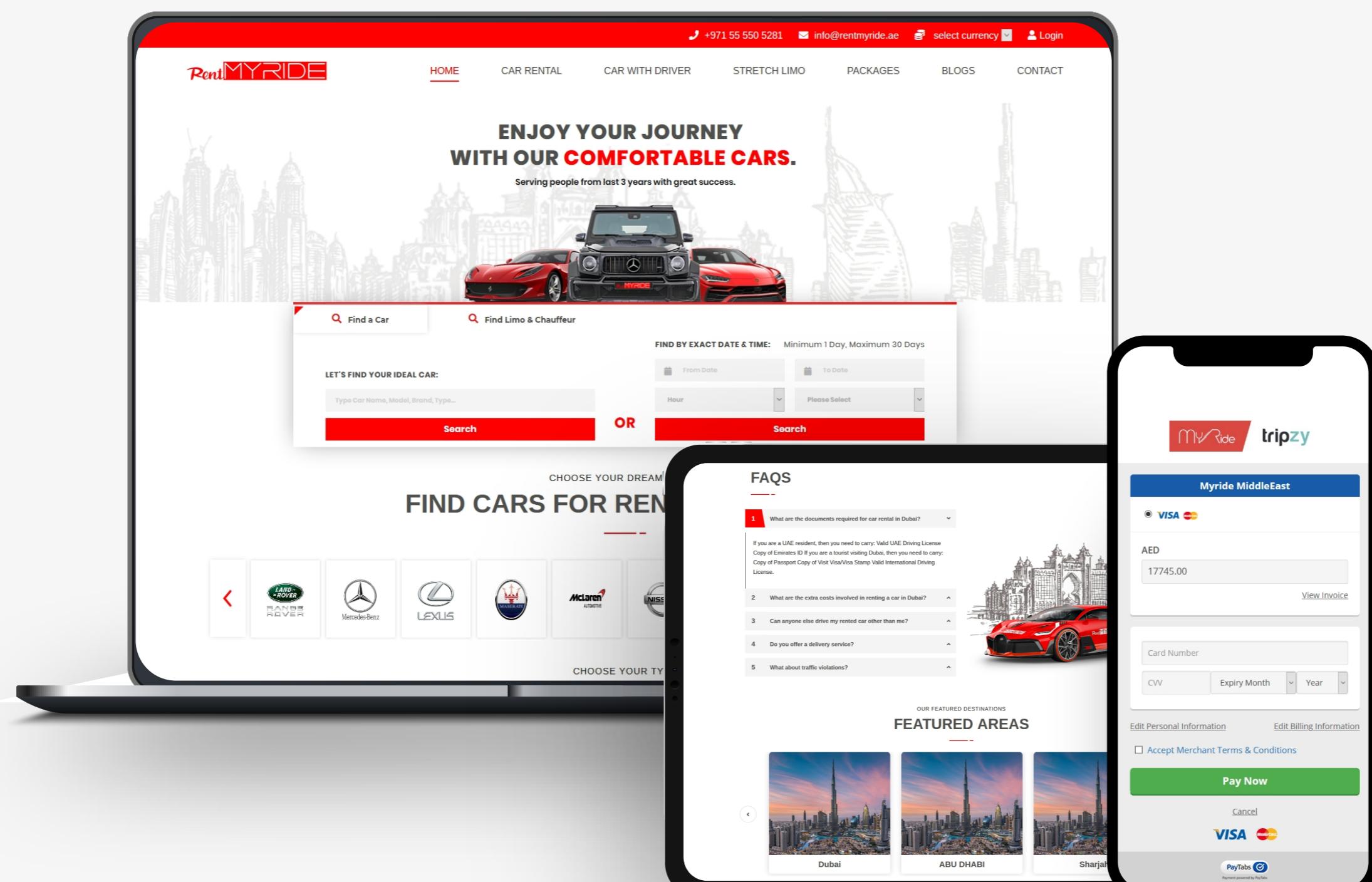
In terms of website development, our proficient team focused on website speed, seamless functionality, and user experience. To ensure that the website works well, we used advanced technologies, including Visual Studio, SQL Server, and AWS Server.

### Full-Stack Engineering

To make a functional and user-friendly website, our developers used the following:

- .NET language as the primary development tool
- The Amazon Web Services (AWS) in the backend
- The SQL database enabled our engineers to obtain and control complex data.
- The C# language was used to fulfil the multifaceted website engineering requirements.

These efficient engineering tools allowed the website to load over multiple platforms, increasing its accessibility.



## Branding & PR

Techbay Solutions worked closely with RentMyRide to develop new branding and PR strategy. The company needed interactive experience along with a modern, effortless, and premium aesthetic.

- We ideated and developed visual concepts including a logo, a colour palette, and novel typography that formed the new brand identity and captured the brand essence.
- We produced original photography and videos to showcase company services authentically.

The strategy for the visual identity was to develop a distinctive brand image that would be bold, fun and evoke feelings of luxury and comfort in viewers.



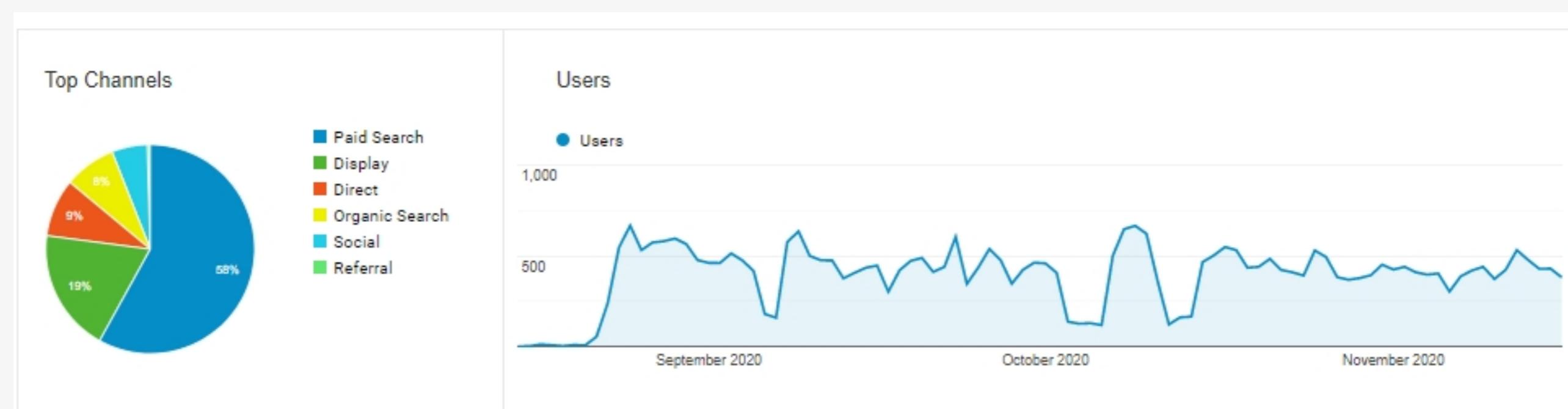
# Techbay's Ingenious Digital Marketing

## Search Engine Optimization

Technical implementation of search engine strategies is a great marketing tool to expand a business. The SEO strategy for RentMyRide included:

- Site migration
- Technical audits
- Off-page backlinking campaign
- On-page meta

All these SEO efforts were backed up with an ongoing social media campaign. Overall, we successfully increased and maintained traffic to the new domain 'RentMyRide'.



## Website Migration

One of the most critical tasks for SEO team was to migrate the company's old website domain to the new domain i.e. from 'MyRide' to 'RentMyRide'. The task at hand required meticulous approach ensuring no disruption to the ranking, no duplication among several other factors. To make the process error-free we implemented the following steps:

- Verifying Both domains in Google Search Console
- Compiling a list of all the URLs on the website
- Complete Audit of the website
- Gathering all the external links pointing to the old domain
- Generating a sitemap for the new domain
- Implementation of the 301 redirects
- Testing of the redirects
- Utilising the Google's Change of Address tool
- Submission of the XML sitemaps
- Updating all possible external links
- Creating fresh links to the new domain
- Checking website ranking & visibility
- Maintenance of the redirects for six months

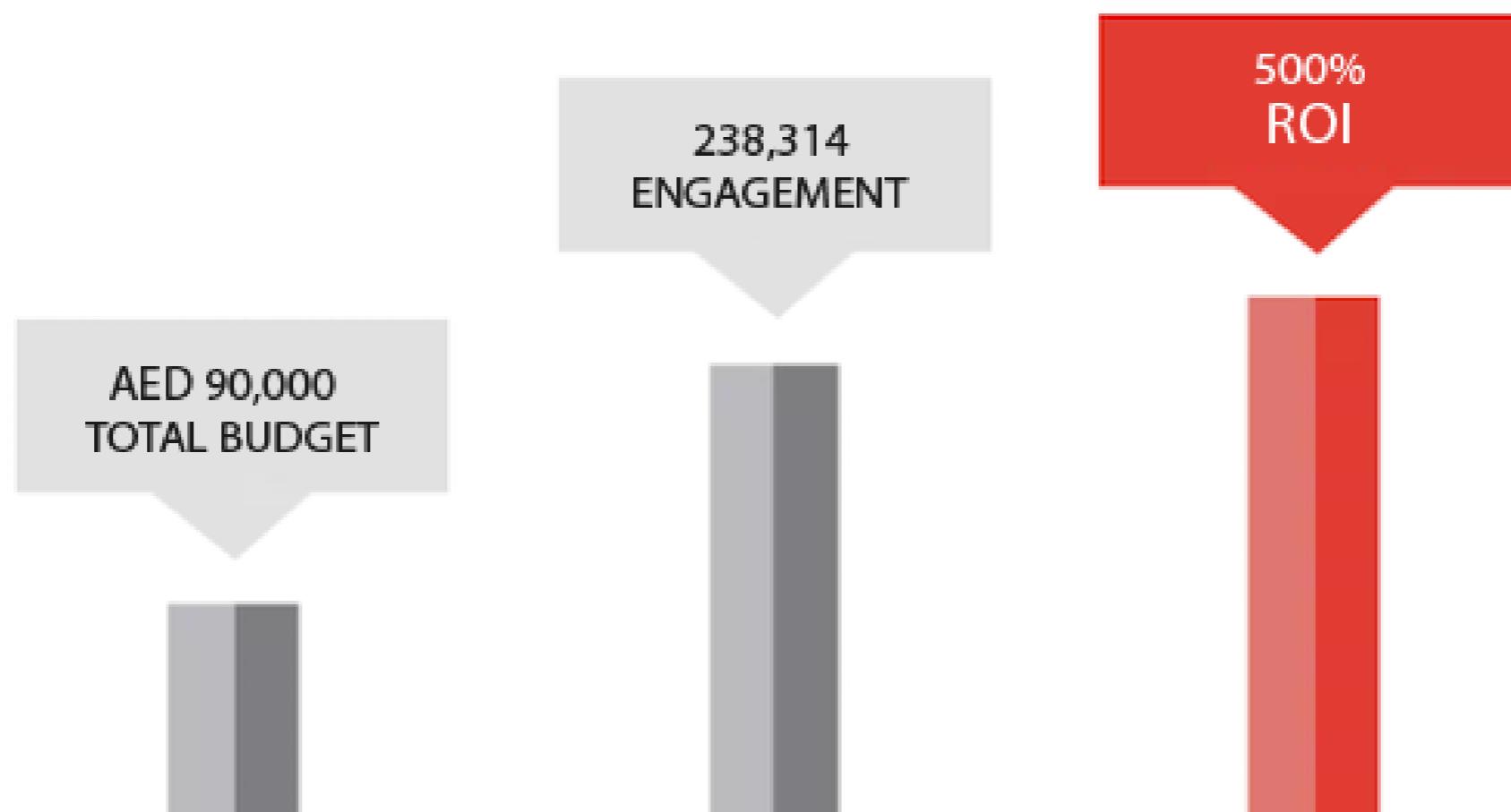
## PPC (pay-per-click)

To reach potential customers, Techbay developed efficient PPC strategy. We carried out complete keyword analysis, discussed PPC Ads + extensions with the client. Consequently, we focused on the following ads:

- Search ads
- Display ads
- Re-targeting ads

Our ads were designed around RentMyRide's unique selling points such as Zero Deposit and car delivery within 60-minute. Over a period of 3- months we were able to drastically increase engagement and ROI with a limited budget.

A screenshot of a Google search results page. The search query is "luxury car rental dubai". The results show approximately 7,440,000 results found in 0.73 seconds. The top result is a green-highlighted ad from "MyRide Luxury Car Rental Dubai - Zero Deposit Rent Daily/Hourly". The ad text includes: "Car Delivery in 60 Minutes. Select Car, Book & Pay Online. Competitive Rates. Huge Range. Online Selection, Booking & Payment. Book Now! Reasonable Price. Comfortable Ride. Book within Minutes. One Time Delivery. Safe & Luxurious. Drive 5000+ Premium cars · Luxury Rolls Royce Rental · Ferrari Rental Dubai".



## Social Media Management

SMM being one of the most in-demand marketing tools, it required an explicit methodology. We created a tailored strategy to revive the social media accounts according to contemporary trends.

- Our team conducted an extensive market research to understand social media user behaviour.
- Since RentMyRide offers luxury car rentals, we designed custom icons, images, and videos to attract social media users.
- We created a weekly schedule based on user analytics to publish content systematically.



## Paid Campaigns

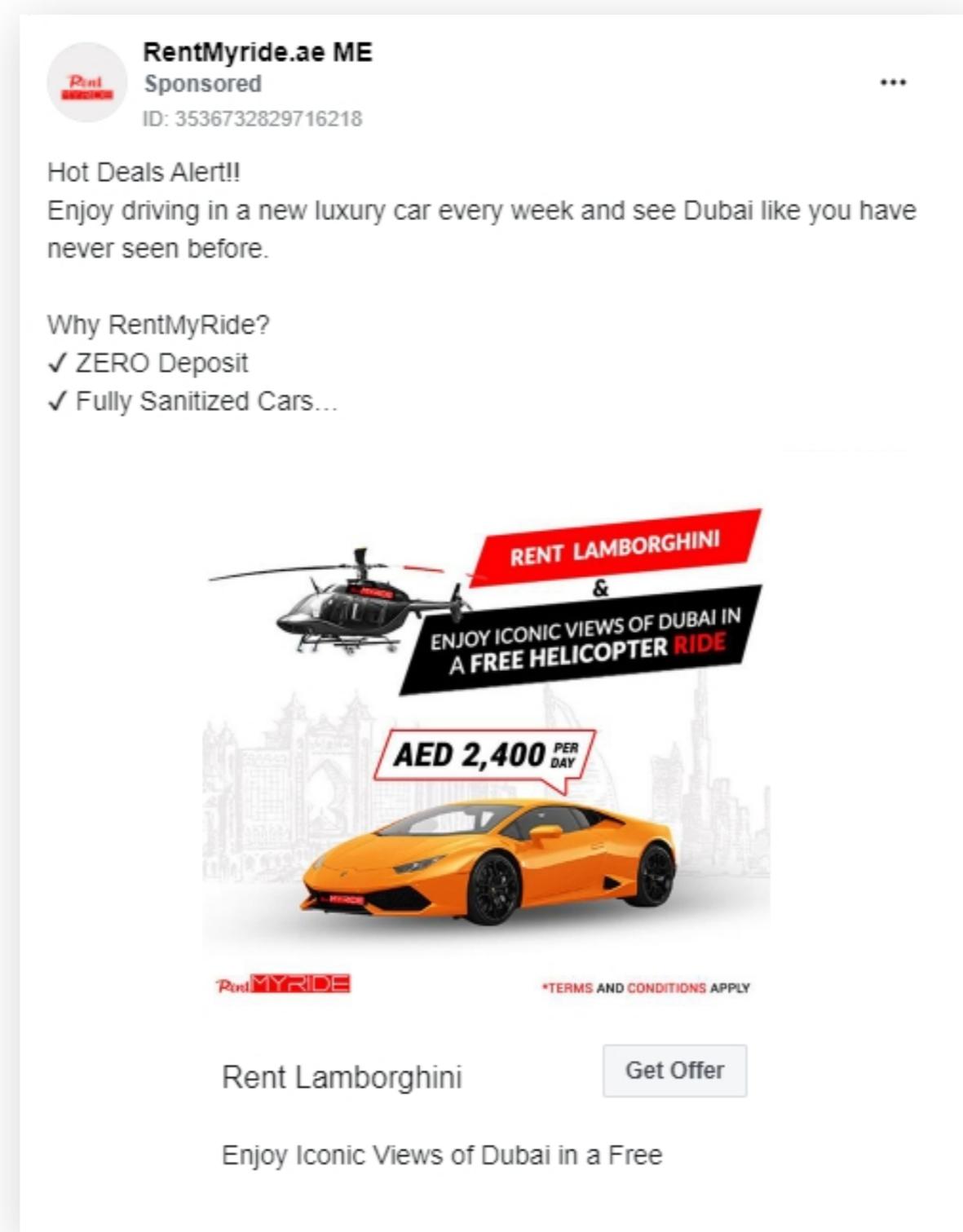
We ran paid campaigns including engagement ads to increase followers and engagement. Highlighting company's unique selling points, we focused on the following ads:

- Re-targeting ads
- Lookalike ads

Through paid campaigns we were able to dramatically increase RentMyRide's social media reach, impressions and ROI.

## 3-Month SMM Paid Campaign Results

Reach	<b>256,156 users</b>
Impressions	<b>1,522,203</b>
ROI	<b>300%</b>
Total Budget	<b>AED 8,772.72</b>



# Results

Techbay Solutions developed a fully functional on-demand website that meets the client's requirements. Customers can book luxury cars at any time and can pay online through secure online payment gateways.

Overall, with Techbay's assistance RentMyRide is able to reach more customers and expand their business.

