Creative Brief

Carbon

Carbon's goal is to provide a fleet of high end super cars to clients that would like more variety in their super car experience.

Our clients are current and prospective super car owners.

1. Carbon's business model is based on acquiring super cars at auctions and discount purchase situations and then offering them for fractional usage to our members. Member's pay the mean average finance value per month of the cars in stock. In return they can use the cars at their availability within the community.
    s. Carbon gains in acquiring equity in the cars and eventually accrued outright ownership. With varied inventory Carbon has a distinct advantage over rental operations and dealerships. No need for financing approvals. Excess inventory will be rented.

    w. Members will not have ownership of vehicles and will not gain equity. Vehicles will be used by other members.

    o. The creation of a new category in the super car industry. Access to new client base with no finance/ banking approvals needed.

    t. Super Car Rental companies attempting to copy or promote their own membership programs
2. The project will be creating a website to be the face of Carbon and a user-friendly access point for their clients. Our 3 main objectives for the site are to provide aesthetic pleasantries, user friendly accessibility, and to provide their clients with the necessary information.
3. "Our Clients for the site are the prospective members and short-term rental clients. The site should persuade them into the mindset that we trustworthy, professional, and most of all the place to give their business.
4. The site must have 5 pages. A "Contact" page with email, phone and address info listed(along with a map showing our location). An "About us" page containing our story, mission, and photos of our team. A "fleet" page showing photos of our inventory. A "Partners" page showing business that provide special perks to our members. Lastly, a home page with a slideshow of cars in our inventory with our tag line listed below, "Why settle, have it all".
5. Carbon has asked for this project to be delivered before 3 pm December the 10th.

Inspirations- https://www.mvpmiami.com/, https://www.oceandriveexoticcars.com/, http://southbeachexoticrentals.com/, http://www.mphclub.com/exotic-car-rental/, https://www.gothamdreamcars.com/exotic-car-rental/miami.

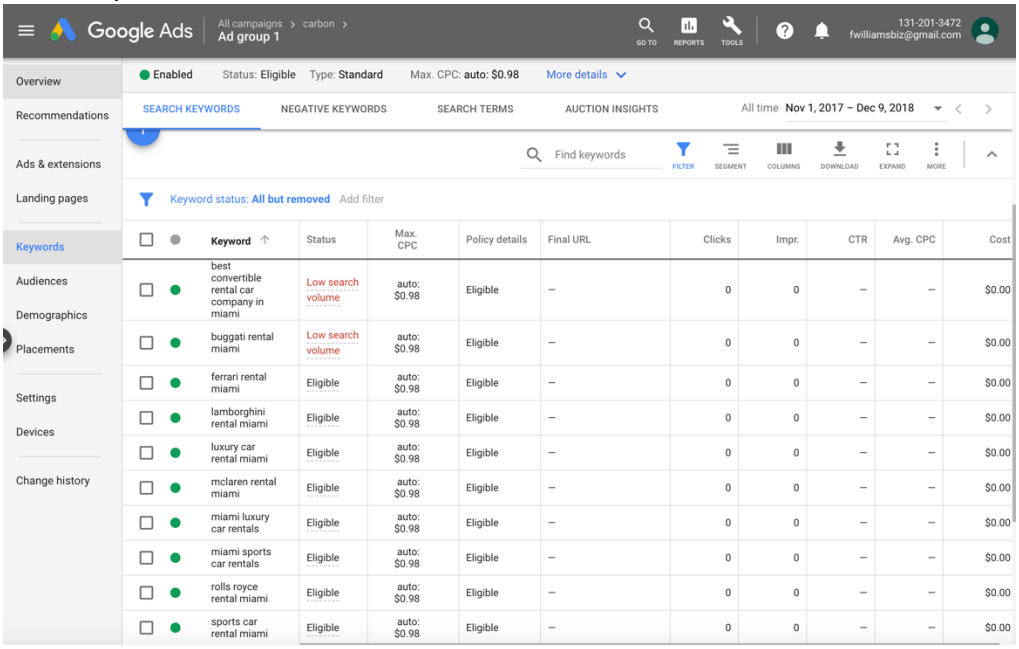
SEO/marketing campaign/google analytics

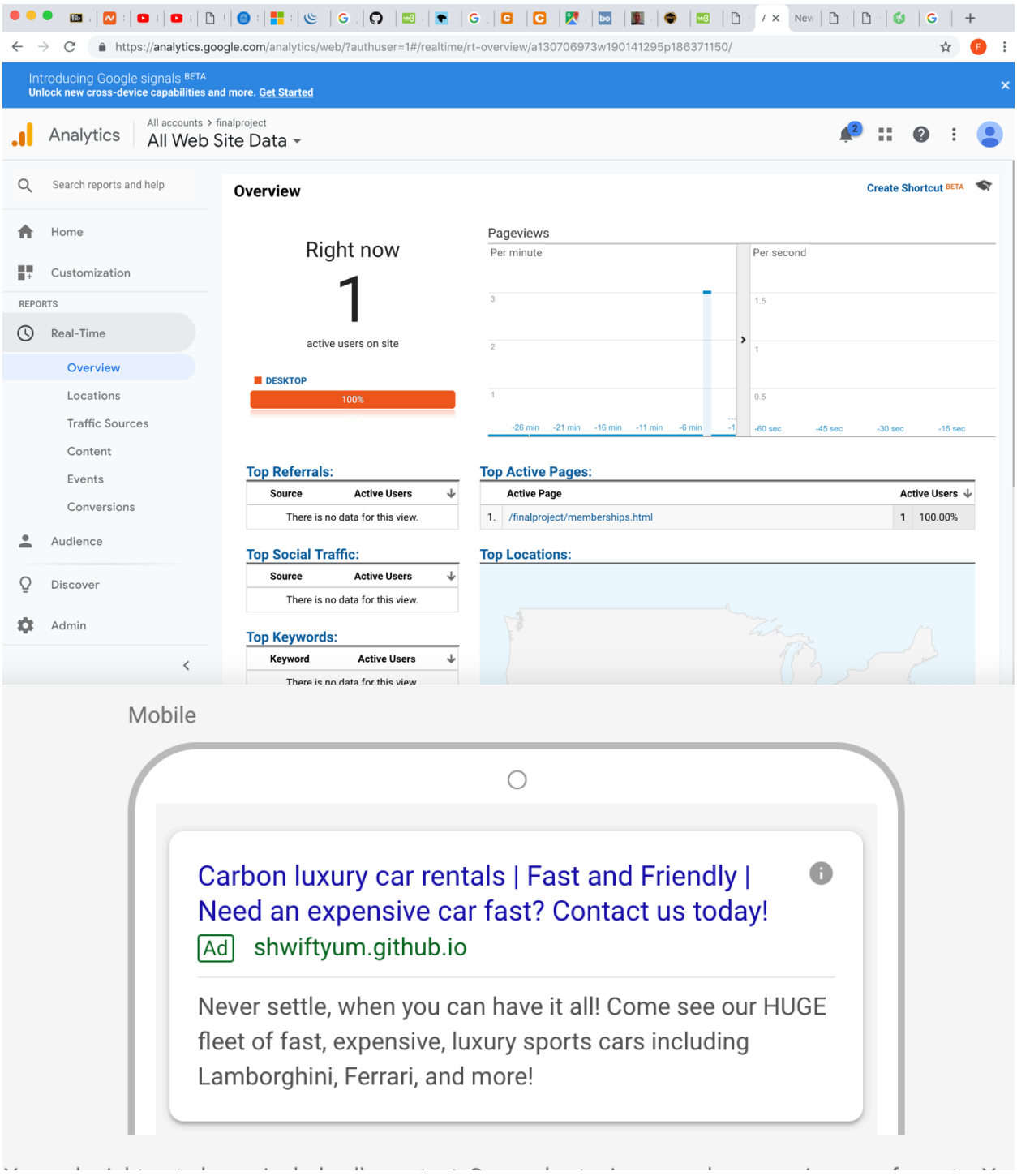
Using Google ad keywords related to luxury car rentals in the Miami area.

Targeting people who are also searching for hotels in the Miami area.

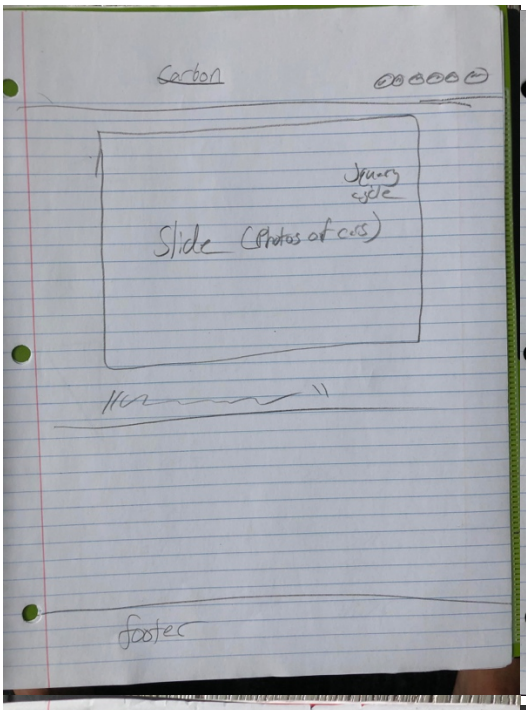
The budget will be set at a low 5-dollar number for testing purposes. Once analytics show the data for the keywords converting leads the best the budget will be adjusted appropriately.

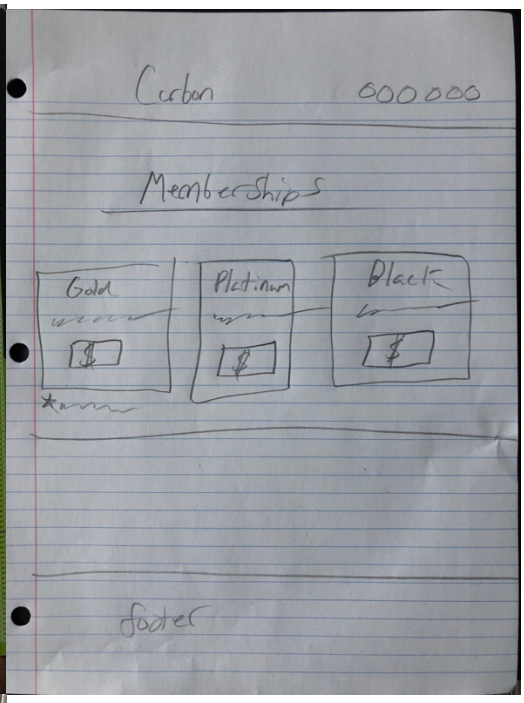
The duration of the add will begin at one week for testing. Based on results it will resume in definitely.

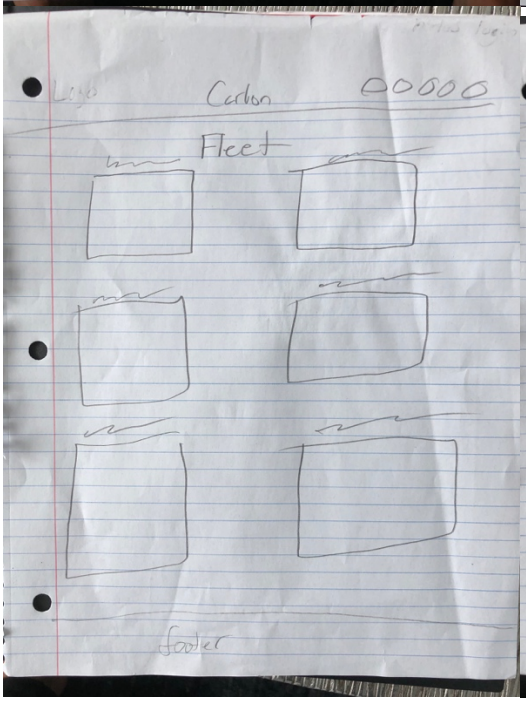


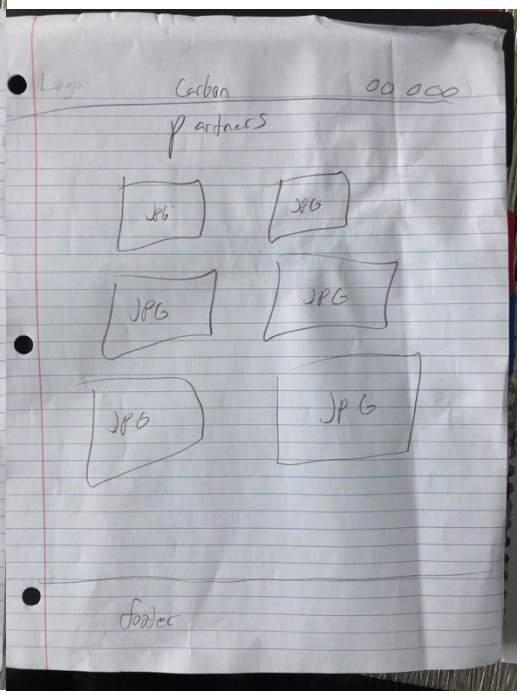

https://analytics.google.com/analytics/web/?authuser=1#/realtime/rt-overview/a130706973w190141295p186371150/
Introducing Google signals BETA
Unlock new cross-device capabilities and more. Get Started
Analytics
All accounts > finalproject
All Web Site Data
Search reports and help
Home
Customization
REPORTS
Real-Time
Overview
Locations
Traffic Sources
Content
Events
Conversions
Audience
Discover
Admin
Overview
Create Shortcut BETA
Right now
1
active users on site
DESKTOP
100%
Pageviews
Per minute
Per second
Top Referrals:
Source
Active Users
There is no data for this view.
Top Active Pages:
Active Page
Active Users
1. /finalproject/memberships.html
1 100.00%
Top Social Traffic:
Source
Active Users
There is no data for this view.
Top Locations:
Top Keywords:
Keyword
Active Users
Mobile
Carbon luxury car rentals | Fast and Friendly | Need an expensive car fast? Contact us today!
Ad shwiftyum.github.io
Never settle, when you can have it all! Come see our HUGE fleet of fast, expensive, luxury sports cars including Lamborghini, Ferrari, and more!

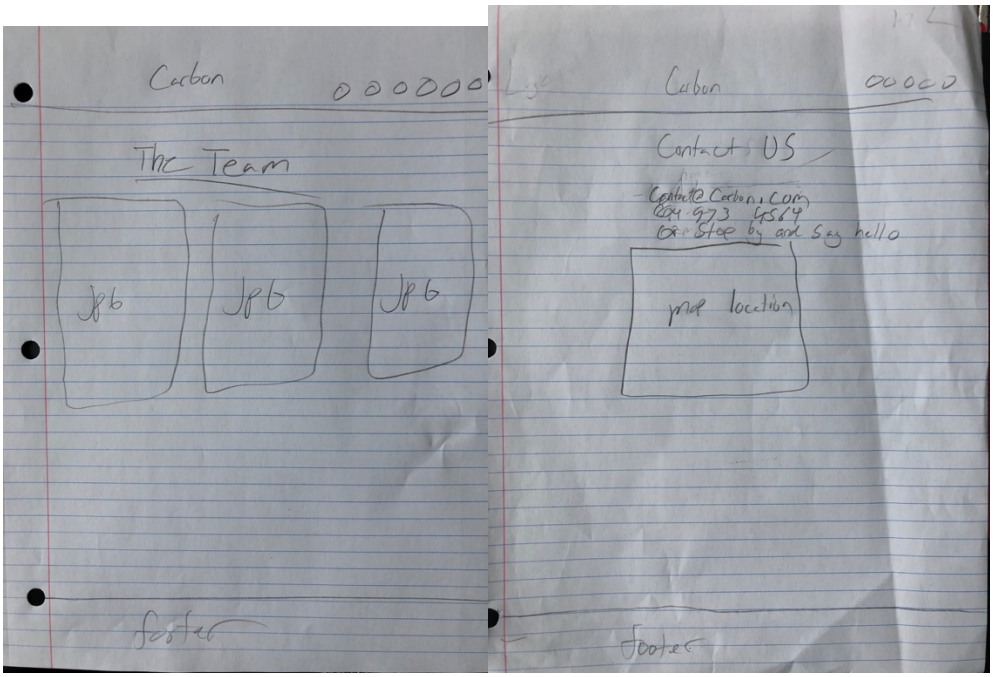
Wire Frame


Carbon
Slide (photos of cars)
footer


Carbon
Memberships
Gold
Platinum
Black
$
$
$
footer


Logo
Carbon
Fleet
footer


Logo
Carbon
partners
JPG
JPG
JPG
JPG
JPG
JPG
footer


Carbon
The Team
jpb
jpb
jpb
footer
Carbon
Contact US
map location
footer