

MRKI MARKETING STRATEGY



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ABOUT MRKI



With roots inspired by ancient Egyptian innovation, MRKi continues the legacy of distinction and service. Just as the Egyptians once united their lands with their groundbreaking vehicles, we are committed to uniting you with safe, secure, and premium transportation. After extensive market research, we identified the lack of safety standards in the industry. At MRKi, we prioritize your safety and security, providing you with a unique, reliable experience that reflects our rich heritage and forward-thinking approach.



ABOUT US



Today, I will tell you a story. 7,000 years ago, in ancient Egyptian civilization, the Egyptians invented a vehicle. This vehicle was used by kings, ministers, and nobles, and during times of war, it was used to drive out enemies and unite the two lands of Egypt. This vehicle is MRKi, and we have brought the entire experience to you so that you can try MRKi and feel the distinction. Since Egyptians by nature are developers, we followed the market needs and studied our competitors. We found that safety factors were missing from most of the competitors during this period, and that's why the theme of our campaign is safety and security standards for our clients."

Vision & Mission

Vision

Is to offer simple, safe, and dependable transportation, becoming the top choice for easy and sustainable travel for all

Mission

is to provide reliable, affordable, and personalized ride services that meet the needs of individuals and families. We focus on convenience, safety, and sustainability to ensure a better travel experience for everyone.

Needs & Wants

Needs

- 1-Service
- 2-Speed.
- 3-Fair price.
- 4-Safety.

Wants

- 1-Car cleanliness.
- 2-Comfort during the trip
- 3- Polite driver manners
- 4- Calm driving.

MRKi Segmentation

Age: 18-55 years

Gender: Male and Female

Income: Middle to high-income individuals

Marital Status: Singles, families, professionals

Location: Major cities like Cairo and Alexandria

Environment: Urban areas with heavy traffic

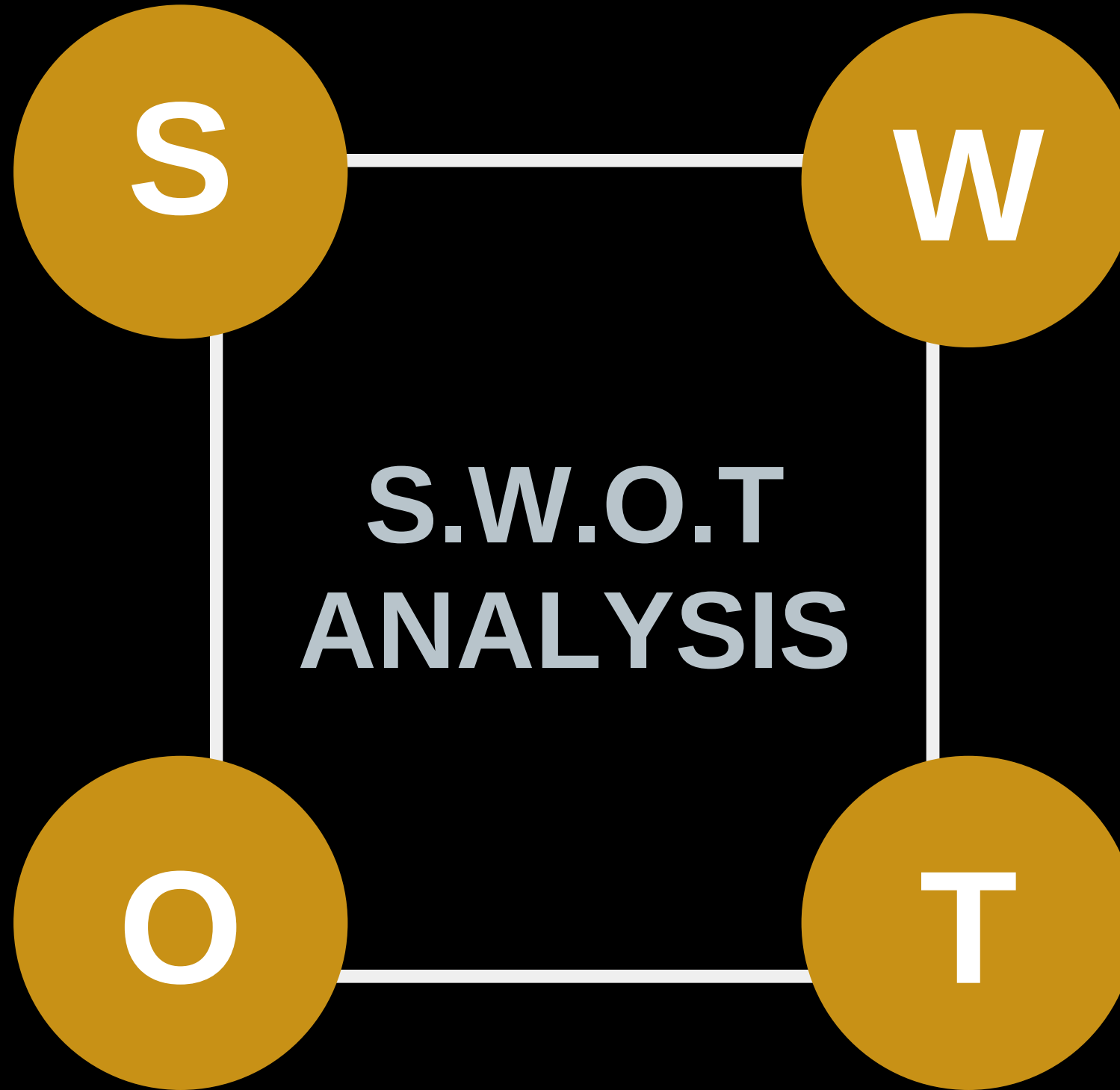
Purchase behavior: App users, safety-focused, deal-seekers

Loyalty: Frequent transport service users

Demographic

Geographic

Behavioral



Strengths

- **Reliable Service:** Fast and safe taxi service with new vehicles and trained drivers enhances customer trust and satisfaction.
- **Brand Recognition:** As a newer service, Marki Taxi may struggle with brand recognition compared to established competitors.
- **Market Expansion:** Potential to expand into neighboring cities or regions to increase market share.
- **Intense Competition:** Strong competition from established players like Uber and Careem could pressure pricing and market share.

Weakness

- **Brand Recognition:** As a newer service, Marki Taxi may struggle with brand recognition compared to established competitors.
- **Limited Resources:** If initial funding is low, it may hinder marketing efforts and service expansion.
- **Driver Recruitment and Retention:** Finding and keeping qualified drivers can be challenging, impacting service consistency.
- **Dependence on Technology:** Any technical issues with the app could negatively affect customer experience and trust.

Opportunities

- **Market Expansion:** Potential to expand into neighboring cities or regions to increase market share.
- **Partnerships:** Collaborating with local businesses or tourism companies can enhance service offerings and customer reach.
- **Increased Demand for Rideshare Services:** Growing demand for convenient transportation options creates opportunities for growth.
- **Promotions and Marketing:** Utilizing social media and influencer marketing to increase brand awareness and attract new users.

Threats

- **Intense Competition:** Strong competition from established players like Uber and Careem could pressure pricing and market share.
- **Economic Downturn:** Economic challenges could reduce consumer spending on rideshare services.
- **Regulatory Changes:** Changes in transportation regulations could impact operational costs and service viability.
- **Safety Concerns:** Any incidents involving drivers or passengers could harm the brand's reputation and customer trust
- **Technological Disruptions:** Rapid advancements in technology may necessitate constant updates to the app and service, which could be resource-intensive.

competitor analysis

Competitor analysis

**Uber is an American company that was founded in 2009
Uber has a strong global reputation and an easy-to-use
interface,
offering various services like UberX and Uber Bus.
However, the service cost may be high for some customers,
limiting its potential market.
Uber also faces competition from rivals like InDriver and
Additionally,
there is growing concern about Uber's recent lack of focus on
safety measures,
leading to several serious accidents,
sometimes resulting in the death of victims.**

The Uber logo, consisting of the word "Uber" in a bold, black, sans-serif font, centered within a white rectangular box.

By Yasmen Mohamed Abdelsatar

Competitor analysis

indrive is an American-Russian company

founded in the Russian city of Yakutsk in 2013

Rapid deployment: InDriver succeeded in entering new markets quickly, including Egypt.

Independence: Drivers have greater freedom to accept or reject trips

Safety: Due to the lack of a fixed pricing system, there may be problems with the confidence of customers and drivers



Competitor analysis

originally came from the United Kingdom, specifically England, and was established in 2020.

The app is free but not user-friendly.

They offer taxi, private car, and truck services.

There are issues with codes not working on the app for some users.

The service is available in four Arab countries, including Egypt and Palestine.

The only advantage they have is that they are cheap. A trip that costs 100 with Uber only costs 50 with them.



Digital Marketing Objectives

Increase Brand Awareness

Promote Marki Taxi as a reliable and flexible service, highlighting features like family-friendly vehicles, and fast options for business users.

Lead Generation

Boost app downloads and registrations through offers, referral programs, and strong calls-to-action.

Trust Building

Encourage repeat use with loyalty programs, exclusive deals, and personalized experiences for current users.

Enhance User Engagement

Engage users with interactive content, polls, and personalized recommendations to keep them connected.

SMART Goals

Promotional Campaign

Highlighting the Company as the Safest in the Egyptian

Market: Specific: Launch a promotional campaign

emphasizing the company's commitment

to safety. – Measurable

SMART Goals

Prove Safety to Customers and Increase Trust: goal within one year. Specific: Enhance customer trust by demonstrating the safety of the service. – Measurable: Increase customer satisfaction scores related to safety by 20% within six months. Achievable: Implement safety protocols and communicate them effectively to customers. – Relevant: Building trust is crucial for customer retention and attracting new users. – Time-bound: Achieve this increase in six months.

SMART Goals

Dominate the Egyptian Market (as an Egyptian alternative): Specific: Become the leading transportation service in the Egyptian market, recognized as the top local alternative.

- Measurable: Capture 30% market share within the next 12 months.**
- Achievable: Leverage local knowledge and establish partnerships with Egyptian businesses.**
- Relevant: Align with the company's mission to provide a trusted local service.**
 - Time-bound: Achieve this**

Product

Price

4Ps

Place

Promotion

Product

- A fast and reliable taxi service available throughout Alexandria.
- An easy-to-use app with flexible payment options and trip tracking.
-
- A loyalty program offering discounts and points.
- A pre-booking service to ensure a taxi is available whenever you need it

Price

- Prices lower than Uber and Careem with excellent service.
- Offers for new users and during holidays and events.
- The final price is clear and fixed without any additional charges.

Place

- The service is available in all areas of Alexandria, especially in crowded and tourist spots.
- The service is available 24 hours a day.
- There is an easy-to-use website where you can book and contact customer service.

Promotion

- Using social media for advertisements.
- Offers and discount promo codes to attract new users.
- Showcasing experiences and reviews from customers who have tried the service.
- Collaborating with bloggers to enhance brand awareness.

Plat Forms

Facebook:

It has a large fan base The Egyptians used it extensively Ease and diversity of advertisements on it

Instagram:

It is used by targeted youth. It adds a new type of advertising, such as stories, and influencers can be used in advertising campaigns on it.

Google Ads:

To rank high in search engines and appear among customers when they ask or need our service

unique selling point



Unique Selling Point

- Recording trips with audio and video
- The recording can be kept from the application
- Track trips on the application map
- Choose the gender of the driver
- The first local Egyptian company in this field

OUR DRIVERS

GENDER



Male



Female

HOBBIES



Driver persona



- Mohamed
- 35 years old
- practical, ambitious, social
- and friendly
- -Mall cashier and part-time driver
- He is newly married and has a one-year-old child
- He used to work as a cashier,
- .but after getting married and assuming greater responsibilities,
- he decided to use his.
- vacation and time after work as a driver

Driver persona

Salma

- .30years old,
- . honest, patient, and loves reading
- .Married and mother of three children
- .She graduated from physical education
- .She's did not get a job
- .She started the job as an Uber driver so
- .she could be flexible with her time and balance her jobs and life in a way
- .She chooses highways and is keen to save fuel

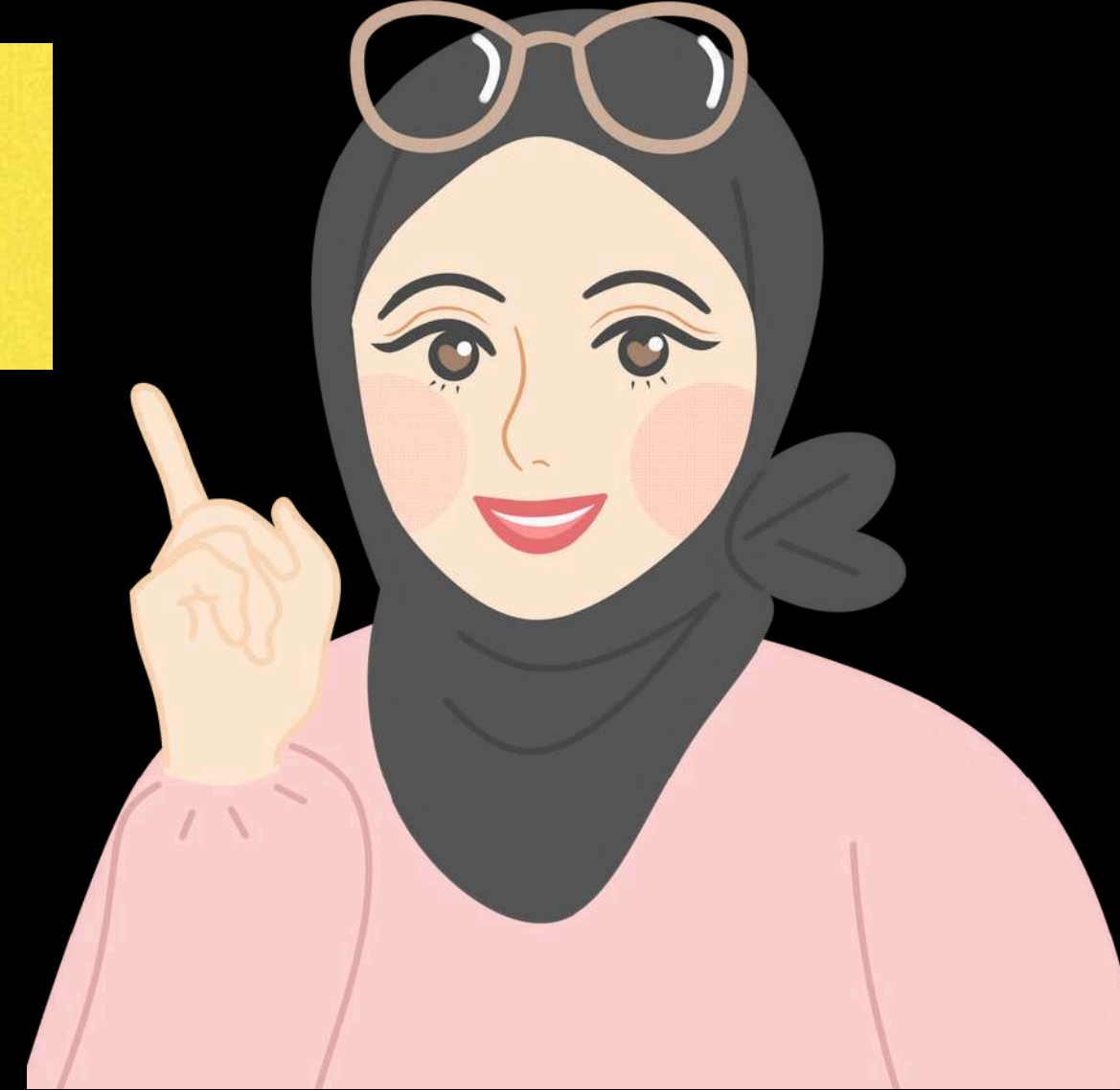


The Buyer Persona

Sarah

Age: 32. Occupation: Marketing Manager. Location: smouha, Alexandria.

Needs: Efficient and affordable transportation for daily commutes and weekend outings.



The Buyer Persona

Mohamed

Age: 43. Married he has 2 childrens

Occupation: Business Owner. Location

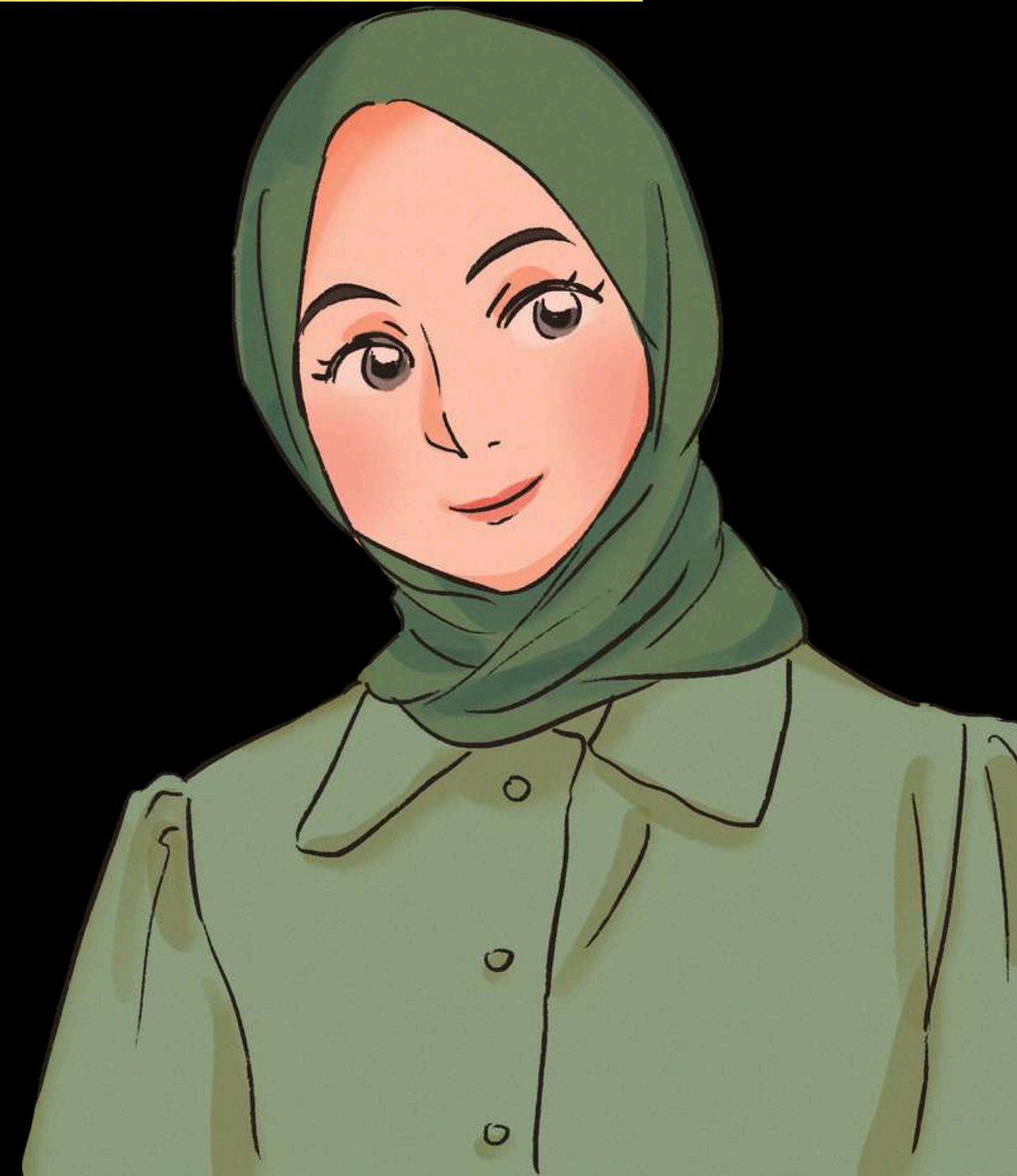
**mahtet elramel ,Alexandria . Needs: Reliable
and safe transportation for business meetings
and family trips.**



The Buyer Persona

Amira

Age: 20. Occupation: student
Location: sidi besher Alexandria.
Needs: going to the faculty of
commerce 4 times in the week
rapidly to attend the lecturer



Content Objective:

We'll focus on creating engaging hooks and tailored messaging for our audience in Alexandria. Highlighting affordable prices, safety, and speed, we'll keep the tone friendly and conversational to connect with customers emotionally and address their needs.

Key Tactics:

Develop hooks that appeal to local commuters.

Highlight key service benefits using catchy content and hashtags (أُسرع_أوفر_وأأمن#).

Ensure the messaging supports our marketing goals for broader reach.

Monthly Content Calendar / 2025

SUN	MON	TUE	WED	THU	FRI	SAT
post			reel			post
		reel		post		
			post			reel
post		post			reel	
	post			reel		post

WEEK

1

2

3


4


month

may

year

2025

 facebook

 instagram

CONTENT OVERVIEW

dalily stories

Educational Content

Entertainment Content

Inspirational Content

Promotional Content

Informative Content

User-generated Content

Engaging Content

Entertaining Content

إسكندرية في الخريف حاجة ثانية
لسعه الهواء البارد والشوارع الهادئة، والجو اللي يخليك عايز تخرج وتنشط.
مع ميركي تاكسي، هتلف إسكندرية من غير أي تعب.
احجز رحلتك بسهولة واستمتع بكل لحظة
#أسرع_أوفر_وأمن

Educational content

ميركي تاكسي هو ابلكيشن لنقل الأفراد في الإسكندرية من أبو قير لأبو تلات. يقدم لك نظام رحلات ثابتة
بمواعيد مختلفة، تقدر من خلاله تحجز مشوارك بسهولة وفي الوقت اللي يناسبك.
#أسرع_أوفر_وأمن

Entertaining Content

الدنيا زحمة، و محتاج توصل مشوارك بسرعة؟
ميركي تاكسي هنا علشان يوصلك لأي مكان، ومن غير أي تأخير! احنا مش بس بنوصلك، احنا بنهتم بوقتك وراحتك
يلا مستني اية! حمل الابلكيشن دلوقتي
#أسرع_أوفر_وأمن

Promotional Content

احجز رحلتك دلوقتي و أوصل مرتاح من غير تعب
ميركي تاكسي بتوفرلك رحلات مريحة وبأسعار ثابتة
➡ حمل التطبيق واستمتع بأول رحلة ببلاش
وخصم 30% من ثاني رحلة
حمل الاپلكيشن دلوقتي
اندرويد: رابط تطبيق ميركي
رابط تطبيق ميركي: iOS
او كلمنا علي 14567
أسرع_أوفر_وأمن #

Entertaining Content

دلوقتي تقدر بسهولة تنزل التطبيق و تحجز رحلتك
لتسجيل الدخول على التطبيق أتع الخطوات دي
حمل الأپلكيشن دلوقتي
#أسرع_أوفر_وأمن

Entertaining Content

خط العجمي كله عندنا
من البيطاش، الهانوفيل، الكيلو 21، لأبو ثلاث .
أحجز رحلتك دلوقتي
#أسرع_أوفر_وأمن

Educational content

"مهما كان مشوارك بعيد، ميركي هيوصلك في أسرع وقت.
أسعارنا تنافسية وسعر الرحلة اللي وافقت عليه هيفضل ثابت.
استمتع برحلاتك دلوقتي مع ميركي، بأرخص الأسعار وبكل راحة وأمان.
#أسرع_أوفر_وأمن

Entertaining Content

وفر وقتك وطاقتك لشغلك
وإضمن إنك توصل في ميعادك مع ميركي
اختار أسرع وسيلة تنقلك من وإلى شغلك .
مع ميركي تاكسي يومك بقي أسهل
#أسرع_أوفر_وأمن

Entertaining Content

مهما كنت رايح فين
ميركي تاكسي معااك .
#أسرع_أوفر_وأمن

Educational content

احترافيتنا بتيجي من اختيارنا لأحسن السواقين المدربين
مع ميركي، كل سواق عندنا جاهز يتعامل مع أي موقف، ويدير رحلتك بذكاء وثقة
و فريقنا المتخصص اللي بيشرف على السواقين وبيقيم أدائهم بشكل دوري، ودايمًا موجود لمتابعتهم
ومتابعة رحلتك
مستني ايه؟ احجز رحلتك دلوقتي مع سواق معروف ومضمون بخط سير طبيعي للرحلة
#أسرع_أوفر_وأمن

Emotional Content

مواعيد ميركي تاكسي مذبوطة بالدقيقة
مع ميركي، هتقدر تختار مكان ووقت رحلتك بكل سهولة، عشان توصل في الوقت اللي يناسبك.
معانا، هتضمن رحلة مريحة ومرتبة، سواء كنت رايح شغلك أو مشوارك الشخصي.

Mrki Taxi

Public

عايز توصل الجامعة في معادك؟
متخافش مع ميركي تاكسي متشيلش هم
احتا حنوصلك

ميركي تاكسي
#أسرع_أوفر_وَأَمْن



متشيلش هم المحاضره اهن حنوصلك
ميركي تاكسي

Add to your post

Boost post

100%

Create post

MrkiTaxi

Public

وفر وقتك وطاقتك لشغلك
واضمن إنك توصل في ميعادك مع ميركي
اختار أسرع وسيلة تنقلك من وإلى شغلك .
مع ميركي تاكسي يومك بقي أسهل
#أسرع_أوفر_وَأَمْن



Add to your post

Boost post

Create post

MrkiTaxi

Public

قلقلك وخوفك على نفسك أو على حد من عيلتك من المواصلات هينتهي
خالص مع ميركي تاكسي

اختاري الأمان، اختاري ميركي تاكسي
#أسرع_أوفر_وَأَمْن



Add to your post

Create post

MrkiTaxi

Public

احترافيتنا بتيجي من اختيارنا ألجسن السواقين المدربين
بع ميركي، كل سواق عندنا جاهز يتعامل مع أي موقف، ويدير رحلتك بذكاء
وثقة
و فريقنا المتخصص اللي يشرف على السواقين ويقيم أدائهم بشكل دوري،
ودائما موجود لمتابعتهم
ومتابعة رحلتك
مستني ايه؟ احجز رحلتك دلوقتي مع سواق معروف ومضمون يخط سير
طبيعي للرحلة
#أسرع_أوفر_وَأَمْن



Add to your post

MrkiTaxi

Public

ميركي تاكسي هو ابلكيشن لنقل الأفراد في الإسكندرية من أبو قير ألبو تالت.
يقدملك نظام رحالت
ثابتة بمواعيد مختلفة، تقدر من خلاله تجرز مشوارك بسهولة وفي الوقت
اللي يناسبك.
#أسرع_أوفر_وَأَمْن



Add to your post

Boost post

MrkiTaxi

Public

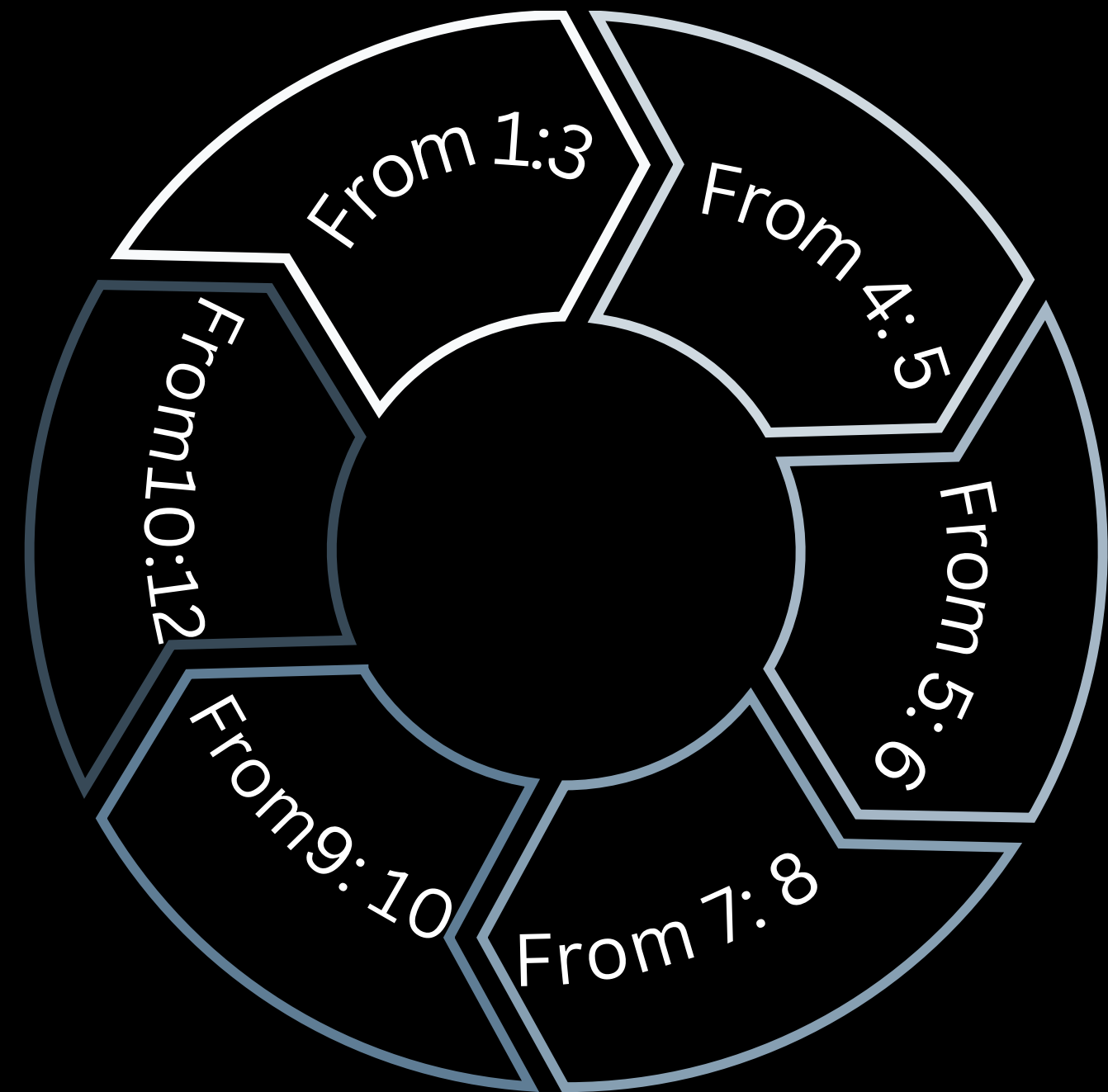
إسكندرية في الخريف حاجة ثانية
لسعه الهوا البارد والشوارع الهادية، والجو اللي يخليك عايز تخرج وتنبتس.
مع ميركي تاكسي، هتلف إسكندرية من غير أي تعب.
احجز رحلتك بسهولة واستمتع بكل لحظة
#أسرع_أوفر_وَأَمْن



Add to your post

Media Buying Plan

The plan for the 1st
year



Media Buying Plan

From Month 1 to Month 3: Awareness Campaign

Objective: Increase brand awareness.

Content: 12 monthly creative posts, distributed between Reels and educational videos.

Budget: EGP 10,000.

Distribution:

40% Brand Awareness (Ads to increase brand awareness).

30% Video Views (Video ads to increase views).

15% Page Likes (To boost engagement on the page).

15% Profile Visits (Increase profile visits).

Media Buying Plan

From Month 4 to 5: Engagement Campaign

Objective: Increase audience engagement.

Content: 12 creative posts per month (Reels, videos, contests, discount coupons).

Budget: EGP 10,000.

Distribution:

50% Engagement Ads (Interactive ads on Facebook and Instagram).

25% Video Views (Video ads to boost engagement).

25% Stories Ads (Story ads to grab attention).

Media Buying Plan

From Month 7 to 8: Traffic Campaign

Objective: Direct the audience to visit the website and learn more about the services.

Budget: EGP 10,000.

Distribution:

50% Google Ads

50% Facebook & Instagram Ads (Increase traffic from social media).

From Month 10 to 11: Conversion Campaign

Objective: Convert potential customers into actual customers.

Budget: EGP 15,000.

Distribution:

50% Google Ads (Target potential customers to encourage booking).

50% Facebook & Instagram Ads (Target interested customers and encourage booking).

Media Buying Plan

From Month 10 to 11: Conversion Campaign

Objective: Convert potential customers into actual customers.

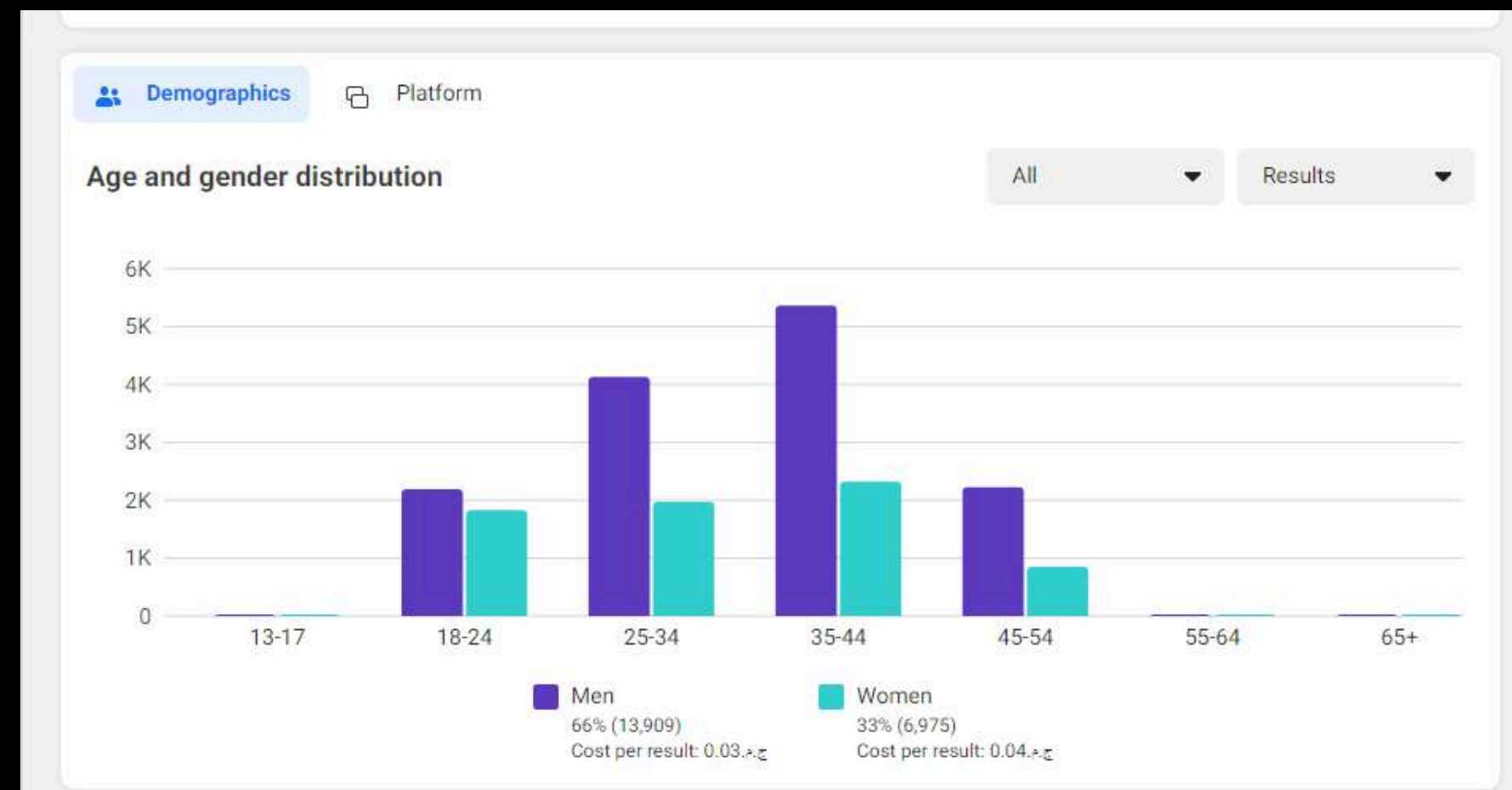
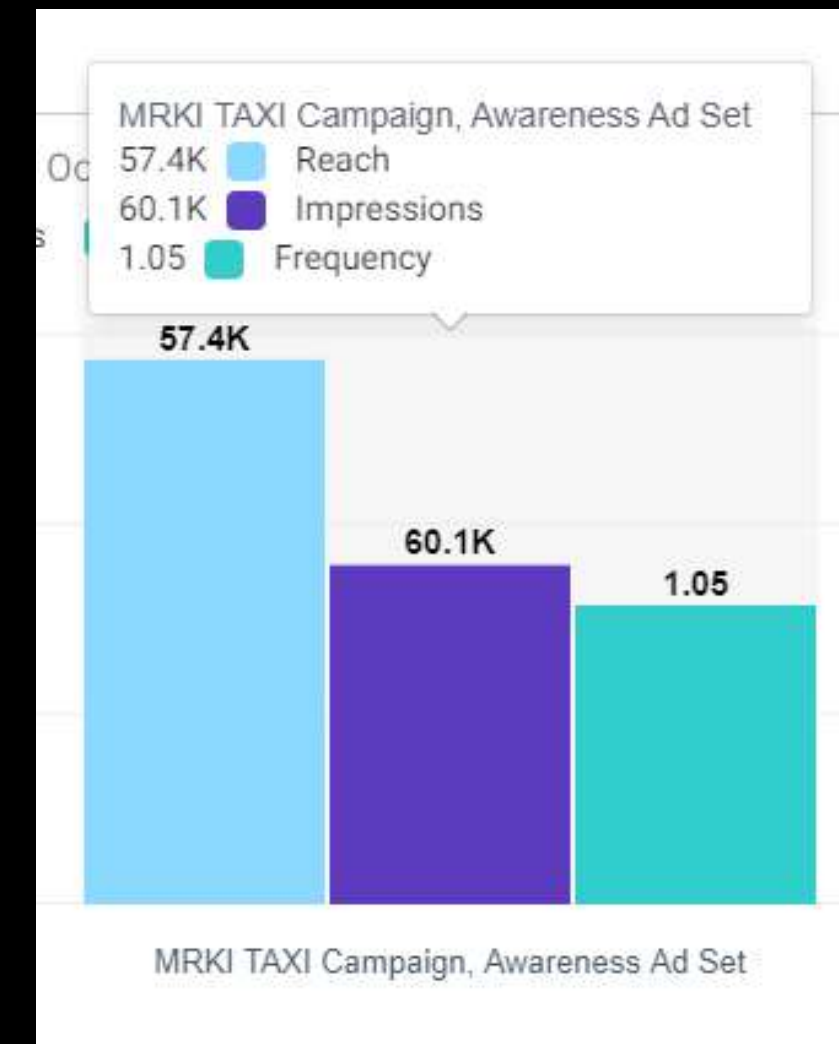
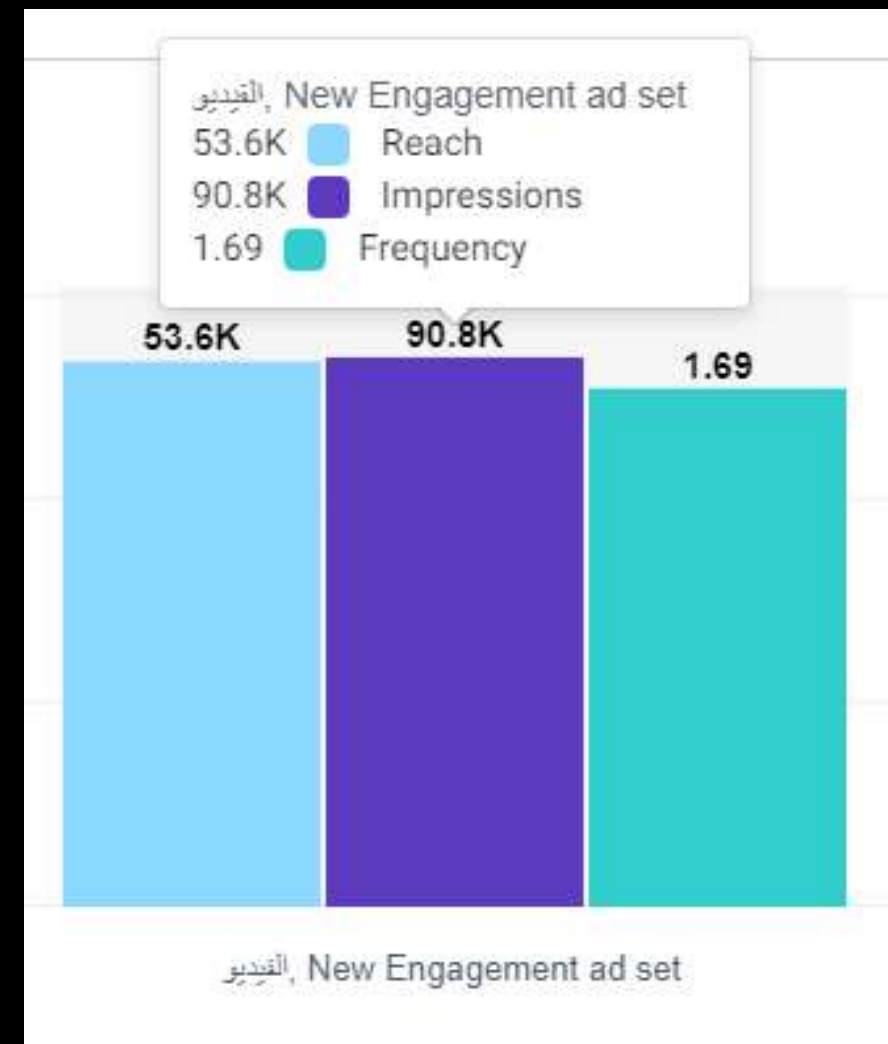
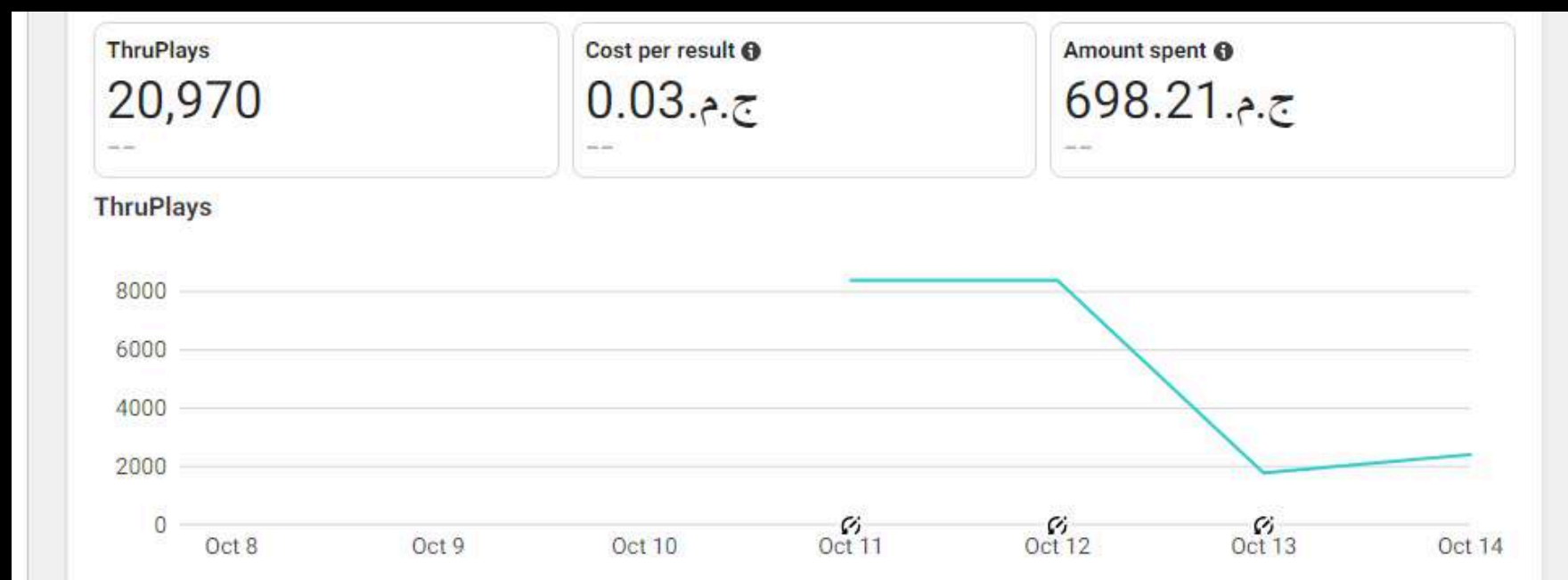
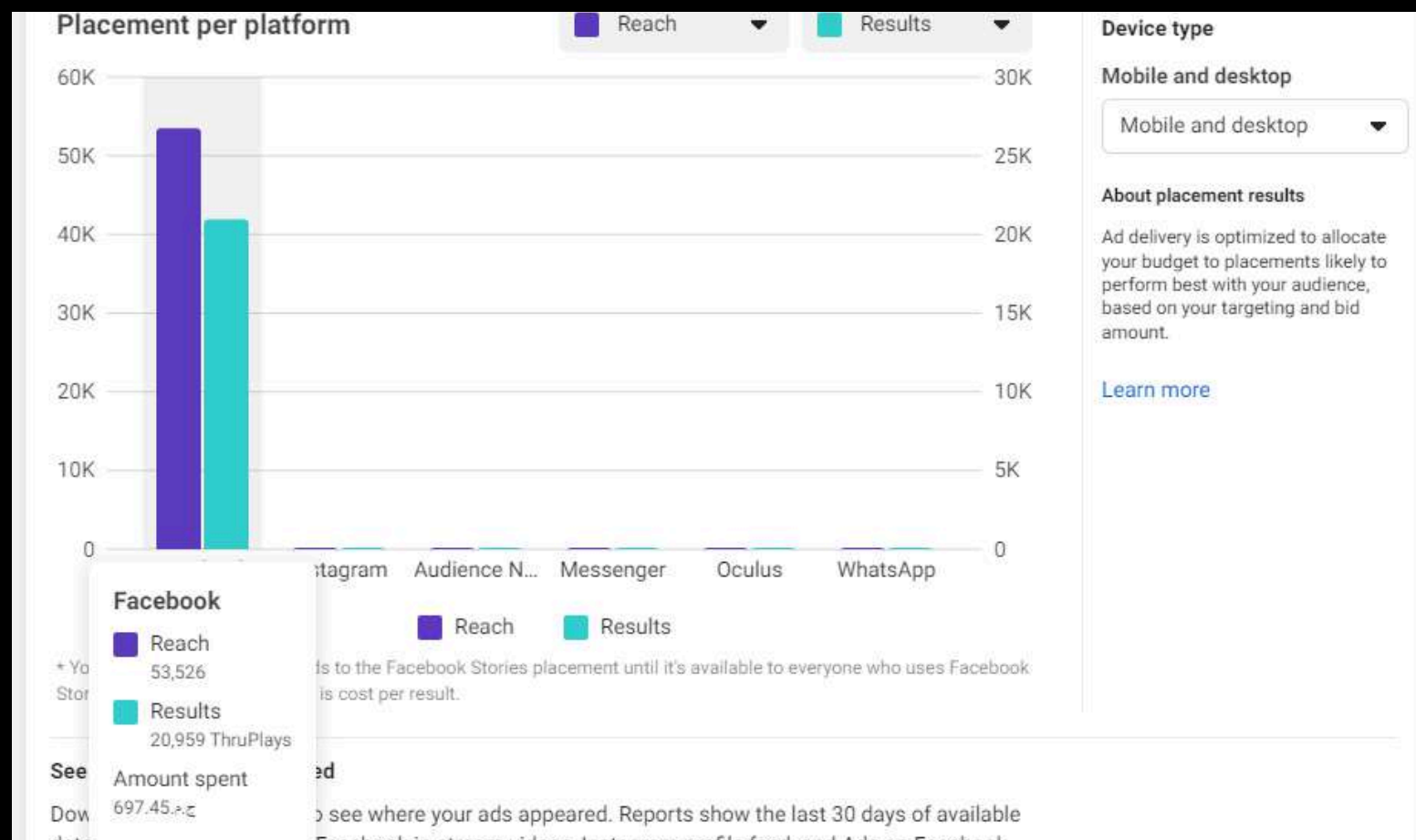
Budget: EGP 15,000.

Distribution:

50% Google Ads (Target potential customers to encourage booking).

50% Facebook & Instagram Ads (Target interested customers and encourage booking).

Media Buying plan analysis



OUR WEBSITE

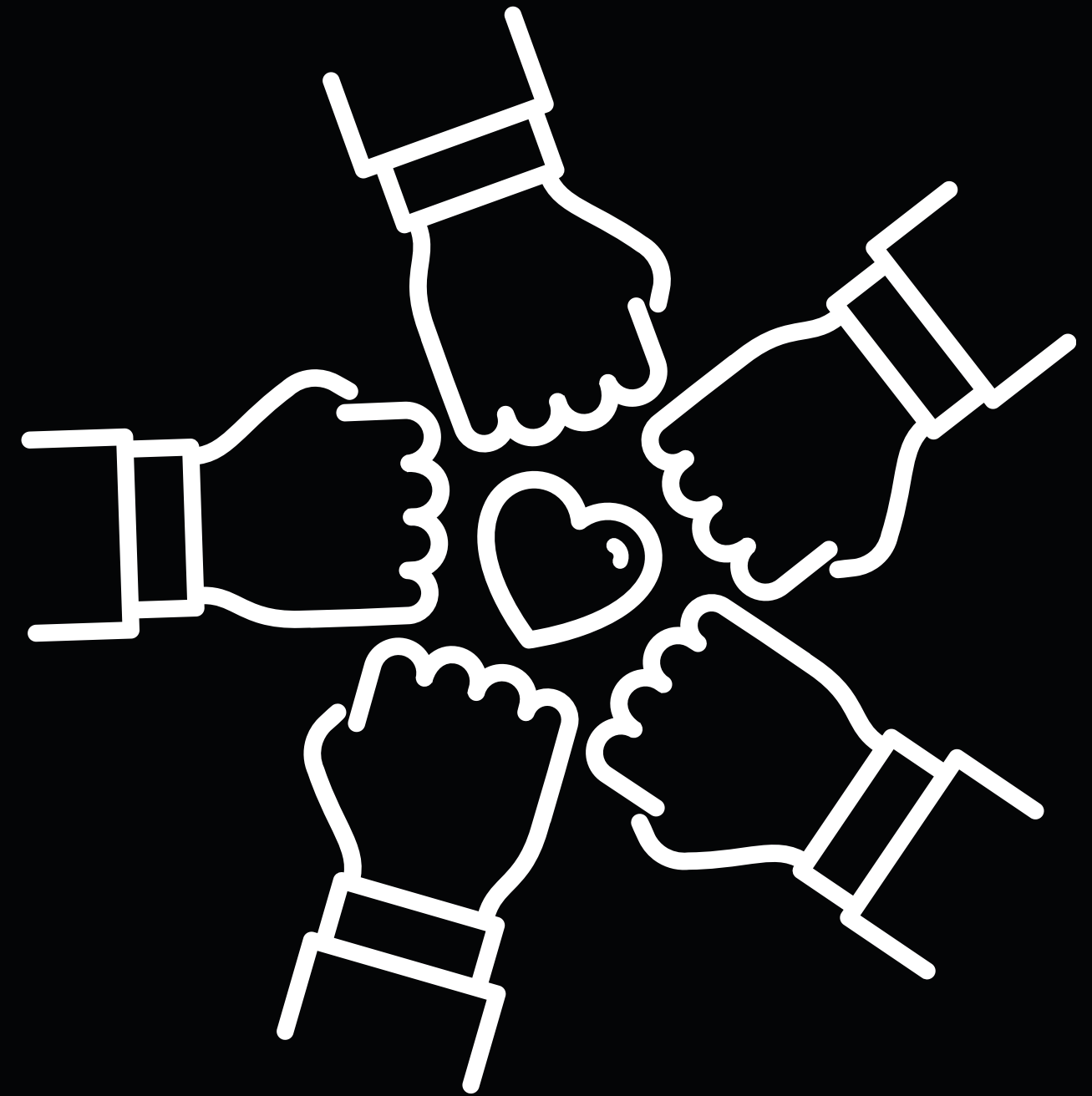


Mrki Taxi

<https://sites.google.com/view/mrki/home>

Marketing team

- Hazem Badawy Kalash
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THANK YOU...

