

The College of St. Scholastica

Market Promotion
MKT 3340 Sec- 700

IMC Final Project

Submitted To:
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Reported by:
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Target Audience Profile

Age: 18-30

Gender: Male, Female, or other

Education Level: Bachelors or Highschool

Income: 50K-100K

Needs: Rides and Food Delivery

Buying behaviors: Signed up for Uber one service and frequent user of UberEats

Objective of Advertising and Media Strategy

Our goal for Uber is to raise awareness on the seriousness of drunk driving by offering Uber apparel like a hat/shirt of some sort to Uber one members. Additionally giving them a discount on the ride where they purchase the article of clothing, thus increasing Uber ride users to subscribe to Uber one and emphasizing drunk driving awareness

Media and advertising strategy

I would use mass communications through the technology of smartphones by reaching out to users of the Uber app by emailing them, sending notifications through the app, and also sponsored advertisements on social media platforms such as Twitter, Instagram, and Facebook (the big three.)

Advantages

Very simple and not very expensive

Easy way to communicate with current consumers and also to grab more customers

Disadvantages

Accessibility: the small screens and small keyboards don't allow you to fully experience the advertisement/website

There is also the privacy issue that people are worried about and how much data can be gathered by Uber and how safe their data is from hackers

Media Mix:

Sponsored ads throughout Instagram, Twitter, Facebook, and Snapchat

Online advertisements on Uber's company website

Reaching out to current consumers of Uber through email and the app

Promotional Strategy

Step 1: Know your target audience

Step 2: Develop a situational analysis

Step 3: Determining marketing communication objectives

Step 4: Determining your budget

Step 5: Strategies and Tactics

Step 6: Evaluation and Measurement

Trade Promotion Tools

Advertising with celebrities, online marketing, and direct marketing

Consumer Promotion Tools

Discounted price on uber rides/eats

Evaluation Tools

Taking sales/revenue weekly to make sure we are on track for success

Personal selling strategy

Present the product's benefits such as spreading the awareness on buzzed driving. Encourage a conversation; this is important since this will be entirely on Ubers' brand ambassadors and drivers. Tell a story about how someone or yourself has been affected by buzzed driving

IMC Database

This database would keep invoices on the purchases of Uber's products and immediately store the customers information such as their email, phone number, and name. This would then in turn tell Uber to ping these customers over email and phone number asking if they need a ride.

CRM Strategy

I would continue to use the Uber one program to give our riders discounted rides and discounted delivery orders at a monthly subscription because this is a good way for the consumer and the company to both profit. Uber not only profits off the rides and deliveries but additionally the monthly subscribers.

PR Strategy

Consists of publicity stunt of famous actor that gets caught driving under the influence (all staged of course, and the cops as well). Additionally, taking advantage of social media platforms such as Twitter, Facebook, and Instagram.



This would be on the T-shirt that Uber is going to sell. I chose this specific image because it provides an excellent point and pushes people to realize that actions have consequences.

Sponsorship Objectives

Customer relationship building; I would try to get under armor or Nike as a sponsorship so I could use one of their sponsored athletes in Uber's PR stunt.

Effectiveness

To measure how well Uber is integrating our sponsorship objective, I would take revenue before PR stunt and after, then compare the two to summarize the results.

New Customers

To effectively measure how many new customers we are reaching, I would take to social media to come up with the results. I would do this by comparing the amount of clicks Uber has been getting compared to how many clicks Uber had before the sponsorship stunt.

Internet strategy

I plan on using the Affiliate Marketing strategy on selling Ubers' apparel. This works by Uber utilizing brand ambassadors and each time these ambassadors make a sale, they will make money for uber, and a small percentage for themselves.

Internet tools

Tools I will be using would be Facebook, Instagram, Twitter, email, and reaching out to customers through Ubers' app

Marketing Trends

Trends I plan to utilize would be selling on social media and influencer marketing.

Framework for measuring success of marketing

For social media I would monitor the Likes, Followers, Clicks, Impressions, and Conversions. Additionally, I would keep track of revenue and sales as well.

List of References

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