

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Company: Lime Scooters

Lime: is a transportation company based in San Francisco, USA. It runs electric scooters, electric bikes, normal pedal bikes, Electric mopeds and car sharing systems in various cities around the world. The system offers dockless vehicles that users find and unlock via a mobile app that knows the location of available vehicles via GPS.

Marketing Objective:

increase business revenue by 40% by Q2.

Business Story: Lime Scooters

What relevant actionable segments exists?

- College students with low income and live not far from their college area.
- Eco-friendly individuals.
- City residents (who cannot afford a car or want to avoid the traffic peaks).
- Millennials.

Which ones should we pursue and why?

All of them except for college students who are in vacation this period of time.

Although, Millennials seems to be our best target to pursue.

In the next slide we will evaluate every segment in details.

Business Story: Lime Scooters

Eco-friendly individuals. People are concerned with carbon footprint effects on our Earth and their belief in the cause will reflect their purchasing habits so using electric scooters will be ideal for them.

City residents. Cities are too crowded and there are many accidents. City residents are likely to adapt this kind of transportation to avoid traffic congestion and save time.

Millennials. This segment is very actionable due to their age (23-38) , status (single) and income (less than \$50,000 annually) and willing to adapt a new mode of transportation which is dockless transportation because it allows them to save money.

Customer Story

Where is our target audience?

The whole city of Paris in France..

Where is our effort?

Currently we focuses on:

- Owned Media: Lime website, social media (Facebook, Twitter, instagram, LinkedIn, Youtube) and the presence of lime scooters in the city.
- Paid Media: Advertising on social media.
- Earned Media: Word of mouth, news, social media and articles.

Customer Story

How effective is our effort?

So far our efforts brought us 15% of growth in revenue.

Where should we focus changes?

We should raise more awareness about the benefits of electric scooters and also we should focus on digital marketing specially youtube and adapt a new social channel: Tik Tok because the majority of our segments are young people.

Customer Story

What should we do, now or later?

- We should invest more in Online Advertising.
- We should focus on creating video content (Youtube, Tik Tok and Instagram Reels).
- We should do a partnership with Social Media Influencers to promote electric scooter riding.
- We should develop a local communities who share common values for instance: Environmental,...ect.
- We will prepare a campaign about WORLD OZONE DAY (September 16 2021) to spread awareness and draw attention to the depletion of the ozone layer and present Lime scooters as a carbon-free transportation alternative in collaboration with environmental organizations.

Testing and Learning Plan

What should we study further?

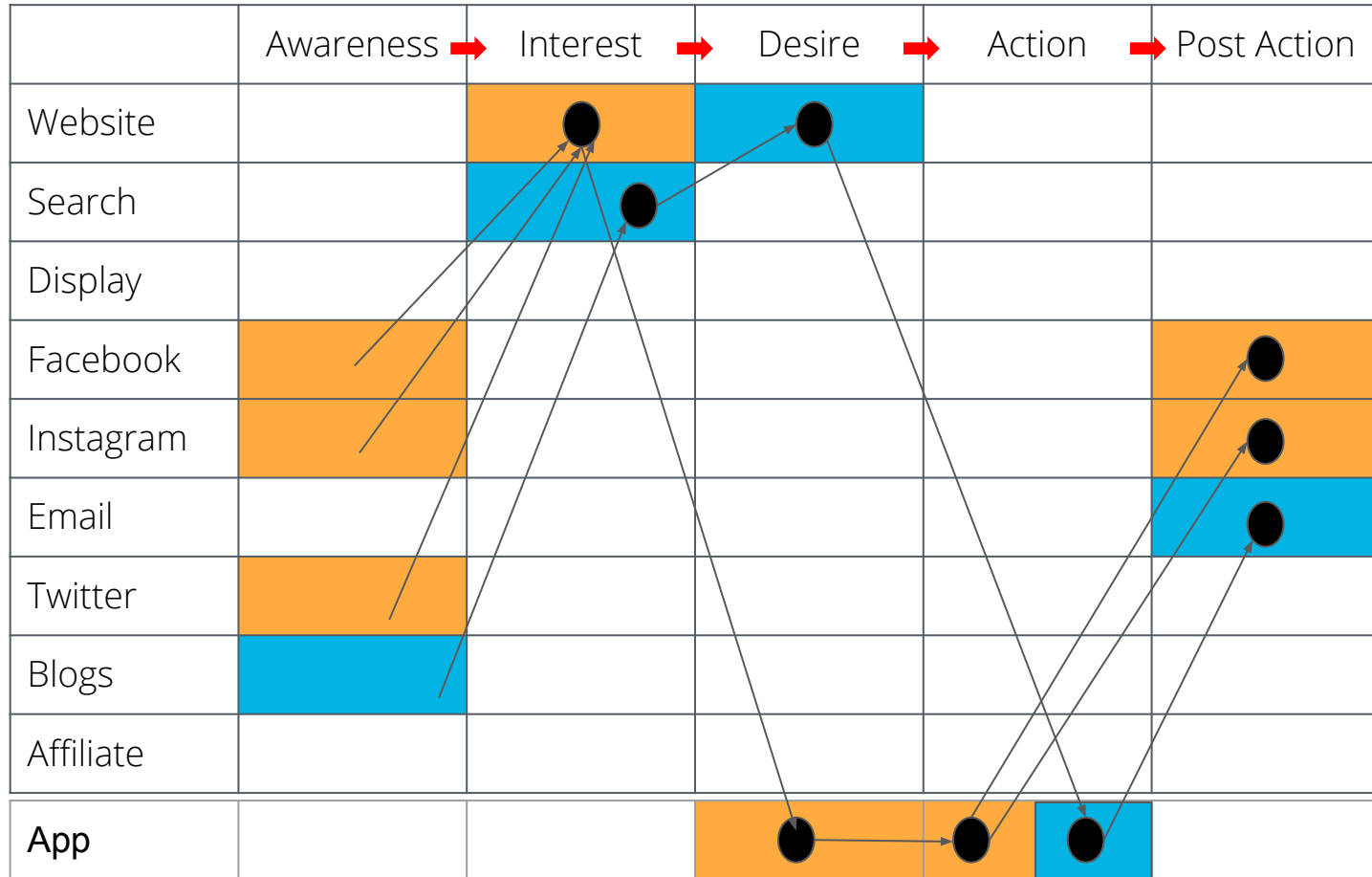
First of all, we need to use historical data to get an insight on the ROI achieved in the last year and identify ways in which it could be increased further. Next, we should study the performance of social media platforms in order to adjust its advertising and marketing strategies. Last, we should also look at our competitors in the market and adjust our strategy accordingly.

What should we try?

Offer a free 15 min access to scooters for new app users to try it and a discount for bringing new customers which will increase the number of customers.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

We should analyse social media channels (organic and paid) to better understand whether our strategies are working or not. Also, we should do Web Analytics to get insights into the performance of our website. In addition to that, we could analyse the Mobile app to gain understanding about how our users' behavior so we can optimize our app to reach our goals.

Some metrics that we need to consider alongside the process of purchase funnel:

Testing and Learning Plan

1. Awareness:

- Facebook, Instagram, Twitter: Impressions, Likes.
- Blogs: Visitors.

2. Interest:

- Website: Time on site, bounce rate.
- Search: Inbound traffic via Search

3. Desire:

- Website: repeated visits, joining the mailing list.
- App: Users, Active Users,

Testing and Learning Plan

4. **Action:**

- App: traffic to the app, sign up to the app

5. **Post Action:**

- Facebook, Instagram: Engagement, writing a review, posting of a picture/post with a tag or a hashtag.
- Email: discount code of subscriber.