



# E-scoot Marketing plan



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# Our Team Members



E - scoot project



# E-scoot Brief

Our company specializes in offering high-quality electric scooters. Our scooters are known for their energy efficiency, easy charging, low pollution, and minimal maintenance and operating costs.

We focus on incorporating modern technologies into our products, such as fast-charging systems, long-life batteries, and integration with smartphone applications for vehicle monitoring.

Additionally, our scooters are equipped with front fans for enhanced comfort. Our company was founded with the vision of revolutionizing personal transportation by providing sustainable and cost-effective mobility solutions.



# Market Research



# SHARED IN MOBILITY REPORT 2023

Full Report

# 157 MILLION TRIPS

Across the U.S. and Canada in 2023



SHARED MICROMOBILITY IN THE U.S. AND CANADA: 2023

# SHARED IN MOBILITY REPORT 2023

In cities across the U.S. and Canada, shared micromobility is a popular and growing form of public transportation, often replacing short car trips and extending the reach of public transit. In just 13 years, people have taken 887 million trips on shared bikes and scooters in the U.S. and Canada.

## INCREASED RIDERSHIP

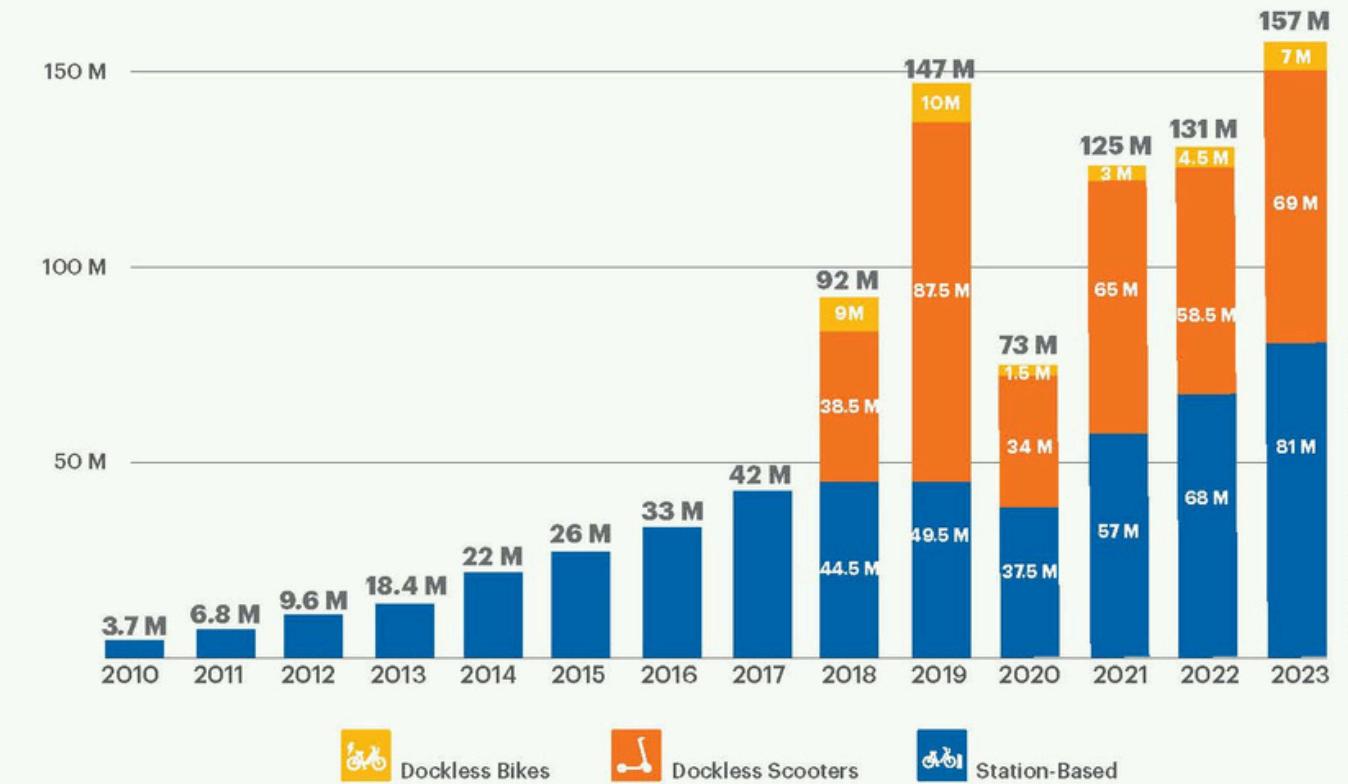
E-SCOOTER TRIPS ROSE BY 15% IN 2023. IN CANADA, RIDERSHIP JUMPED FROM 2 MILLION IN 2022 TO 4 MILLION, MAKING UP 17% OF THE COUNTRY'S SHARED MICROMOBILITY USAGE.

## DOCKLESS E-BIKE EXPANSION

WHILE E-SCOOTER RIDERSHIP IS CLIMBING, DOCKLESS E-BIKES REMAIN THE SMALLEST SEGMENT. CANADA SAW A NEARLY FOURFOLD INCREASE IN TRIPS (FROM LESS THAN 100,000 TO 300,000), AND THE U.S. EXPERIENCED A 50% RISE (FROM 4.5 MILLION TO 6.7 MILLION TRIPS).



Shared Micromobility Ridership in the U.S. and Canada, 2010-2023



Dockless Bikes



Dockless Scooters



Station-Based

Total trips on shared micromobility increased by 20% from 2022, surpassing the pre-pandemic 2019 peak of 147 million trips across both countries. People took 133 million trips on shared micromobility in the U.S. and 24 million trips in Canada. Shared micromobility trips in Canada increased by a whopping 40% in 2023, due to the continued expansions of station-based systems and the introduction of dockless e-scooters into new markets. Trips in the U.S. increased by 16% in 2023, driven largely by the continued growth of e-bike trips on larger station-based systems.

Yet despite the overwhelming popularity of these systems, many cities are grappling with the challenges of providing this essential service while facing limited financial and operational resources. A volatile private operator landscape coupled with increasing user costs threatens to limit the potential for shared micromobility to be affordable and accessible to all. Shared micromobility is at an inflection point; it is imperative that cities design durable operational models to ensure the long-term viability of this increasingly relied-on transportation mode.

# SHARED IN MOBILITY REPORT 2023

## FUNDING ISSUES

**SHARED MICROMOBILITY SYSTEMS ARE FACING FINANCIAL INSTABILITY, LEADING TO BANKRUPTCIES, JOB LOSSES, AND RISING COSTS FOR USERS, MAKING THEM LESS AFFORDABLE THAN TRADITIONAL PUBLIC TRANSPORT.**

## Shared Micromobility Across the U.S. and Canada



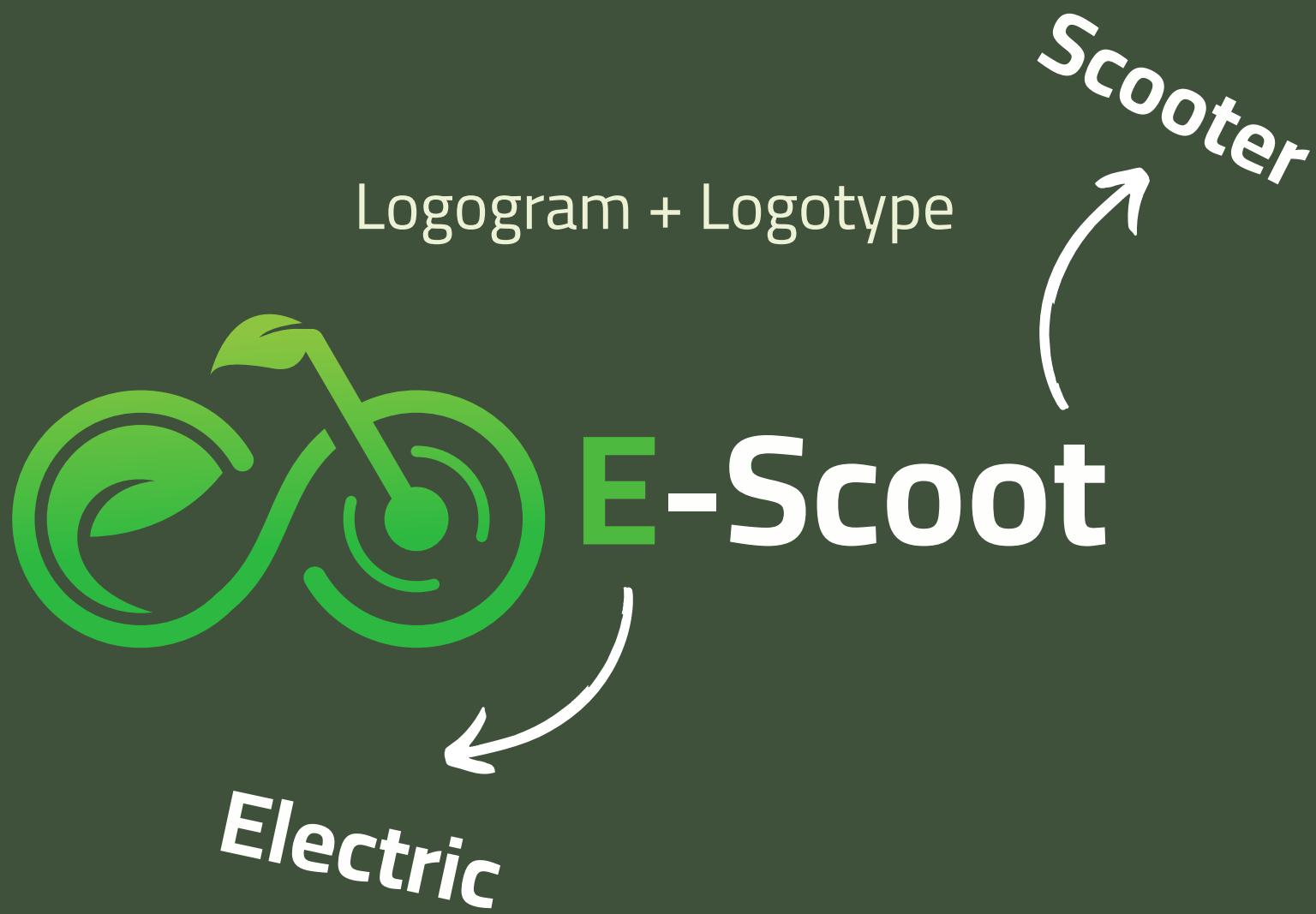
Brand Guidelines

# Branding



Brand Guidelines

# Logo Guidelines





# Color Guidelines

EDF1D6

9DC08B

609966

40513B



Brand Guidelines

# CAIRO

Font Style

Heading

ZEBRAS CAOLHAS DE JAVA QUEREM  
PASSAR FAX PARA MOÇAS  
GIGANTES DE NEW YORK

The quick brown fox jumps over the lazy dog

1234567890&#@!~

A DEVICE FONT  
BY E-SCOOT TEAM



# Voice and Tone

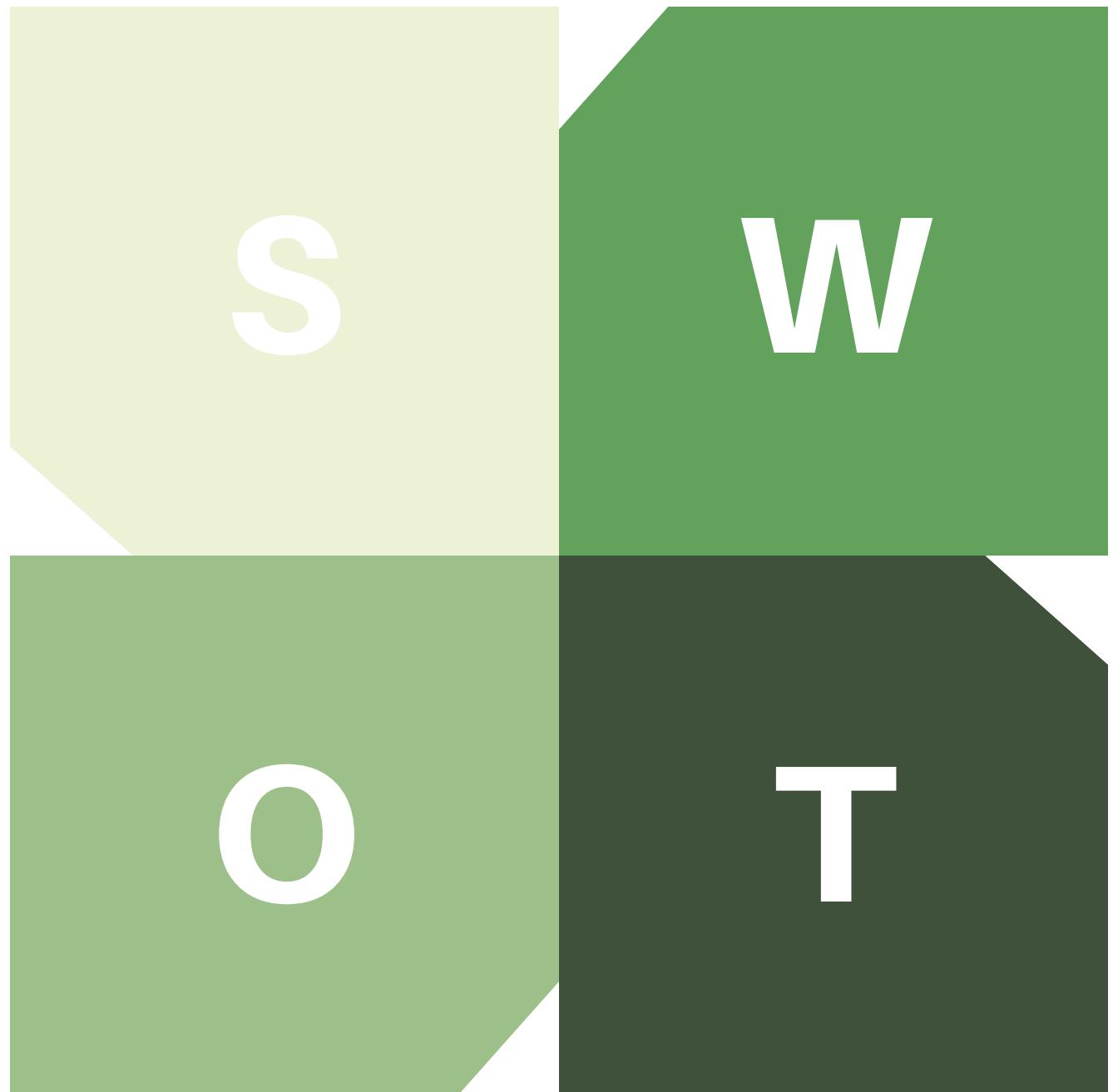
**Our brand voice is friendly, and we choose this type of tone because 60% of our targeting is youth reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.**

## STRENGTHS

- We offer a warranty on scooter parts
- Our after-sales service is reliable
- Our scooters use modern batteries that make them more efficient in energy consumption

## OPPORTUNITIES

- The e-scooter market is growing due to increased environmental awareness.
- We can seek partnerships with suppliers to improve our offerings and offer discounts to customers.
- Participating in e-vehicle events can help us reach more customers.



## WEAKNESSES

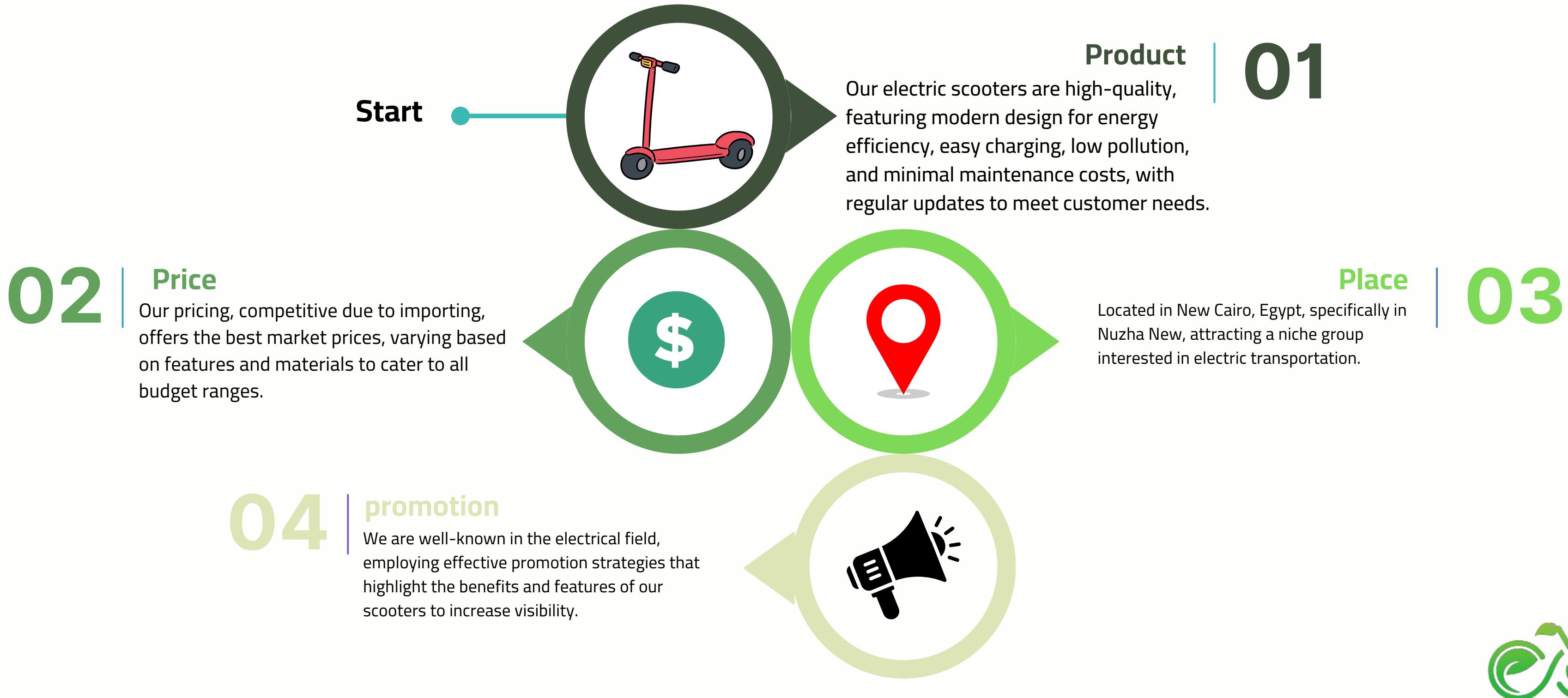
- Our current website needs improvement.
- It's challenging to find spare parts at affordable prices.
- We require a significant amount of capital.

## THREATS

- Economic changes may reduce customers' purchasing power.
- Rapid technological advancements could change customer preferences.
- Competition from large online and local stores is a significant threat.



# 4PS: Product, Price, place, promotion



Brand Guidelines

# Buyer Persona





# This is Omar Hassan

Age: 30

Occupation: Urban Professional

Location: Cairo, Egypt

Income: 12,000 EGP/month

Tech Savviness: High

Commute Distance: 10-15 km/day

Marital Status: Single





# Background And **Motivations**

Omar is a tech-savvy professional living in Cairo. He commutes daily and wants to save time, money, and reduce his carbon footprint. An e-scooter appeals to him for its convenience, eco-friendliness, and ability to beat traffic. However, he's concerned about road safety and limited charging infrastructure.





# Challenges and Buying Behaviors

Omar prioritizes durability and cost-efficiency but is wary of high upfront costs. He relies heavily on online reviews, comparisons, and friend recommendations. Installment payment options are important to him.





# Goals And Objectives

Omar aims to reduce commuting time and expenses while supporting a sustainable lifestyle with a reliable, long-lasting e-scooter.



Analysis

# Competitive

# Analysis



# Competitive Analysis

Competitive analysis allows us to understand where we are as a brand and how our competitors work. We will start by identifying who we are and who our competitors are.

Next, we will identify attributes they are doing right and create a perceptual map. In the perceptual map, we will identify a criteria and rank these attributes as high or low.

- 1 Review our brand and competitors.
- 2 List key attributes.
- 3 Identify criteria and rank attributes as high or low.
- 4 Tool Used to Collect Competitors Data : Fanpage Karma





## Brand Review and Attributes

# Easy Go

founded 2024

At Easy Go, we are passionate about motorcycles, bikes, and scooters. Our goal has been to provide our customers with a one-stop-shop for all their wheel transportation needs, specially two, three-wheel.

### profile



# STATISTICS

**5.8k**  
Followers

**5 person**  
Admins

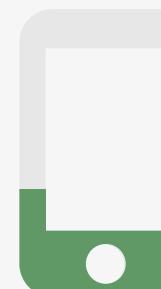
**54k**  
ads value



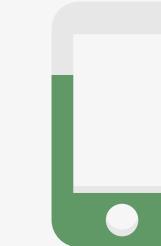
**20%**  
Engagement percentage



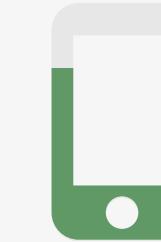
**0.8**  
post per day



**0.26%**  
post Interaction



**5.6**  
post per week



**0.79**  
frequency



## Brand Review and Attributes

دوس كورباع

founded 2023

At دوس كورباع , we are passionate about motorcycles, bikes, and scooters. Our goal has been to provide our customers with a one-stop-shop for all their wheel transportation needs, specially two, three-wheel.

### profile



# STATISTICS

**1.8k**  
Followers

**2 person**  
Admins

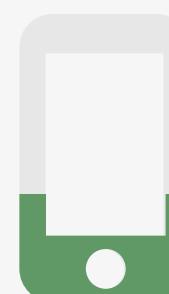
**13k**  
ads value



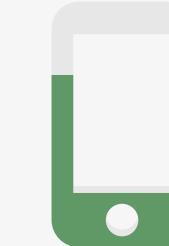
**11%**  
Engagement percentage



**.07**  
post per day



**1.5%**  
post Interaction



**0.49**  
post per week



**0.071**  
frequency



## Brand Review and Attributes

# One Electric Scooters

founded 2021

At One Electric Scooters , we are passionate about motorcycles, bikes, and scooters. Our goal has been to provide our customers with a one-stop-shop for all their wheel transportation needs, specially two, three-wheel.

**profile**



# STATISTICS

**3.2k**  
Followers

**3 person**  
Admins

**198k**  
ads value



**58%**  
Engagement percentage



**0.2**  
post per day



**2.7%**  
post Interaction



**1.4**  
post per week



**0.21**  
frequency



## Brand Review and Attributes

# Auto Ride

founded 2016

At Auto Ride, we are passionate about motorcycles, bikes, and scooters. Our goal has been to provide our customers with a one-stop-shop for all their wheel transportation needs, specially two, three-wheel.

### profile



# STATISTICS

**28k**  
Followers

**15 person**  
Admins

**300K**  
ads value



**44%**  
Engagement percentage



**1**  
post per day



**0.42%**  
post Interaction



**7**  
post per week



**1**  
frequency

# Media Plan



# Our Objective

Within 6 months, introduce the E-scoot brand to the Egyptian market by increasing brand awareness among men and women aged 18-30, achieving a 50% increase in brand recognition, reaching 500,000 unique individuals, generating 50,000 website visits, and maintaining a 2% CTR across all digital platforms, with a total budget of 1 million Egyptian pounds.



# TARGET AUDIENCE

The target audience for the E-scooter brand, as defined in the media plan, includes the following characteristics:

## 01 DEMOGRAPHICS:

- Gender: Men and Women
- Age: 18-30



## 02 LIFESTYLE CHARACTERISTICS

Successful, sophisticated Value personal growth, Wide intellectual interests, Varied leisure activities, Well-informed, concerned with social issues, Highly social.



## 03 PSYCHOLOGICAL CHARACTERISTICS

Optimistic, Self-confident, Involved, Outgoing, Growth-oriented, Open to change, Established & emerging leaders in business & government



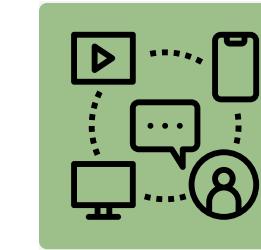
## 04 CONSUMER CHARACTERISTICS

Enjoy the "finer things", Receptive to new products, technologies, distribution, Skeptical of advertising, Frequent readers of a wide variety of publications, Light TV viewers



# OUR CHANNELS

The media channels selected for the E-scooter brand



## Digital Channels:

Social Media: Facebook, Instagram, TikTok (Managed via Hootsuite)

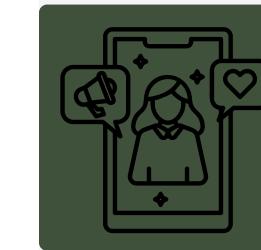
Search Engine Marketing (SEM): Google Ads for search and display campaigns



## TRADITIONAL

Outdoor Billboards: Strategic placements in urban areas where E-scooters are popular.

Locations: 6 October, October Bridge, Tagamoa

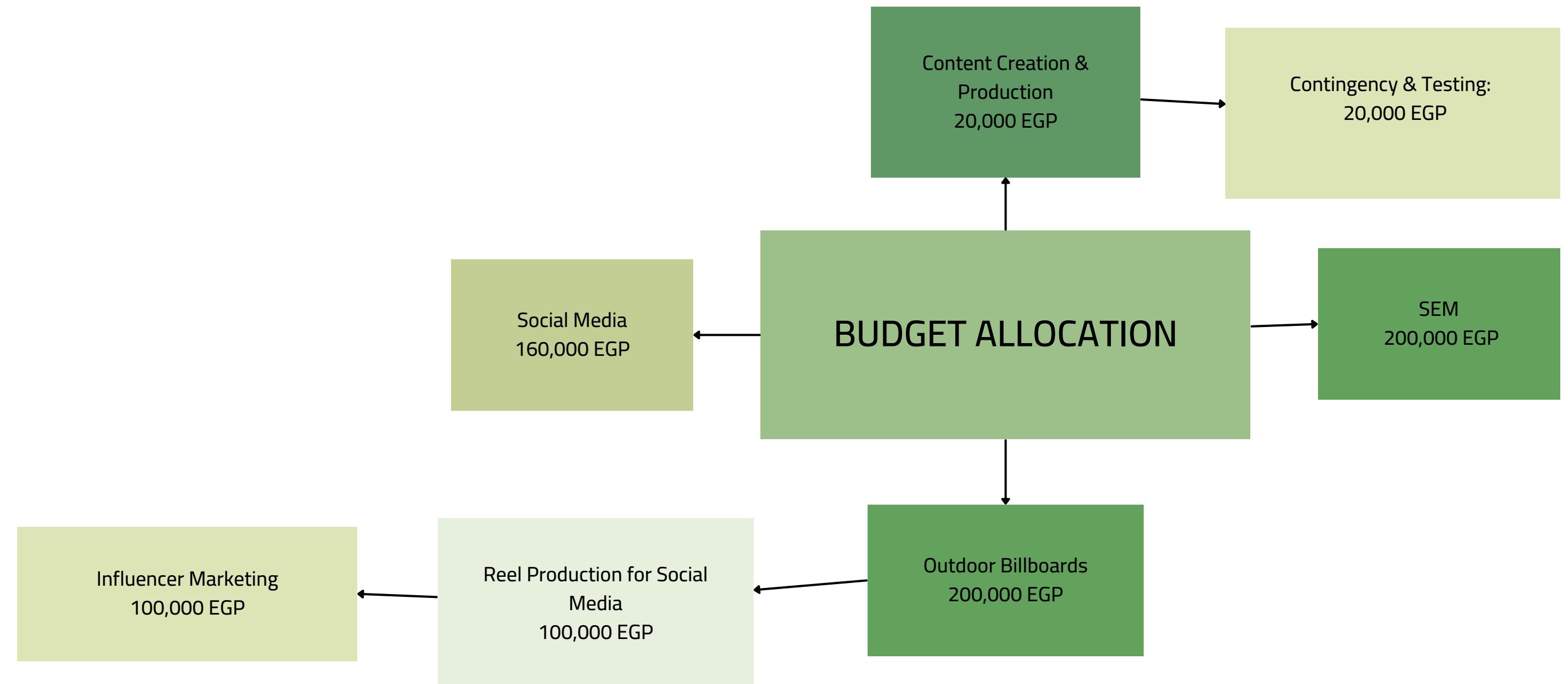


## INFLUENCER MARKETING

Use Influencer Marketing:

Ahmed El Wakil: [Instagram](#), Amr Hafez: [Instagram](#)

Deals will involve exclusive discounts for their followers and content that highlights the scooter's luxury and performance.

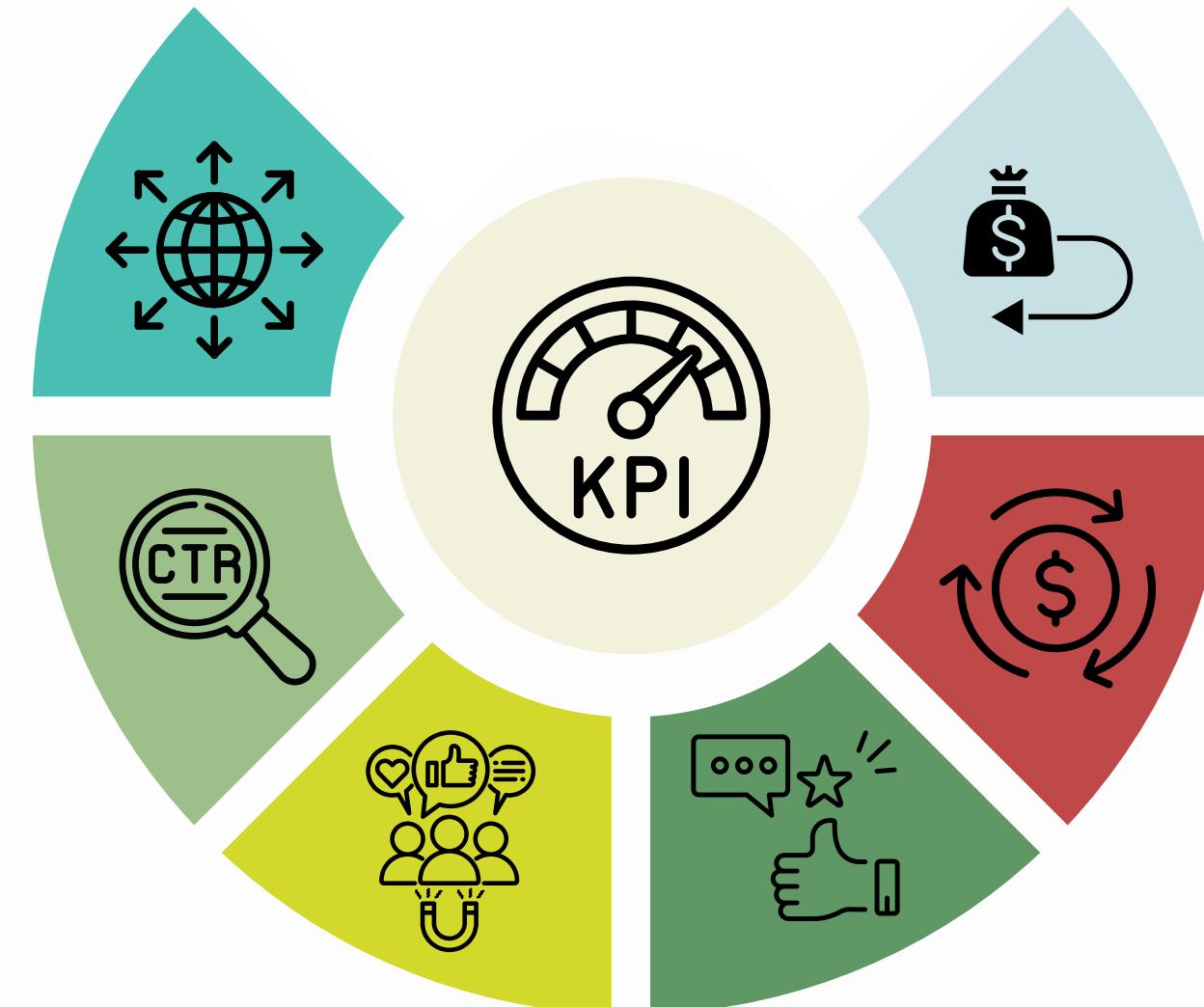


**1,000,000 EGP**

# KEY PERFORMANCE INDICATORS (KPIS)

## reach

is the total number of unique people who have seen your content.



## CTR

the interaction users have with your content, such as likes, comments, shares, and clicks.

## engagement

the interaction users have with your content, such as likes, comments, shares, and clicks.

## return on ad spend (ROAS).

metric that measures the revenue generated for every dollar spent on advertising. It indicates the effectiveness of your ad campaigns.

## conversions

actions taken by users that fulfill a desired goal, such as making a purchase, signing up for a newsletter, or filling out a form.

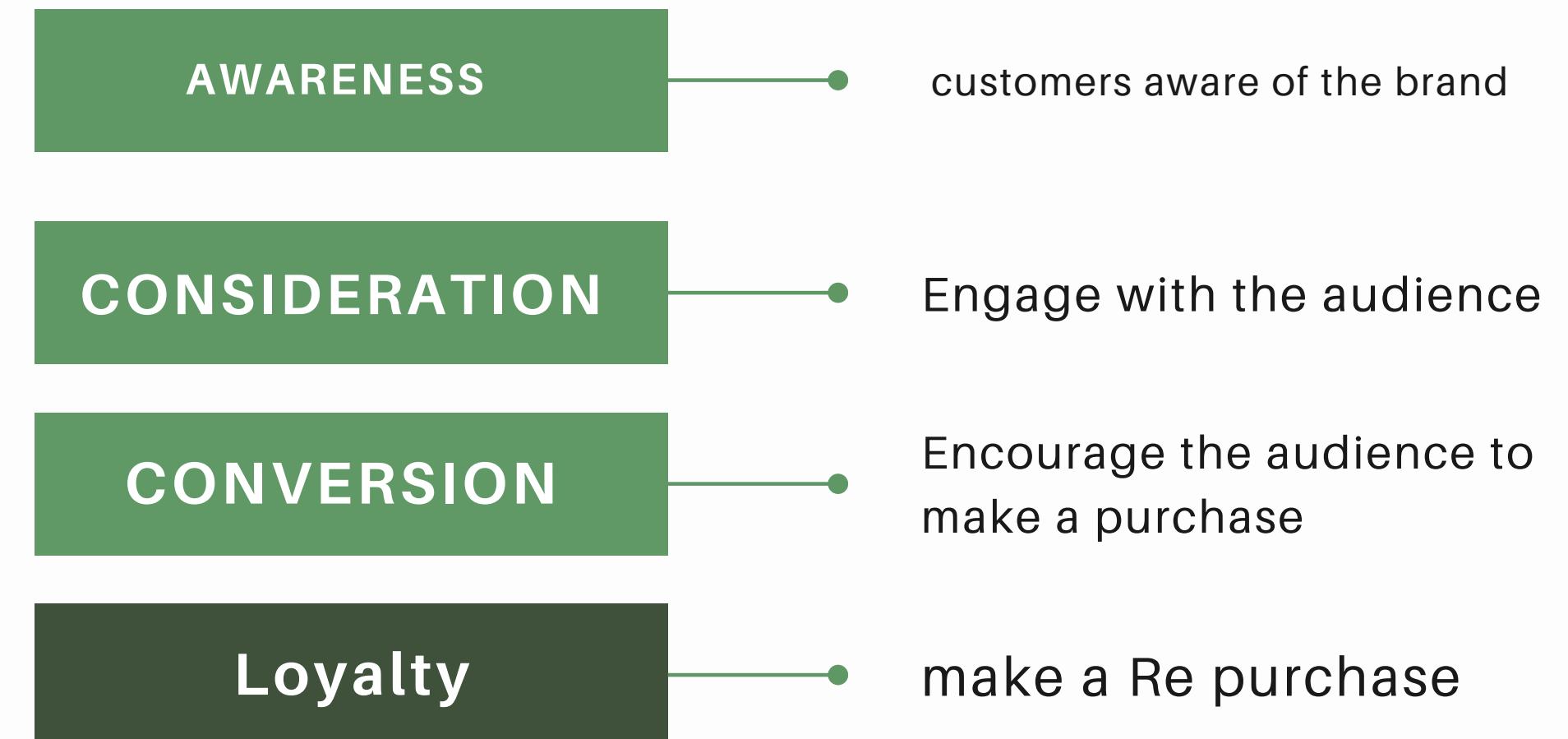
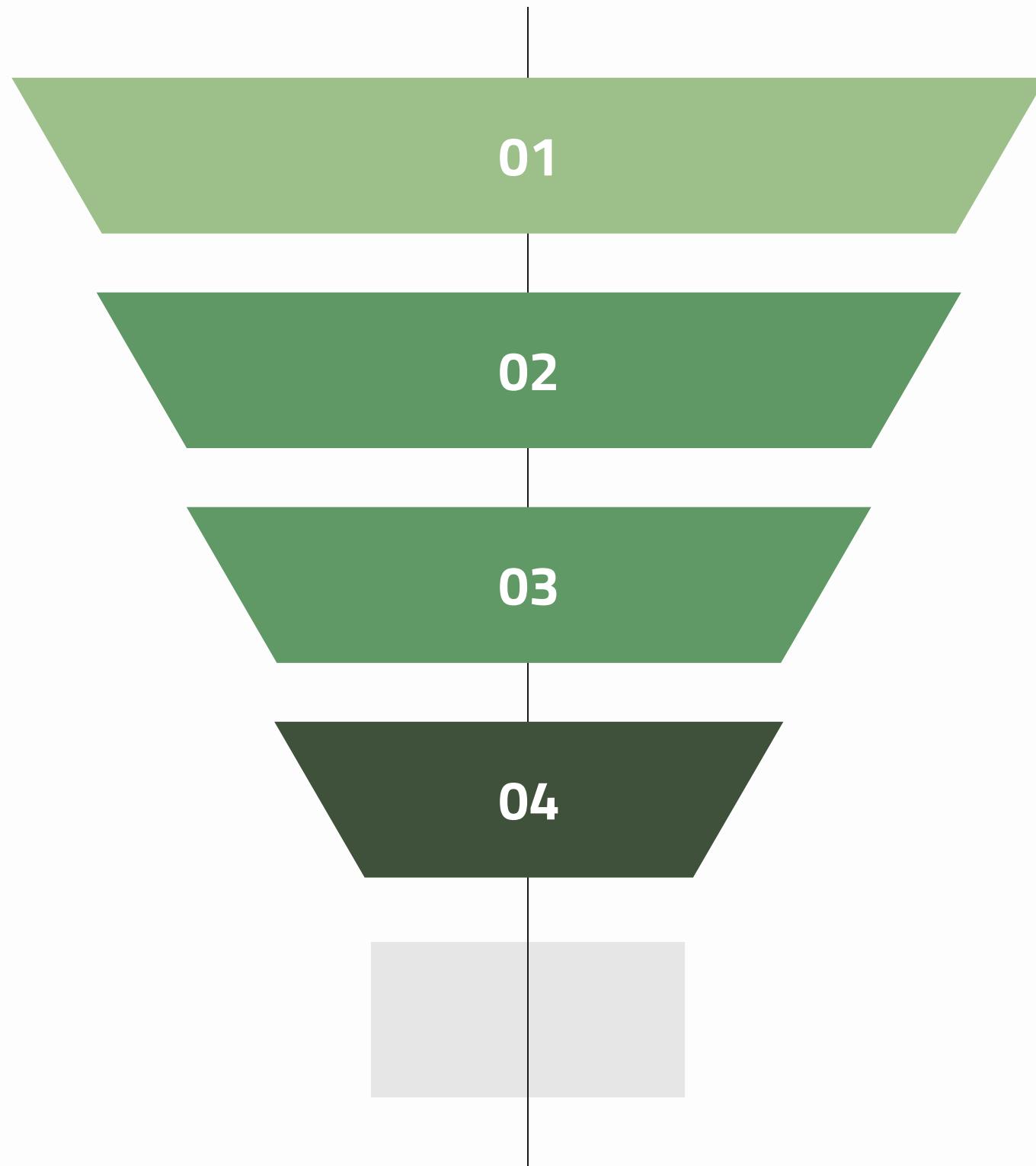
## impressions

the percentage of people who click on a link or ad out of the total number who see it.

# Content Plan



# SALES FUNNEL



# PRE-LAUNCH AWARENESS (AWARENESS STAGE)

1 month

Month : October

DAY & TIME	MONDAY 10:00 AM	TUESDAY 2:30 PM	WEDNESDAY 12:00 PM	THURSDAY 3:45 PM	FRIDAY 1:15 PM	SATURDAY 11:00 AM	SUNDAY 5:00 PM
VISUAL							
PLATFORM	Facebook	Instagram	Facebook	Tiktok	Instagram	Facebook	Tiktok
CAPTION	"Embrace the future of urban mobility with our electric scooters! 🚗⚡ Eco-friendly, efficient, and stylish – your ride has never been this smooth. 🌱⚡"	Discover the power of electric scooters. Eco-friendly, efficient, and fun!	Experience the future of transportation with our electric scooters! 🌱⚡ Eco-friendly, stylish, and efficient – your perfect ride awaits. Glide through your city with ease and sustainability. Join the revolution today! 🚗💨	"Ready to ride the future? 🚶⚡ Hop on our electric scooters for an eco-friendly, stylish, and smooth journey. Let's make commuting fun again! 🌱🚶"	Say goodbye to traffic and hello to freedom. Ride with us today!	"Experience the freedom of the future with our electric scooters! 🌱⚡ Glide through the city with ease, style, and sustainability. Join the revolution in urban mobility today! 🚗💨"	Hey everyone! 🚶 Ready to transform your commute? Join us live as we showcase our eco-friendly, stylish electric scooters! 🌱 Discover how you can ride smarter and greener. Let's revolutionize urban mobility together! 🌱⚡"
HASHTAGS	#EcoRide escoot	#ElectricScooter	#UrbanMobility	#RideTheFuture	#EcoFriendly	#RideGreen	#ElectricScooter
NOTES	<hr/>			GOALS	♦ Engagement	♦ Consistency	♦ Showcase
	<hr/>				♦ Promotion	♦	♦

# OUR DIGITAL MARKETING CHANNEL

## SOCIAL MEDIA

we well use social media platform like (instgram, Facebook)

## Influencer Marketing

we gonna use influencer to make brand awareness for our brand

## Email Marketing

we will try to attract our customer by using mail and inform them about our offers in future and our new products



## E-commerce

we have our own ecommerce that will help customer to know more about own product and we can know more our customer behavior by using pixel

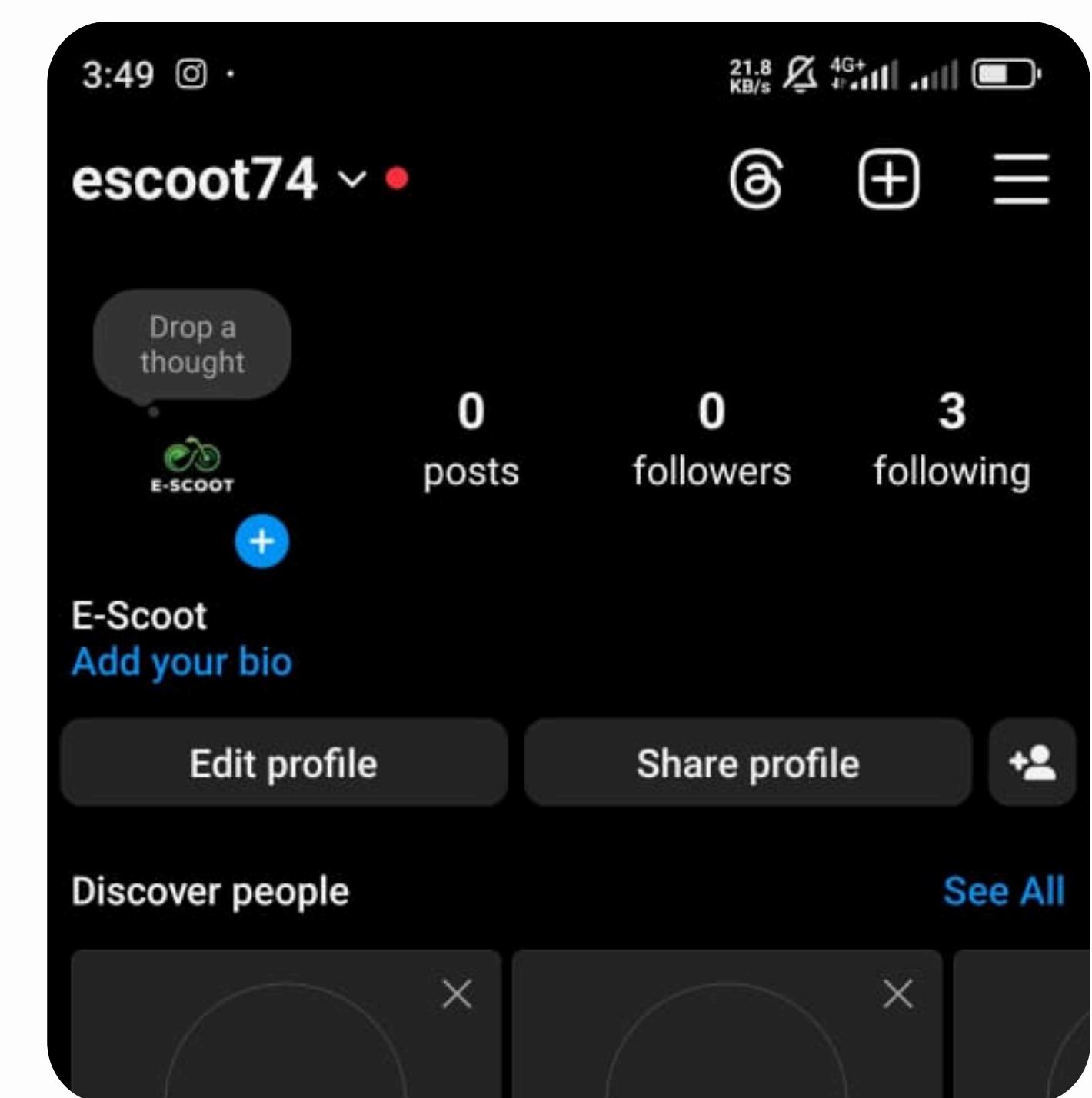
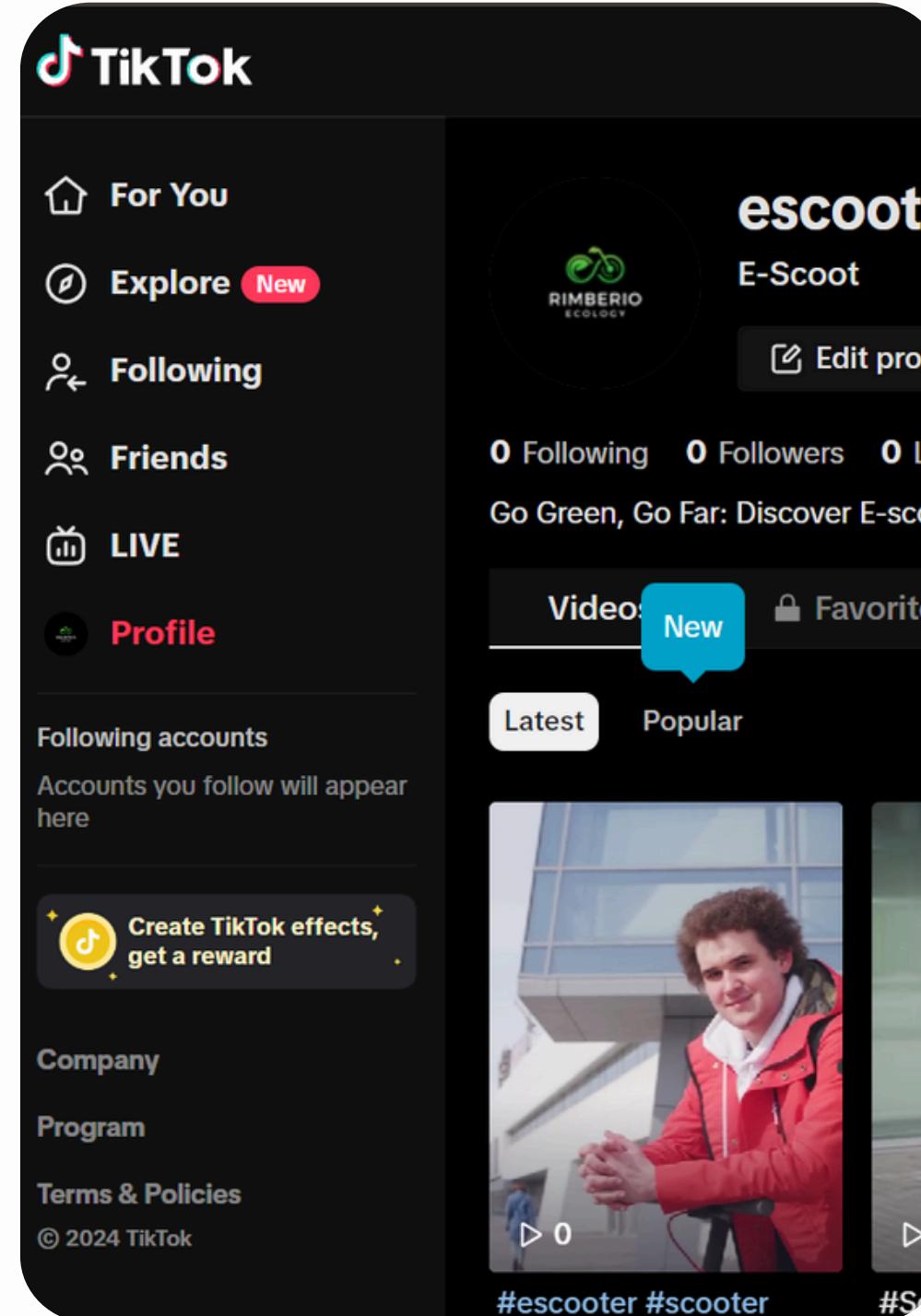
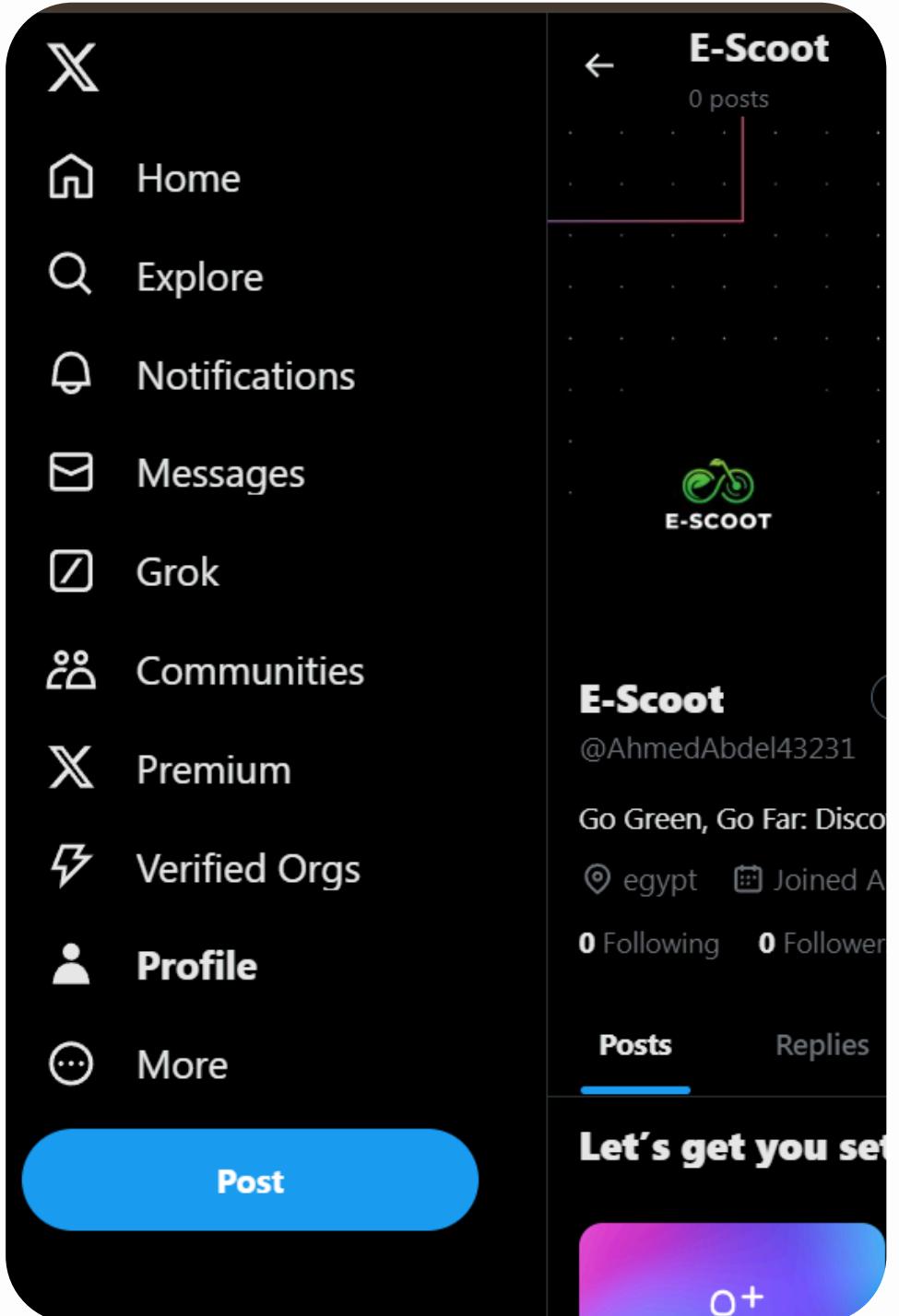
## Seo / Sem

we will use search engine optimization that will help me to make other client know more about our brand

## Affiliate marketing program

we will make affiliate program that will help me track sale for the seller and help me to increase sales

# OUR SOCIAL MEDIA CHANNELS

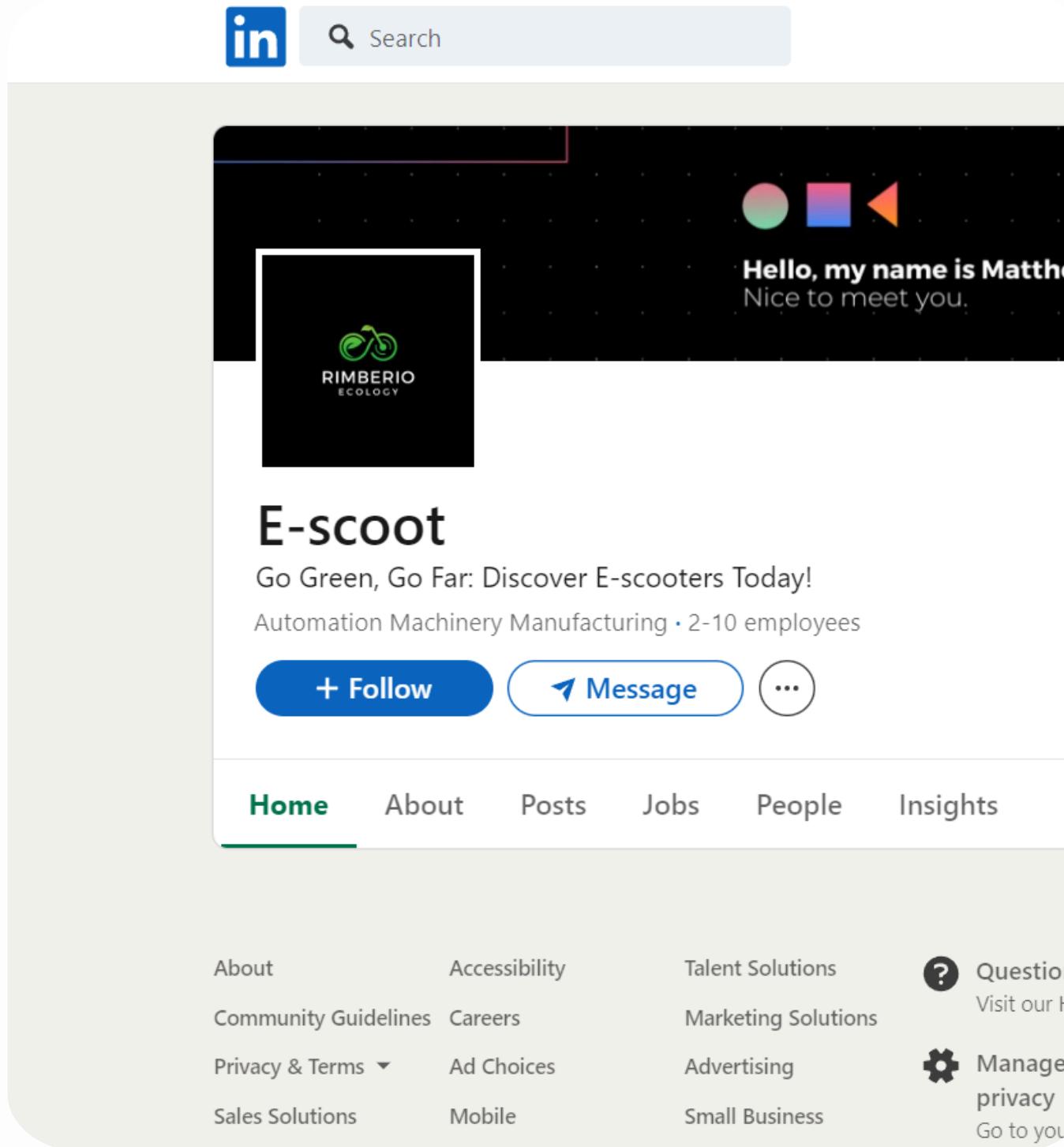


X

TIKTOK

INSTAGRAM

# OUR SOCIAL MEDIA CHANNELS



A LinkedIn profile page for 'E-scoot'. The profile picture is a black square with the RIMBERIO ECOLOGY logo. The cover photo shows a dark landscape with mountains and a path. The bio reads: 'Hello, my name is Matthew. Nice to meet you.' Below the bio is a post from 'RIMBERIO ECOLOGY' with the text 'Go Green, Go Far: Discover E-scooters Today!' and 'Automation Machinery Manufacturing • 2-10 employees'. Action buttons include '+ Follow', 'Message', and '...'. The navigation bar at the bottom includes 'Home', 'About', 'Posts', 'Jobs', 'People', and 'Insights'. The 'Home' tab is highlighted with a green underline. The footer contains links for 'About', 'Accessibility', 'Talent Solutions', 'Community Guidelines', 'Careers', 'Marketing Solutions', 'Privacy & Terms', 'Ad Choices', 'Advertising', 'Sales Solutions', 'Mobile', 'Small Business', 'Questions?', 'Visit our Help Center', and 'Manage your privacy'.

LINKEDIN



A Facebook page for 'E-scoot'. The profile picture is a black circle with the E-SCOOT logo. The cover photo is a scenic mountain landscape with the text 'Convenient, eco-friendly, fun!' overlaid. The page stats are '13 likes • 13 followers'. Action buttons include 'See dashboard', 'Edit', and 'Advertise'. The navigation bar at the bottom includes 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', 'Photos', and 'More'. The 'Posts' tab is highlighted with a blue underline.

FACEBOOK

dr-m-sobhy.my.canva.site/e-scoot

# SCOOTERS' HUB

Find unique scooters designed by E-soot

SHOW ALL >



ELECTRIC BIKE \$22.50



ELECTRIC BUGGY \$22.50



BLACK ELECTRIC SCOOTER \$22.50



WHITE ELECTRIC SCOOTER \$22.50

Hot weather Now

Search

99+

1

3:43 PM  
9/7/2024

Website

# Ads Result



# Facebook Post Ads

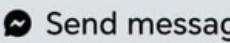
 E-scoot  
2d · 

موتسيلات ريد بول الكهربائية وصلت الأراضي المصرية 🇪🇬...⚡️

See more



Messenger  Contact E-scoot

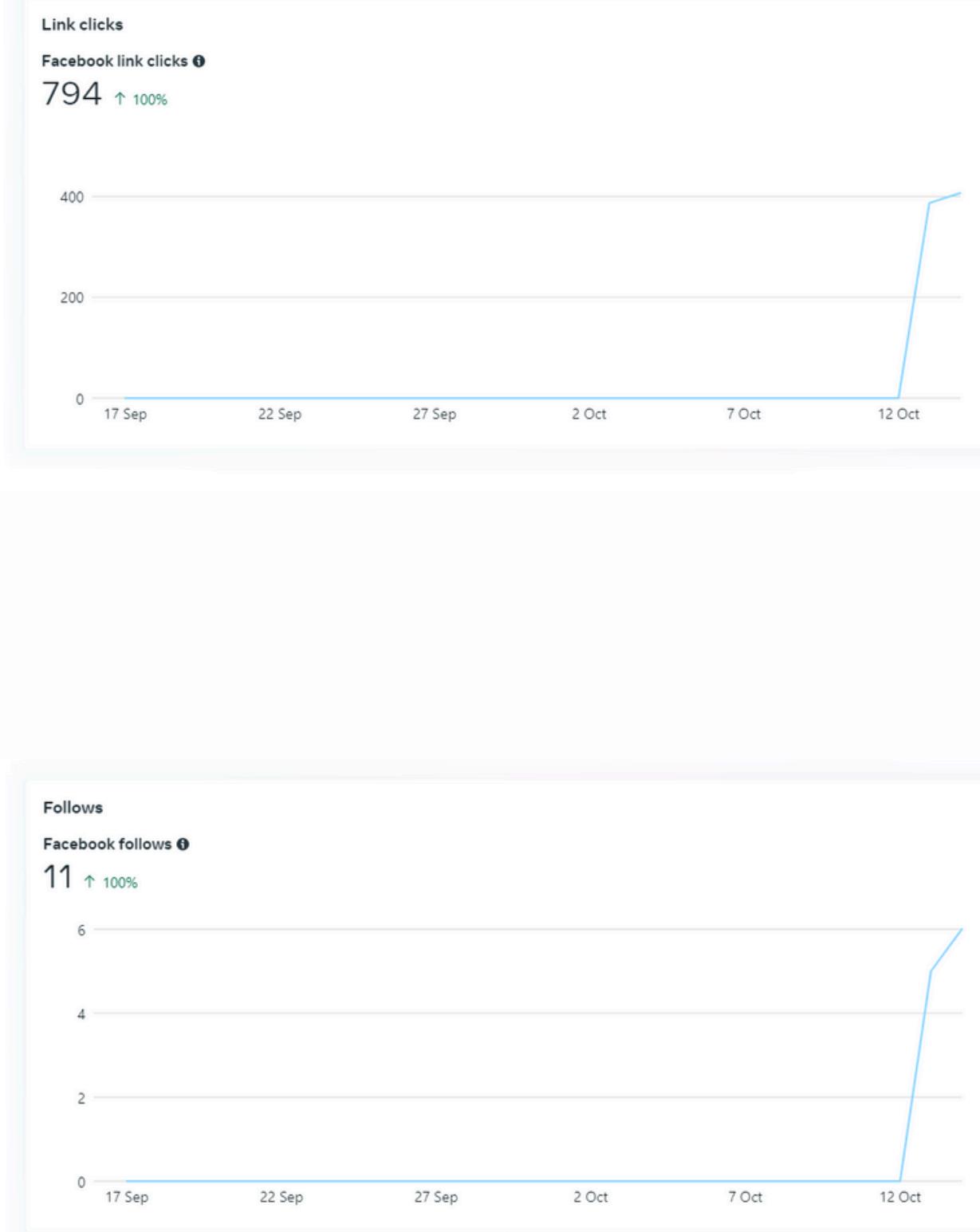
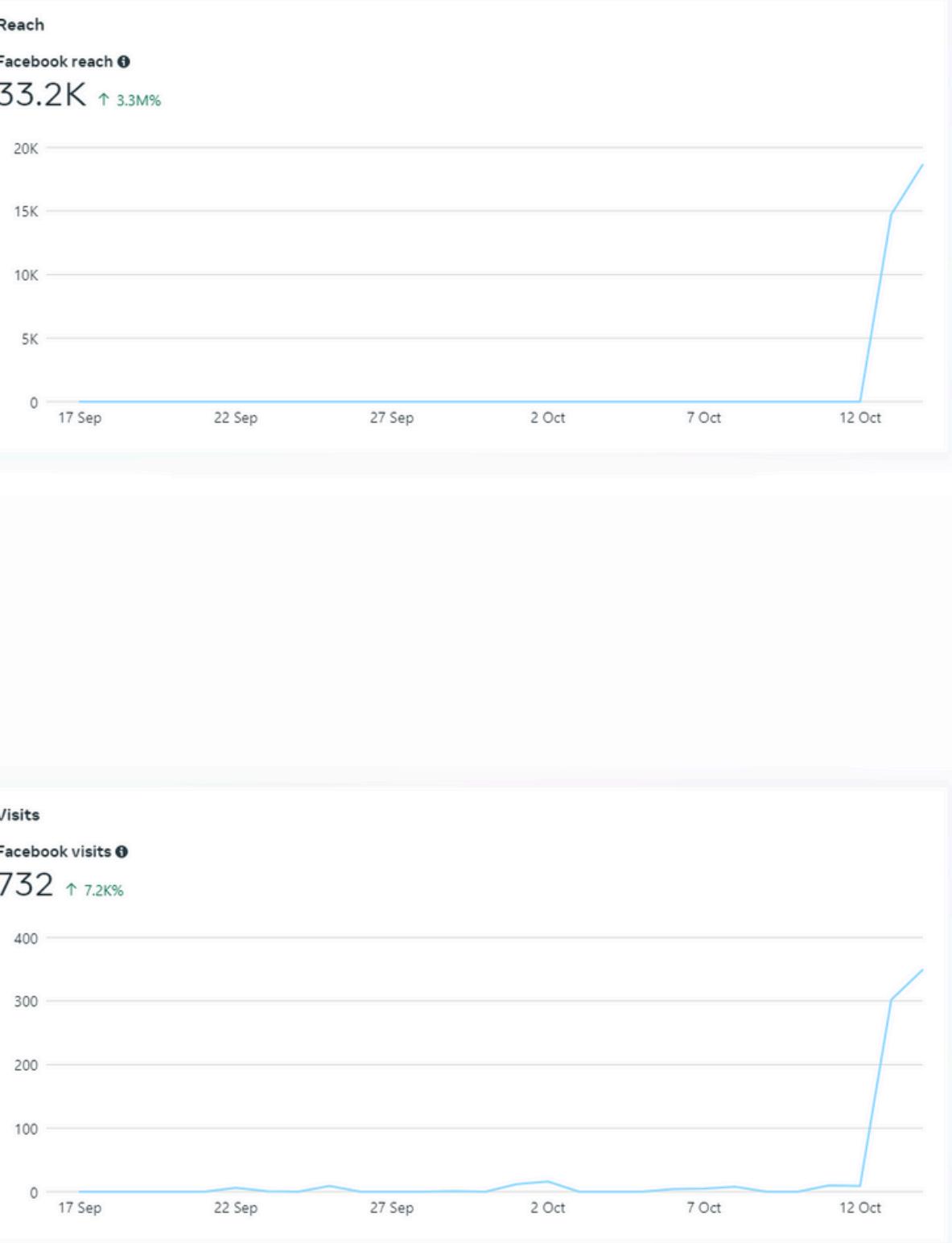
 Send message

 See insights and ads

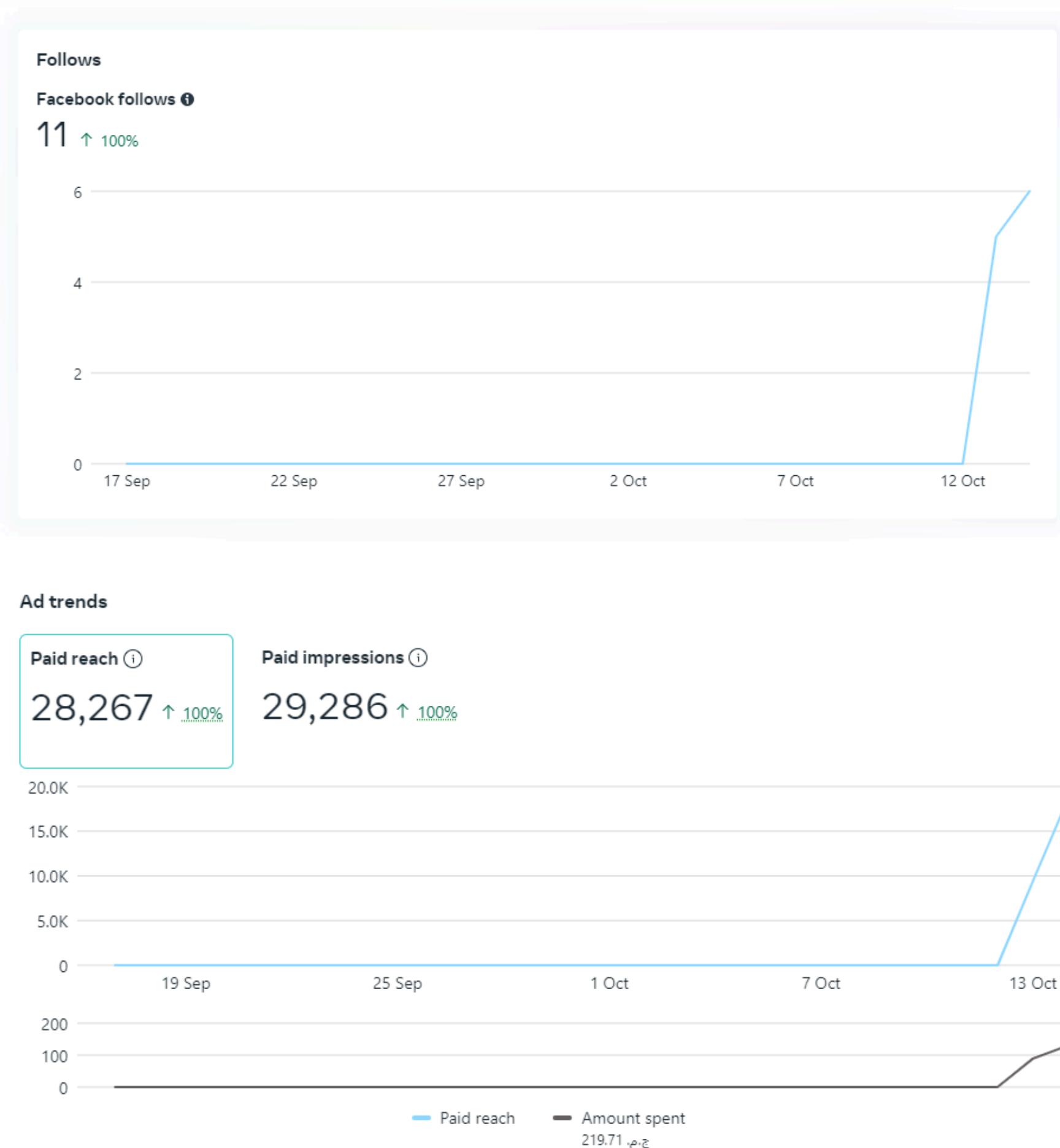
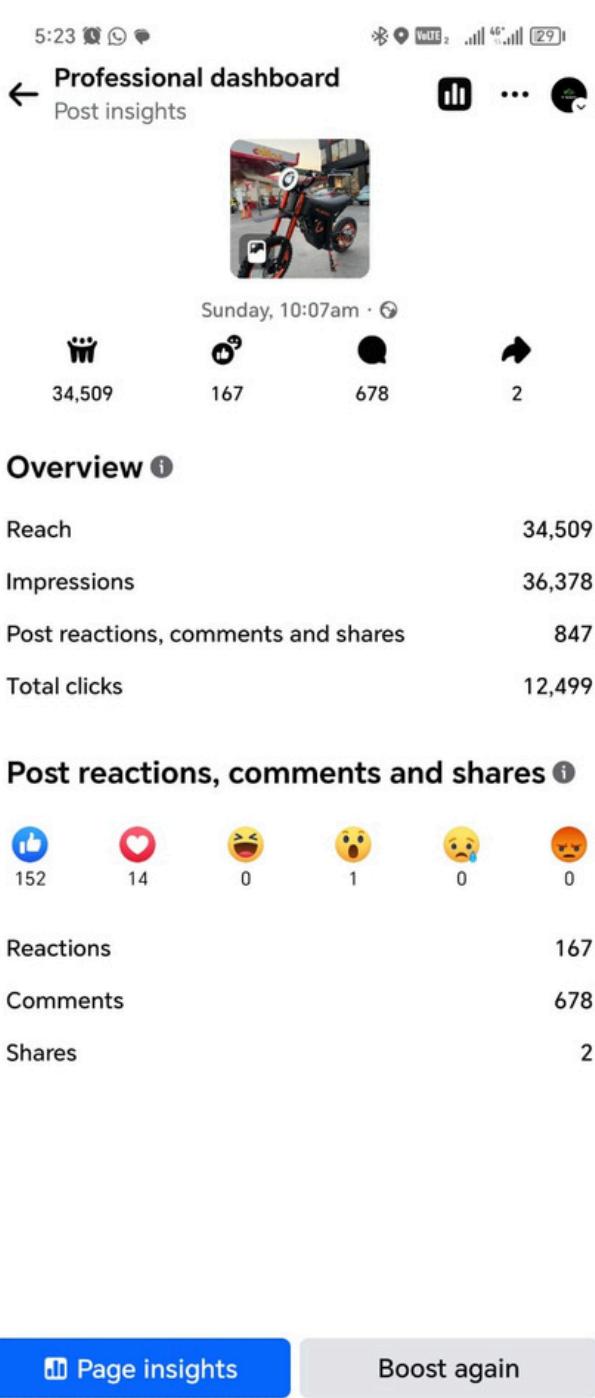
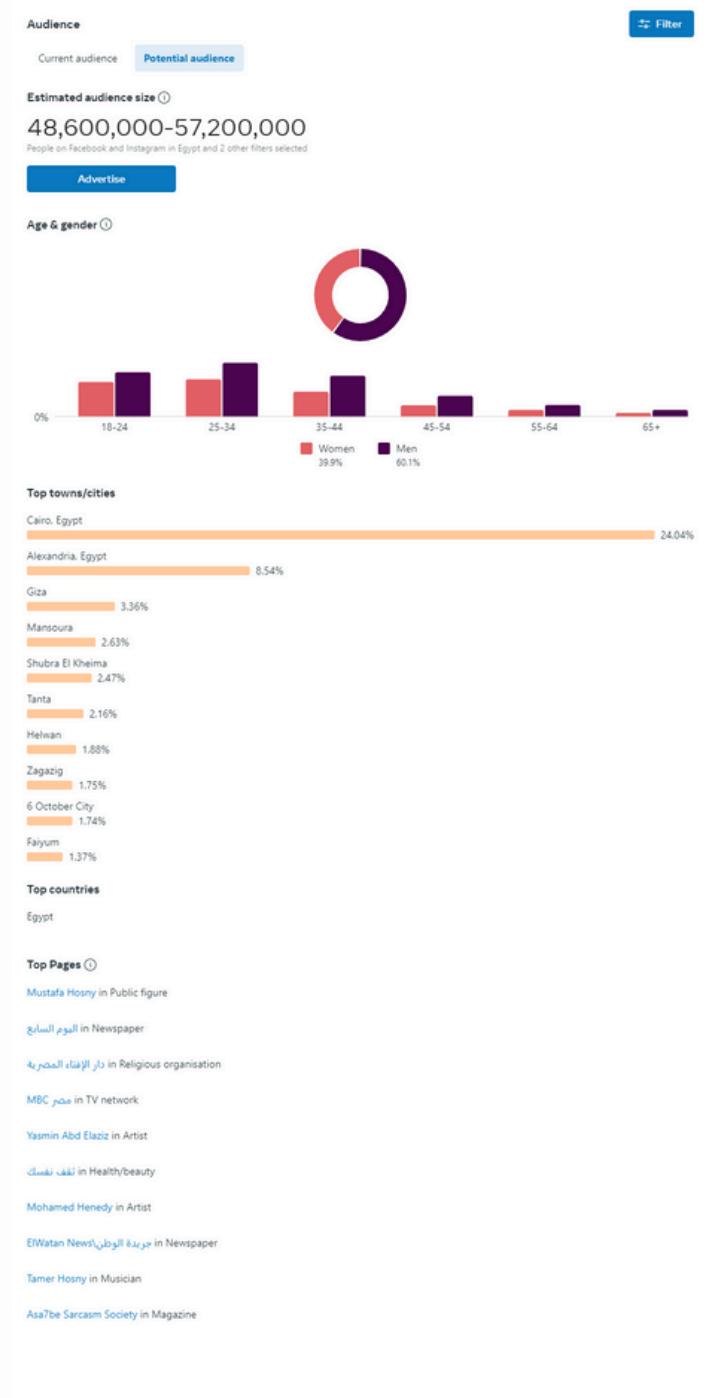
 Boost again

 Like 161  Comment  Send  Share

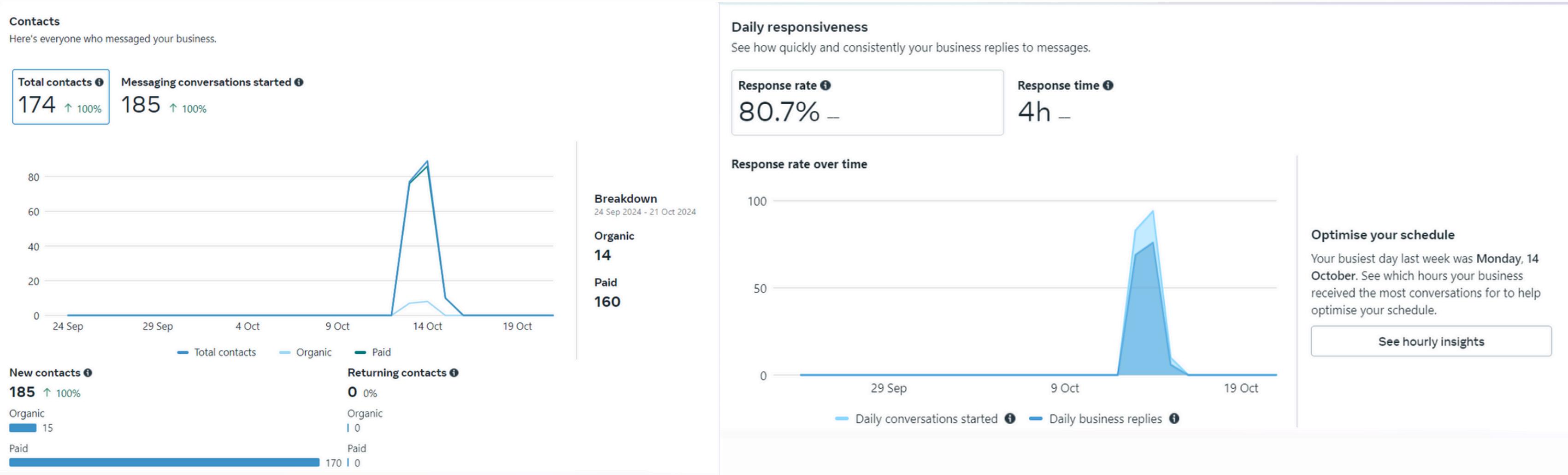
161 667 comments 2 shares



# Facebook Post Ads



# Facebook Post Ads



# Recommendations and Improvements



## More Dynamic Content

Move beyond just photos. We should introduce videos of real users, behind-the-scenes footage, and product features in action. Show how the Scooter performs on the streets with real commuters.

Add interactive elements like polls or quizzes to keep the audience engaged—something simple like, "Which E-scoot is right for you?"

## Video Showcases

Prioritize videos over static images, short clips showing the E-scoot in real-life settings, focusing on smooth rides, features, and customer experiences.

## Highlight Customer Experiences

Real riders telling their stories can boost trust. Let's feature short clips or quotes from people who use E-scoot daily. Adding a feature like "Rider of the Month" will put the spotlight on customers

## Customer Testimonials

Feature real riders, sharing their stories on how E-scoot has improved their daily commute, adding credibility to the brand.

## Video Showcases

Prioritize videos over static images, short clips showing the E-scoot in real-life settings, focusing on smooth rides, features, and customer experiences.

## Influencer Collaborations

Partner with influencers in the urban mobility or eco-friendly niche to reach a wider audience and create relatable content.

## Interactive Posts

Use polls, Q&A sessions, or simple quizzes to get the audience engaged while highlighting the scooter's key benefits.

## Sustainability Focus

Push the eco-friendly benefits of E-scoot, emphasizing how it helps reduce emissions and save on transportation costs, tying in with global environmental initiatives.





# Tools Used

