



Social Media Marketing Plan

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Organizational Overview

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Background

Via is a ridesharing app available in Chicago, New York City and Washington D.C. They offer low, flat rates from \$5 - \$7 regardless of time or location. There is also an opportunity for users to purchase a ViaPass which offers a variety of options on a weekly or monthly basis. Via is said to work more like a bus line rather than a taxi service. Drivers pick up multiple people in a large SUV and the corner of main streets rather than coming to the passengers exact location. Via creates a community among passengers and drivers.



Primary Communication Challenge

- **Capitalize through offering discounts for popular events and/ or destinations that occur in each city.**
 - NYC, Chicago and D.C. are notorious for hosting large events, both annually and periodically.
 - To capitalize, collaborate with event directors and offer lower, discounted rates to passengers that are traveling to and from these events.
 - These cities are also major hubs for popular restaurants and tourist destinations.
 - Collaborate with restaurant and business owners to offer discounted rides to and from these locations.
- **Communicate their brand message through a series of engaging social media campaigns.**
 - Launch advertisements across Instagram, Facebook, Snapchat and Twitter that speak to their target audience.



Organization Strengths

- **Different than their competitors, Uber and Lyft.**
 - Offer flat rates.
 - Work like a bus line rather than a private service.
 - ViaPass opportunity.
- **Instagram features hashtag campaigns such as #SecretStops with a high-quality picture - the pictures correspond with their aesthetic.**
- **There are opportunities to collaborate with businesses and events.**



Organization Weaknesses

- **Via doesn't communicate their brand message as effectively as they could be.**
 - Inconsistent with posting on social media platforms.
 - Poor quality graphics and photographs.
 - Long captions.
- **Via's Twitter page is flooded with consumer complaints.**
- **Via doesn't show passenger appreciation as much as they should.**
- **Unclear target audience.**



Competition Analysis: Uber

- **Facebook:**

- Lots of photos and videos that go along with their branding (same colors throughout and engaging).
- Post articles that keep up with the times, there is a video that talks about their support of Mexico after the earthquake.
- Post about once a day, usually video.
- Use of hashtags in each post.

- **Instagram:**

- Lots of photos and videos that go along with their branding (same colors throughout and engaging).
- They post articles that are timely and relevant. (ex: there is a video that talks about their support of Mexico after the earthquake.
- They post about once a day, usually video.
- Use strategic hashtags in each post.

- **Twitter:**

- They engage more with riders on Twitter rather than on Facebook.
- Tweet about 4-5 times each day.
- Don't retweet very often, only about once a week.
- Lots of video content, some gifs.



Competition Analysis: Lyft

- **Facebook:**
 - Lots of posts on specific areas (local kind of feel) and giving back.
 - Mostly video content.
 - Only post about twice a month.
 - They tag companies that they team up with such as Taco Bell, Budweiser, and Delta. Most of their posts are promoting a collaboration.
- **Twitter:**
 - They have two Twitter accounts: @Lyft and @AskLyft.
 - @Lyft is the normal company account, but @AskLyft is used specifically for consumers to ask questions and receive answers right away (from 5 a.m. to 9 p.m. PT).
 - @Lyft:
 - Updates about Lyft as a company (partners, Rider options, and company progression)
 - @AskLyft:
 - They post once a day or only a few times each week.
 - They have humor throughout their posts, makes them engaging—use gifs frequently.
- **Instagram:**
 - A lot of their pictures are shared the across all platforms—not very different.
 - Series titled “#UndercoverLyfts”
 - Use the same pink/purple/ bright colors, has that fun vibe.
 - A lot of moving graphics.
 - Only post about 3-4 each month.



Target Audience



- **Demographics:**
 - **Ages 18-35.**
 - **Education: In school or graduated from a university.**
 - **Employment: Student or working professional.**
 - **Geography: Greater NYC area, Washington D.C., and Chicago.**
- **Psychographics:**
 - **Hobbies and interests: Traveling and trying new things - risk takers.**
 - **Important: Saving money and advancing career.**
 - **Proud to have accomplished getting a degree or career goals.**
- **Social Technographics:**
 - **Technographic ladder: Majority are critics and creators. They are happy to try new alternatives and talk about their experiences, as well as form critical opinions online through writing reviews.**
 - **Content Behavior:**
 - **Latest iPhone and Samsung phones, last Google searches were “restaurant reviews and the NYT Bestseller list, most used social platforms are LinkedIn and Instagram, Interested in photo and video content.**

Marketing Persona: Suzy Que

Job Title: College student

Where she goes to school: Columbia University

Details: Sarah is an undergraduate student at Columbia University and lives in a dorm in Morningside Heights, Manhattan. She studies public relations, has an unpaid internship in the garment district, and enjoys going out on the weekends with her friends.

Age: 21

Family: Her father is a teacher and her mother is a real estate broker.

Primary Goal: Graduate with a high GPA and work for a public relations agency in New York City.

Secondary Goal: Have fun with her friends and make connections and network when experiencing New York City nightlife.

How can she help achieve these goals: Going out to dinner and bars in popular nightlife areas in New York City and excel at her internship, even if it means staying later and working longer hours.



Marketing Persona: Joe Brown

Job Title: Research Associate

Where he works: Georgetown University

Details: Has to be on campus 3/5 days per week.

Age: 35

Location: Brightwood Park (area in Washington D.C.)

Education: BA in finance.

Goals: Develop a relationship with the other faculty members

Family: Has a fiancé and a cat named Earl

Primary goal: He wants to put in more hours and become promoted to an assistant professor.

Secondary goal: Save money and move closer to the campus after he is married.

How can he help achieve these goals: He can carpool to save gas and be able to work later hours without having to worry about having to drive a long way home.



Goal #1 : Attract target audience

Strategy: Communicate Via as a money-saving ride alternative.

Tactic:

- 1) Utilize YouTube to create a web series that pokes fun at competitors Uber and Lyft by emphasizing price differences. Communicate that Via's flat rates and the ViaPass option are the cheapest alternative for commuters.**
- 2) Reach out to Tastemakers to talk about their experience using Via either on Youtube or in an Instagram post. (Offer discount codes for them to share with their subscribers).**
- 3) Create a campaign where if passengers make a Snapchat story and link the Via website, they can receive Via credit.**



Goal #2 : Enhance customer experience.



Strategy: Offer specialized opportunities outside the Via vehicle.

Tactics:

1) Collaborate with restaurants that utilize OpenTable.

- a) Offered discounted rides to passengers to go to and from a restaurant when they book reservations through OpenTable.

2) Collaborate with local events (ex: Rockefeller Christmas tree lighting) and trending restaurants.

- a) Utilize Facebook as a platform to give updates on local events and popular destinations.
- b) Offer discounts to those who go to these events using Via (provide a discount code at the end of a post).

3) Utilize #SecretSpots on Instagram and Twitter.

- a) Post high-quality picture of a food places in cities, followers guess the stop and the first follower to guess the place correctly receives a free Via ride to and from there.

Goal #3 : Increase brand awareness

Strategy: Increase the awareness of Via through utilizing social media tools.

Tactics:

- 1) **Sponsored Instagram advertisements for users located in NYC, Chicago and D.C.**
- 2) **Facebook Advertisements.**
- 3) **Promoted Tweets - #SecretStop, OpenTable opportunities and events.**
- 4) **Twitter advertisements:**
 - a) **Invest in Twitter Ads sponsored Tweets.**
 - i) **“Awareness Campaigns:” It’s cost-effective and will raise awareness.**
 - ii) **They would pay Twitter for the number of impressions (CPM).**
- 5) **Snapchat:**
 - a) **Geotag #SecretSpots location once it’s revealed by Via.**
 - b) **Sponsored stories.**



Metrics/ KPIs



- **Determine the sentiment ratio**

$$\frac{\text{Positive or Neutral Brand Mentions}}{\text{All Brand Mentions}} = \text{Sentiment Ratio}$$



Standard: Use Talkwalker
Goal: (+2)
Benchmark every 2 months

- **Determine audience engagement**

$$\frac{\text{Comments + Shares + Trackbacks}}{\text{Total Views}} = \text{Audience Engagement}$$



Standard: 3.5%
Goal: Increase 0.35%
Benchmark every 6 months

- **Determine share of voice**

$$\frac{\text{Brand Mentions}}{\text{Total Mentions (Brand +competitor A, B, C)}} = \text{Share of Voice}$$



Standard: 0.78%
Goal: Increase 0.25%
Benchmark every 6 months

Timeline

One Year: 2018

- Launch sponsored Instagram advertisements.
- Research and contact 5 tastemakers.
- Launch Snapchat campaigns:
Linking Via website = Via credit.

- Launch Twitter advertisements:
Awareness campaigns.
- Launch YouTube channel and post web series episode bi-weekly.
- Launch sponsored Snapchat advertisements.

- Research and contact 10 more restaurants who use OpenTable.
- Research and contact 10 more tastemakers.

- Determine audience engagement and share of voice Jan 1, 2019.

January February March April May June July August September October November December

- Research and contact 10-20 restaurants who use OpenTable: Launch campaign.
- 2 #SecretStops: heavy promotion.
- Collaborate with first event.
- Determine sentiment ratio March 1.
- Launch Facebook advertisements.

- Determine sentiment ratio May 1.
- Determine audience engagement and share of voice July 1.
- Determine sentiment ratio July 1.
- Collaborate with second event.

- Push 3 #SecretStops locations.
- Collaborate with second event.
- Determine sentiment ratio Sept. 1.
- Collaborate with third event.

- Determine sentiment ratio Nov. 1.
- Collaborate with fourth event.

