VEDOC APP

Marketing Plan

2021

Executive Summary

The global automotive repair and maintenance services market is anticipated to be valued at US$ 441.3 Bn and is projected to expand at a CAGR of 5.6% over the forecast period, to exceed US$ 750 Bn in the coming decade.

- 54% of Americans feel intimidated when dealing with a car mechanic.
- 4/10 Americans will avoid taking their car to the mechanic because they're. afraid their wallet won't be able to handle all the work their car needs.
- Only 19% of Americans feel very confident they are paying a fair price when servicing their vehicle.

Vedoc's mission is to establish its presence in the tech space as well as the automotive service industry by introducing a new way of servicing your vehicle by reputable providers. Our on-demand service gives users the transparency, the best price and helps them make the necessary arrangements for their next service with a few screen taps.

Vedoc's plan fits perfectly with the current market and social situation, thriving on an unexplored market and without any strong and recognized competitor.

Situation analysis

In today's world there isn't an online presence drivers recognize and rely on for all their vehicle needs, the industry is fragmented and service quality remains very poor forcing drivers to avoid taking their car to get serviced. In today's world , consumers seek transparency, service is being sold online and the world of on-demand services

continues to grow. Understanding the automotive industry and consumers will help us find product market fit.

Pain Points	***Unique selling proposition***
End Users: 1.Overpriced repairs/services 2.Lack of transparency 3. Fragmented industry	End Users: 1. Competitive pricing 2. Vetted providers 3. On-demand service 4.One-stop-shop Marketplace
Service Providers: 1.Overpriced marketing services 2.Lack of credibility 3.Relying on non-automotive platforms to drive traffic to their shop.	Service Providers: 1.Affordable subscription 2. Increase revenue 3. Set their own prices and promotions 4..Automotive focused platform

SWOT Analysis

As Vedoc's marketing team, our goal is to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2021.

Strengths	**Weaknesses**	**Opportunities**	**Threats**
There's virtually no other app that focuses on solving all your vehicle needs, even in emergencies and	Growing the list of providers registered on the app has been slower than expected. Efforts have transitioned to building a solid	As the world evolves into a new digital era where most services can be found online, Vedoc App comes at the perfect time where people are	-Marketing services -Search engines - Mobile repair fleets -DIY trends -Indirect Competitors

on short time response periods.	team the company can rely on.	learning and accepting to try on-demand services	

Product Tour:

To make sure that all the marketing efforts actually translate to new users, listings and revenue, it's important to make a tour product through the app and all the communication channels.

A product tour will help us find the easiest way to navigate every channel and how to lead the user to what they are looking for and ultimately what we want them to do: either register as a new provider or list a service for their vehicle.

We want to eliminate every disconnection between channels because that will lead to lost potential users whenever the app, the website or any social media channel won't have a clear path to our ultimate goal.

Competitor Analysis:

Here are our two biggest competitors; Openbay being our direct competitor and offering almost the same services that Vedoc App offers but it's at the same stage as Vedoc, no real market recognition, not many users.

On the other hand, Yelp is globally recognized and has built a trusted community but their automotive section is one of the less used sections of their website.

1.- Openbay:

Openbay provides two services. Marketplace allows you to compare
local shop estimates for vehicle repair. You can let Openbay Marketplace know what services are needed, your maintenance interval, or describe symptoms to request a diagnosis. All estimates will include parts, labor rate and taxes. You can also schedule an appointment through Openbay Otis is a platform that allows you to convert website visitors into paying customers.

Services provided: oil change, brake pads, general diagnosis, check engine
light, wheel alignment, a/c diagnosis, more (services depend on location)

Content: how auto shops are using OpenBay Otis, business tips for mechanics, common car problems, what the general costs are for common repairs

Keywords they are ranking for: honda pilot, honda pilots, pilot honda, muffler, mufflers

Facebook: 2.407 likes & 2.557 followers
Pinterest: 372 followers & 31k monthly views
Twitter: 1,932 followers
LinkedIn: 1133 followers

2.- YELP:

Yelp is a social media network that allows users to rate and review businesses they have visited for any number of services.
The strong point of Yelp is trusting the “honest reviews” other customers write, but a business can also pay to be sponsored. Some auto businesses offer quotes directly through Yelp when requested.

Services provided: Rating and review of businesses, request a quote.

Content: reviews, faqs, related cost guides, related talk topics, related searches

Keywords they are ranking for: yelp, breakfast near me, chinese food near me, ice cream near me, coffee near me, nail salon near me,

Facebook: 218.422 likes & 231.718 followers
Instagram: 106k
Pinterest: 79.8k followers & 10M+ monthly views
Twitter: 108k followers
LinkedIn: 160k followers

Campaign Timeline

The first month of the campaign, being heavily focussed on the providers, has the main goal of building trust in the auto community, helping the providers understand the costs and benefits of joining the Vedoc App.

The second and third months are mainly focused on creating brand awareness by exposure to new and potential users by simply depicting the easy and convenient use of the app.

The fourth month would be a combination of all of those efforts, but with an organic approach (no marketing budget), exploiting the reach and growth the first three months brought.

FIRST MONTH	SECOND MONTH	THIRD MONTH	FOURTH MONTH
80% focused on providers, 20% in users. Main channels: Email campaign, Car events, automotive blogs, social media engagement, in person on-boarding.	30% focused on providers, 70% in users. Main channels: Social media, google ads, flyers, billboards, PR, text campaign, partnerships, in person-sales, email campaign	30% focused on providers, 70% in users. Main channels: Social media, google ads, flyers, billboards.	30% focused on providers, 70% in users. Main channels: Social media, direct communication with providers, flyers.

The Goal:

12 months

3 Metro Areas:

-Houston - Sugarland - The Woodlands

-Dallas - Fort Worth - Arlington

- Illinois - Wisconsin - Indiana (Chicagoland)

-4,000+ Provider Registered **$1.2M**

-200,000+ Booked services **$300,000**

$24.99 Subscriptions

$1.50 Booking fees

Initiative 1

Description: Allow for users to submit their first listing for free, rate their experience and provide feedback

Goal of initiative (On-demand): Users will be able to receive and compare quotes, book service and find what they are looking for with a few screen taps.

Initiative 2

Description: Working with automotive influential figures in youtube or in their own blog.

Goal of initiative: To build trust in the mechanical community and to reach new providers through figures they follow.

Proposed blogs:

- https://humblemechanic.com/
- https://www.ericthecarguy.com/
- https://www.youtube.com/channel/UCes1EvRjcKU4sY_UEavndBw
- https://www.thecarmomofficial.com/about
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Initiative 3

Description: Free aircheck - multipoint inspection station

Goal of initiative: Find strategic partners who allow for us to offer their employees a car inspection at no cost.
This allows us an opportunity to introduce the App, build a user base and collect data.

Target Market

This audience earns 20-100k a year, some could possibly need financial assistance, they are college graduates, have a professional career or an office job..

This solution will help people who have had a bad experience and help the ones who are starting to get behind the wheel avoid being targeted and through their support, help us grow as we navigate through the market.

Our goal is to introduce our audience to a new way to service their vehicle, they will no longer think of Auto repairs or services as a headache but rather a responsibility. Through our marketing campaigns we want to develop fun initiatives to create awareness about pollution and risks on the road. Developing strategic partnerships will highly contribute to establish our presence. Establishing our brand as a platform drivers trust through advertisement and results will help us achieve success.

Users

Within our target market, we've identified the following user personas to represent our ideal customers:

Women, Millennials and Generation Z.

Looking for on-demand services, transparency and convenience. They also rely on apps to resolve it's daily needs, it's a part of their normal process and routine.

Providers:

-Small -medium or family shops

-Mobile Providers

-Shops that offer a 12 month/12,000 mile warranty on repairs

Services include:

-Mechanic

-Towing

-Window Tint

-Detail

-Locksmith

-Vehicle Customization

- Windshield repair

-Pre-purchase inspection

-Tire & Wheel

Demographic Target Market

The first 3 months of the campaign will only be targeted to Texas, Illinois, Indiana and Wisconsin, These 3 Metro areas are amongst the top 5 in the United States

We will concentrate all of our marketing efforts on these states to receive a genuine reaction and feedback of the campaign, product and brand awareness.

Target Cities:

The budget efforts to make a national campaign successful are huge, that's why we've studied the best approach for our budget and to achieve the best numbers possible we've decided to target 10 cities in these metropolitan areas

That allows us to create a big impact and to achieve high numbers without a huge budget, also creating a "pilot" test for a future nationwide marketing campaign.

1.Houston- Sugarland- The woodlands

2. Dallas- Fort Worth- Arlington

3 Chicagoland: Illinois-Indiana- Wisconsin

Go-to-Market Strategy

We are going after used car owners driven by women, millennials and Gen z, they are targeted the most by dishonest shops, they don't understand repairs and they will also be the easiest to convince.

And lastly I know the level of loyalty women have for their brands, so being the platform that helps them solve all their vehicle needs will help us have a high retention rate and will also help us establish our brand faster

From the provider perspective we plan to go after Small-medium businesses that spend $100+ in marketing ads a month, they are typically managed by 1-2 people and most of the time they have no experience in marketing or promoting their business. Partnering with mobile providers is also part of the strategy, they will supply on-demand services for drivers and most are operated and managed by 1 person so giving them access to our platform could open new opportunities for their market as well.

Content Strategy (End user)

Automotive content isn’t very exciting for our core audience, however- we plan to create relatable content based on trends, user experiences and social culture. It’s gonna be relatable, straight to the point, trendy and funny. Design wise, it will be younger looking, without losing the yellow and black that keep an industry look.

As a part of having a strong content strategy, creating our own content is crucial.

Branding Strategy

A redesign of the logo, branding and digital images.

Vedoc wants to portray a strong, modern and leading company that sells a digital alternative for a traditional business, that's why the new image has to be on brand with those principles.

Budget

For the first 3 months of the campaign, we expect to invest in the following items to ensure we meet the following objectives:

- Build brand awareness
- Grow digital presence
- Increase the number of users
- Increase the number of providers

Email campaign:

Our strategy for email campaigns is simple: Users/Consumers only open email advertisements when you offer a FREE service/product. Our goal is to invest smart and offer a click users can refuse to take advantage of, for example:

-Free Oil change giveaway (user)

-Free booking (user)

-Free vehicle inspection (user)

-Product giveaway(user/providers)

-Service discounts (user)

- Free trial (provider)

Marketing Channels

Over the course of 2021, we will ramp up our use of the following channels for educating our providers and users , generating leads, new users and developing brand awareness:

INSTAGRAM:

This platform has been the main channel for our user base both driver/provider.

A platform that caters directly to our target user, explaining the functioning, accessibility and advantages of the app and it's use. Providers who understand the purpose of instagram, understand the value Vedoc brings and they are easily convinced.

Tone of the channel: Alternating between automotive content to light and fun content has helped us grow organically. Engagement has helped our account grow month by month.

Metrics to measure success: Number of followers and engagement. Our current focus is on providers.

FACEBOOK:

Purpose of channel: Brand Awareness

As Facebook is becoming a less active platform, the goal is to reach our target market, both users and providers, through news, fun facts and information about the auto industry.

Tone of the channel: Informative but keeping the content light, so it'll be of general interest. Creating posts that could go viral.

Metrics to measure success: Followers and engagement.

Cons: Facebook is flooded with useless content. Our growth has been slow as it is difficult to organically grow this channel without paid ads.

PINTEREST:

Purpose of channel: Brand Awareness

The content in Pinterest is completely focussed on potential users.

Sharing practical and useful info about their cars and their maintenance.

Tone of the channel: Inphographics, as Pinterest is a graphical platform, the goal is to become a profile that shares valuable information as a car owner.

Metrics to measure success: Post impressions

Quick Links

Website

- https://vedocco.wixsite.com/vedoc

Facebook

- https://www.facebook.com/vedocapp/

Instagram

- https://www.instagram.com/vehicledoctor/?hl=en

Pinterest

- https://www.pinterest.com/VehicleDoctor/