fetii

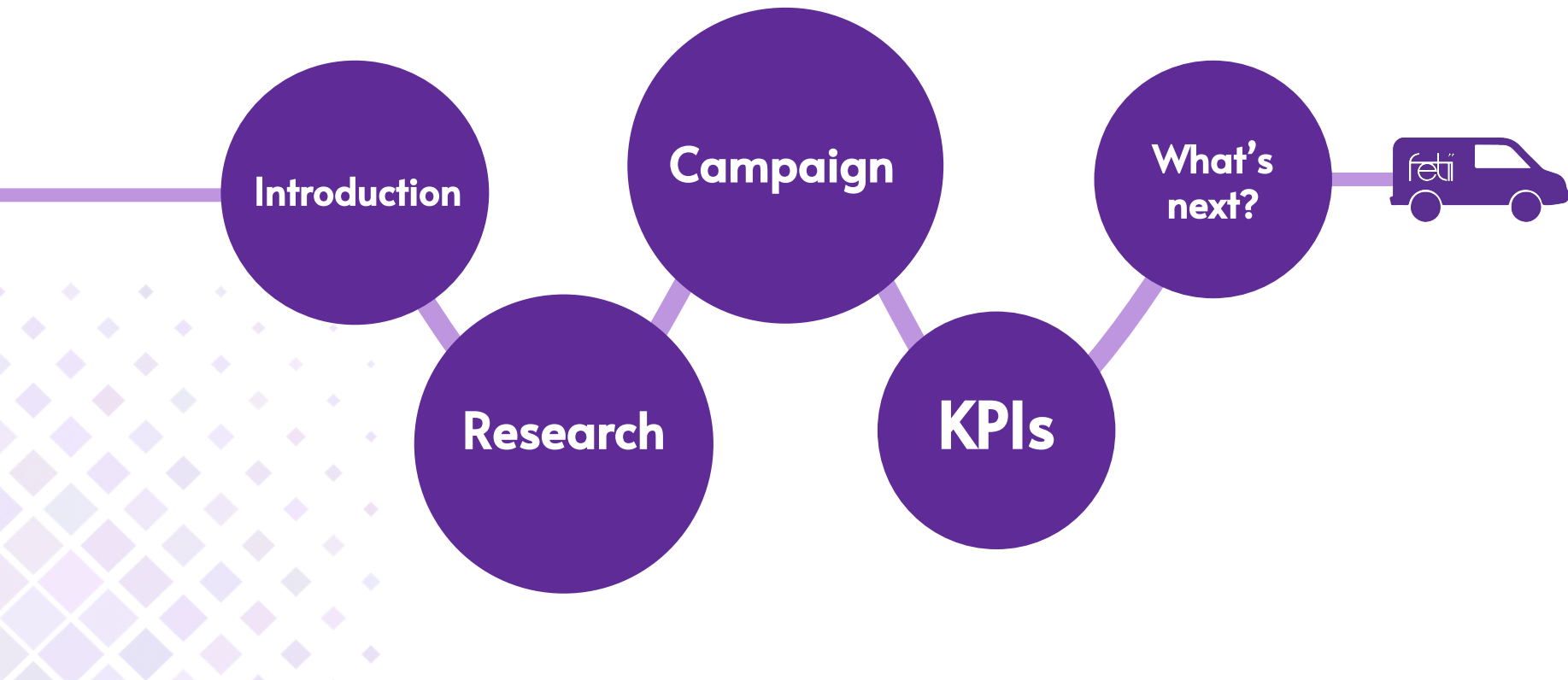## Marketing Strategy

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Agenda

Introduction

Research

Campaign

KPIs

What's next?

Introduction

Brand Overview and Marketing Challenges

Who is "Fetii?"

- Incorporated in 2020 in Austin, Fetii is a **party-themed** rideshare company—think of the bridge between Uber and your conventional party bus—that offers transportation services in its 15 passenger transit vans

- Fetii riders individually pay for their rides upon boarding the vehicle by scanning an in-app QR code. Once all riders have checked into the ride, the Fetii initiates takeoff to your destination!

- On their website, Fetii also shares an environmental commitment to "minimize the number of vehicles on the road by bringing society back together." Beneath its party-on outer shell, the company is determined to reduce carbon emissions and traffic congestion by 2040

- While the vast majority of its services are utilized by university-aged late night partygoers, Fetii also has a lesser known business line, "Fetii Business," which specializes in midday corporate commutes

What is Fetii Doing <u>Right Now</u>?

Operational Locations

- Operating in Austin, Lubbock, and College Station, with plans to scale to Dallas and San Antonio

- First interstate expansion to Nashville projected by mid 2023

COVID-19 Response

- Market-killing COVID-19 began one month after official launch

- Close proximity nature of ridesharing slowed the scaling

- A&M and Fetii partnership to carpool students during first school year of COVID

Reaching Customers

- Fetii rides are *extensions* of the party rather than just commutes to and from

- Greek life partnerships, granting discounts and rewards to members

- Driver 'personalities' incentivize rebookings

- Iconic "Fetii" sticker marketing around campus

Logistics and Statistics

- A Fetii ride costs an average of $5 per person, made possible by the van size

- All company vans are rented from agencies. Low overhead, but trade off evident in 30% profit margin

- $3 million in revenues and 300% quarter-over-quarter growth

fetii

Marketing Challenges

Small target market

- With their Greek Life partnerships and word of mouth, Fetii is really only targeting college students

- Young professionals and other party-goers in still untapped

- Very low recruitment from marketing other than word of mouth

Low Engagement

- Fetii is active on Facebook, but gets no likes or comments

- Fetii's instagram does not have a clear message or theme. They also suffer from low engagement here

Fixed customer perceptions

- Fetii has acquired the reputation as the "ride to" the party, but not the "ride from"

- "Don't book a Fetii if you just need a last minute ride"

- "Does Fetii even operate during the day?" Average customer does not know

- Little to no pricing transparency. Price is not set in stone at reservation

Let's fix Fetii. But first...

Research

Competitor Analysis, Interviews, Personas, and Insights

2x2 Positioning Statement

High Capacity

Target placement
- Large-capacity
- Easy to schedule
- User-friendly
- Convenient
- Reliable scheduling

Difficult to use
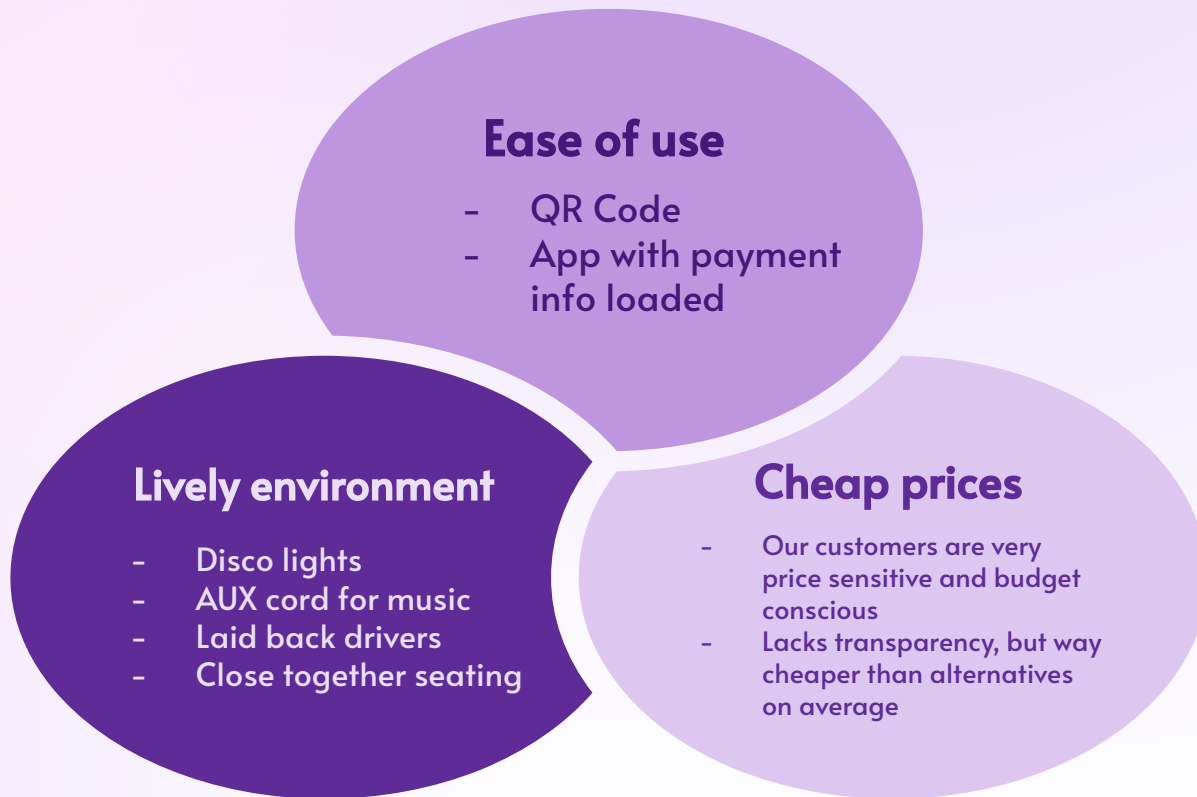
Easy to use

Low Capacity

feti̇

Uber

YELLOW

lyft

Competitive Analysis chart	Key Message	Rating	Consumer View	Usability	Growth	Notes
feti	"Minimizing the number of vehicles there are on the road by bringing society back together"	4	A fun way a transportation to parties typically for a younger scene ★ ★	Very common for going out and easy to schedule however cancelled ride are a rising issue ★ ★	Unique position to grow and take a larger position of market share ★ ★ ★	Have had favorable experiences and willing to tell friends to ride
Uber	"Reimagining the way the world moves for the better"	4	A go to reliable service that currently dominates the industry ★ ★ ★	Easy to use app, drivers never cancel and next level customer service ★ ★	Has been growing and continues to grow, not profitable ★	Never felt the need to share riding with uber because it is already so well known
lyft	"A ride whenever you need one"	3	A solid secondary option with positive customer experience ★ ★	Easy to use app with strong focus on connectivity ★ ★	Strong growth but continually second to uber ★	Never rode, primarily because of the other two options
YELLOW 🚕	"A vehicle is only as good as its drivers"	1	Not the most reliable and lowest quality ride	Very hard to schedule rides	Fine, but diminishing returns over recent years ★	Used to ride when I was little but haven't since the inception of the above apps
Fly-Rides.com	"Best way to start the party and keep it going all the way to the venue"	2	Has high capacity however customer experience is poor ★	Locations of stops are in unsafe areas ★ ★	Trouble sticking with customer outside of weekends ★	Interesting model that differentiates the business

What Fetii's __Best Customers__ Love

Ease of use

- QR Code
- App with payment info loaded

Lively environment

- Disco lights
- AUX cord for music
- Laid back drivers
- Close together seating

Cheap prices

- Our customers are very price sensitive and budget conscious
- Lacks transparency, but way cheaper than alternatives on average

[data collected from customer interviews]

Customers want Fetii to improve on:

Price transparency before confirming the ride

Some customers feel "tricked" when their Fetii charge is higher than anticipated the next morning

Lack of access to service outside college areas and beyond nightlife transportation

This limits Fetii in their scope and from potentially reaching markets that are more lucrative
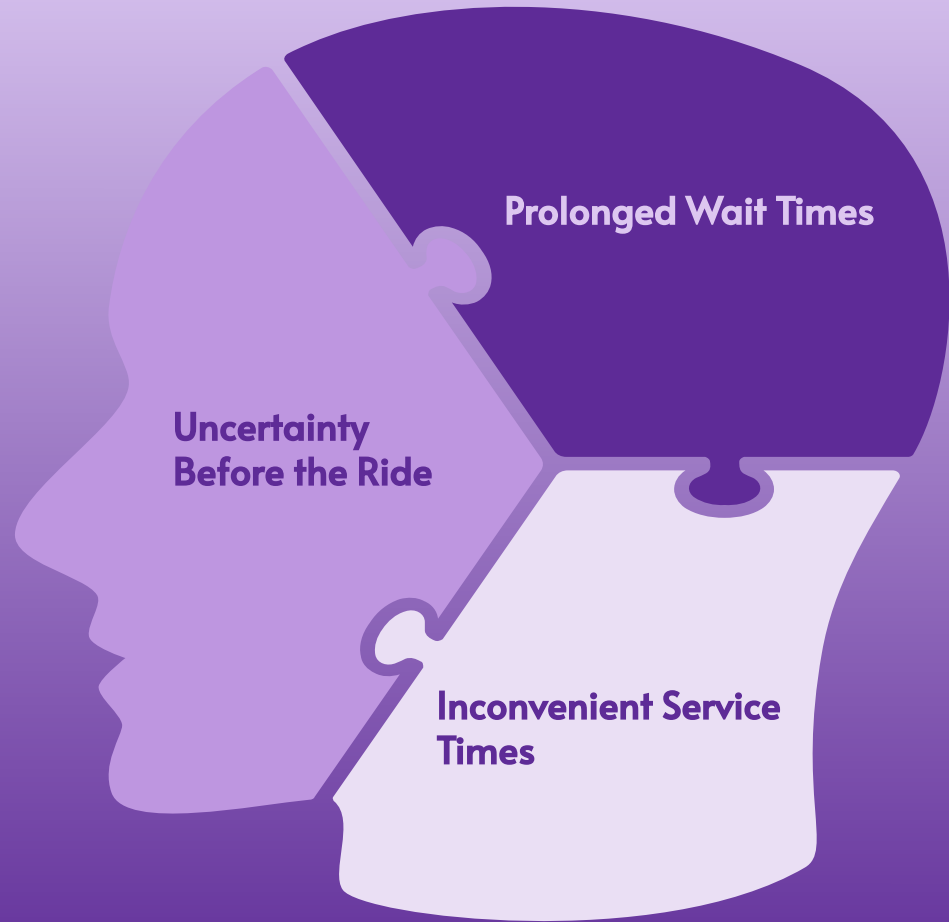
Variability in wait time for drop off and pick up and even cancellation of rides

Makes customers and potential customers skeptical of ability for Fetii to deliver what it promises

Drivers' Insights

- Drivers **do not know the number of passengers** prior to the ride.
- **Cancellations** while already on the way to pick up location.
- Hours of service are typically **late into the night.**
- Riders often arrive late, which means less rides completed each night.

Prolonged Wait Times

Uncertainty Before the Ride

Inconvenient Service Times

[data collected from driver interviews]

Buyer Persona: Nancy Night

"I am looking forward to the weekend to see my friends after a stressful school week"

Age: 21

Occupation: Student

Status: Single

Location: Austin, TX

Traits: Funny, Outgoing, Caring, Adventure-seeking

BIO: Rising Junior with a major in communication originally from Frisco, Texas now lives at Villas on Rio in West Campus. Active member of Sorority leading philanthropy team. Favorite college activities include attending football games and going downtown with friends.

Motivators:

Price

Saves Time

Ease of use

Comfortability

Buyer Persona: Fraternal Frank

"I just wanna have a good time with my friends on the weekends. And Thirst Thursday. And the occasional Tuesday."

Age: 22

Occupation: Student

Status: Single

Location: College Station, TX

Traits: Outgoing, Leader, Life of the party, Adventure-seeking

BIO: Senior business major going to Texas Tech. He is the president of his fraternity, and plans lots of social events for his brothers. Frank is an active sports fan, and loves to see his team win.

Motivators:

Price

Saves Time

Ease of use

Comfortability

Main findings to guide campaign effort

Fetii is the Party

Ensure that Fetii marketing reinforces the idea that Fetii allows the party to start sooner.

Highlight disco lights and AUX cord

Value: Fun Atmosphere

Fetii is Fast

Our riders have places to be. We are the reliable, speedy choice to get them there in style.

Avoid driver cancellations and route error

Value: Reliability and Speed

Fetii is Easy

Fetii should be as easy and hassle free as Uber, even though lots more people are involved.

Call, Scan, Ride, Repeat.

Value: App Usability

Before the campaign: what's our goal?

The goal of our presentation is to provide suggestions for Fetii to **enhance their strengths** in accessibility and authentic experiences, and **overcome their weaknesses** of uncertainty by increasing transparency and market reach
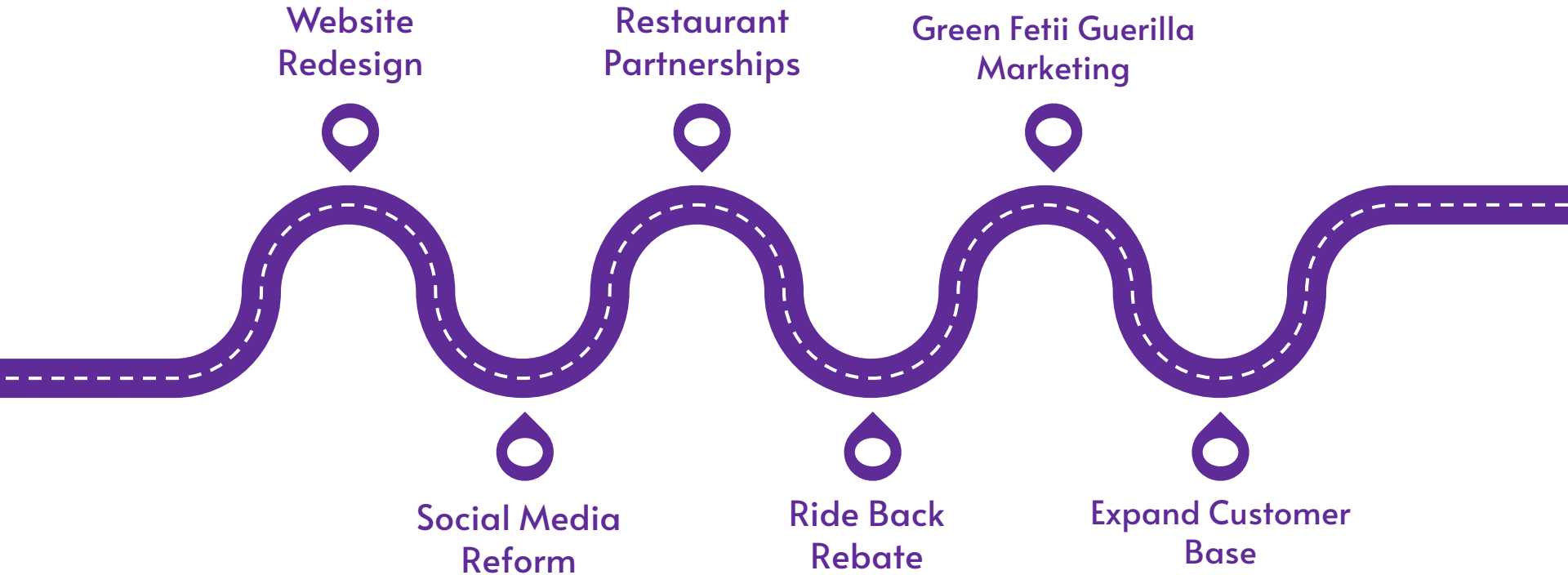
Campaign

Theme, Website, Social Media, Promotions

The party starts __and__ ends with fetii

Roadmap to Successful Marketing

Website Redesign

Restaurant Partnerships

Green Fetii Guerilla Marketing

Social Media Reform

Ride Back Rebate

Expand Customer Base

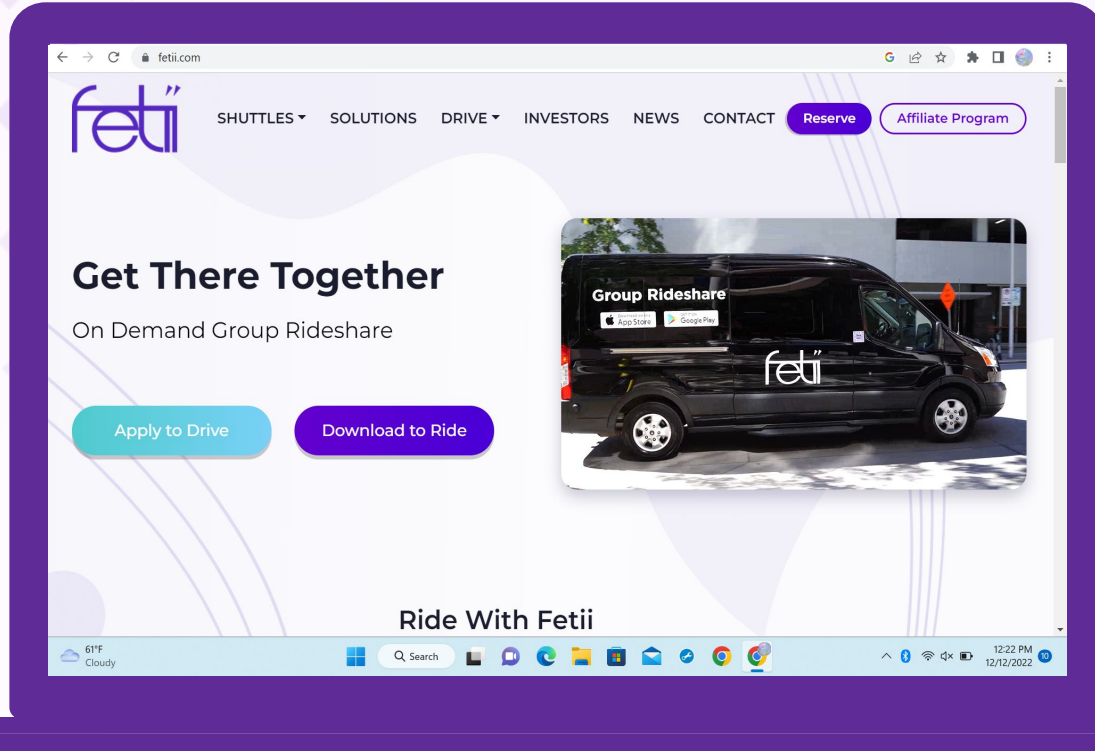# Website Before

Too Formal.
No reflection of the Fetii party atmosphere

Too Confusing.
Tries to target potential drivers, riders, and investors all at once

Doesn't Serve its Purpose.
Should redirect customers to app (aka how Fetii earns revenue)

Website Modification

Key Extractions

- Navigation bar is confusing
  - Keywords don't give a broad idea of the tab
- Ideal beliefs (ex. Mission Statement) hidden under non connected tabs
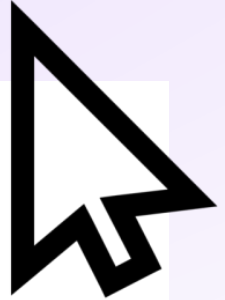 - Difficult to locate environment commitment

Recommendations

- Take the drop down menu off the main tabs and place those options as links once you click the main tab
- Have a large button that will take potential customers to the app store to download the app

Website Modification Part 2

Final notes

- Implement new theme on landing page to create brand consistency
  - "The party starts and ends with Fetii"
- Brand consistency and ease of use results in an overall increase of website engagement
- Provide ways for people to interact with the website
  - Providing forums or chat rooms where people can discuss topics of interest
- Include social media links on the website
  - Riders can easily follow the site on platforms like Facebook, Twitter, and Instagram
  - This will help to build a community around the website and keep students engaged
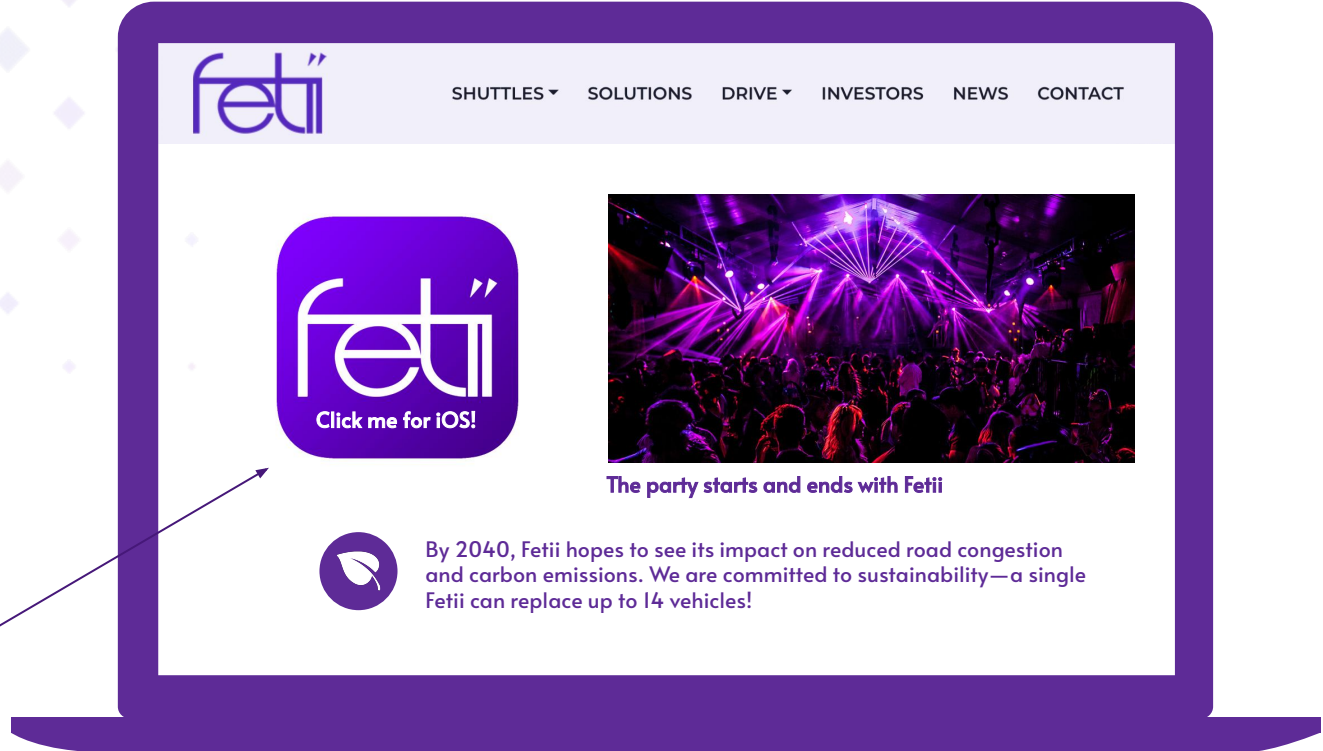
Website After

Relevant.
The new design reflects things that its audience values: simplicity and a navigation link to social media

Clear.
Fetii makes its environmental mission clear on the new landing page, whereas before, it was difficult to navigate to

Link to app store

SHUTTLES ▾ SOLUTIONS DRIVE ▾ INVESTORS NEWS CONTACT

Click me for iOS!

The party starts and ends with Fetii

By 2040, Fetii hopes to see its impact on reduced road congestion and carbon emissions. We are committed to sustainability—a single Fetii can replace up to 14 vehicles!

Social Media 📷 f 🐦

Key Extractions

- Quality content with a bunch of engaging festivities, yet still low engagement
  - Zero comments on most posts with periodically commented posts (<10)
- Theme is nowhere to be found on their instagram
- No advertisements seen around Instagram about Fetii
- Story feature is not utilized to its full potential
  - Stories drive significant engagement

Social Media Part 2

Engage with followers by responding to comments and messages, asking for feedback, and sharing user-generated content

- Helps build Fetii community and encourages more users to follow the page

Use hashtags to make it easier for people to find Fetii posts and to join in on relevant conversations

- For example, hashtags like #fetii, #events, and #entertainment attract the attention of potential users

Consider paid advertising campaigns on social media to increase the visibility of posts to reach a larger audience

- Target these ads to specific demographics like sports fans to maximize their effectiveness
- Expose Fetii to unconventional non-university market

Promotion Part 1: Partner with Local Restaurants

Establish relationships with restaurants that have young, party-going patrons. For groups with other 10 people, provide a 20% off Fetii discount code. Have the waiter point it out and answer any questions the customers may have about the service

Fetii x Food

- Provides Fetii with legitimacy by being promoted by a restaurant those people trust
- Expands Fetii customer base to groups that have never used the app
- Delights customers with a discount they feel they have "earned" by purchasing their meal

Promotion Part II: Incentivizing Ride Backs

Launching social media promotion encouraging customers to plan out the night by booking Fetii to <u>and</u> from the venue. Use Instagram and TikTok platform via video advertising to show 20% off rides on the way back from the night out if you schedule them <u>with</u> the initial ride to

- Encourages increase in number of interactions with customers and the rideshare service.
- Emphasizes ease of use and price motivators that our persona heavily prioritizes
- Preemptively promotes safe, secure rides home when judgment can be safety

Promotion Part III: Green Fetii

Guerilla marketing promotion to show that Fetii gets what its customers care about. We are launching a single green all electric Fetii per city, with 100% of proceeds of that one van going to an environmental philanthropy

- The target demographic and location support many environmental causes
- The one van would make the customer feel good about going out through their support of the environment
- Customers already prefer rideshare because of cost effectiveness and environmental impact so this promotion would enhance those goals
- This green Fetii plan has an X factor, **potential to go viral**

[SMART]

Key Performance Indicators

3 metrics Fetii can use to monitor campaign success

I. Returning book rates

Fetii riders have a fixed perception of Fetii being the "ride to" the event, but not the "ride from." This KPI measures how well our campaign shifts that perception

Reasoning for KPI:

- Campaign implements returning ride incentives such as bar & dining partnerships
- Uber historically beaten Fetii as the go to ride home

How to measure:

- 2 months prior to implementation, Fetii drivers distinguish each ride as a "ride to" event, or a "ride from"
- Measure rates 2 months after campaign to see its impact on returning book rates

What success looks like:

- **50% increase** in event-departing bookings
- **65%** interviewees see Fetii as the go to "ride from," as opposed to 8% pre-campaign

2. Fetii.com bounce rate

The fetii.com website has multiple issues: navigation is confusing, the mission statement is difficult to locate, and the website feels formal—not fun!

Reasoning for KPI:

- Current web design deters navigation

- Lower bounce rate = better website

- Page navigation essential to seeing environmental mission

How to measure:

- 2 months prior to implementation, measure bounce rate

- Measure rates 2 months after campaign to see its impact on page navigation and site retention

What success looks like:

- **35%** target level bounce rate

- **40%** of Fetii users familiar with Fetii's environmental mission

- **55% increase** in conversion rate (applications, form submission, etc)

3. New user growth

Despite recent complications like COVID-19, Fetii must ensure that its user pool is growing, in addition to its rider pool—these components are the sources of revenues

Reasoning for KPI:

- User growth is a reflection of web and social media success

- High user base is a prerequisite for scaling

How to measure:

- Measure increase in growth 2 months after campaign and compare to prior growth rate

- Measure demographic percentages to identify market shifts

What success looks like:

- **20-40%** target level growth increase

- **40%** more bookings

- **25%** more driver applications

- Strong demand increase in both inner and outer urban areas

What's next for Fetii?

Securing a market position

The future of Fetii

✋ **Partnerships securing ride-backs**

🎯 **Expansion into new territories**

🍃 **Staying true to its sustainable promise**

feti
IS THE OFFICIAL TRANSPORTATION FOR
AUSTIN TRAIL OF LIGHTS

*Dallas, San Antonio, Nashville projected by mid 2023 [Fetii.com 2022]

- Locating key events in operational locations

- Exposing Fetii to non-university demographics like families and holiday tourists

- Continuing to locate itself near market hotspots: cities with universities and bar districts

- Implementing Green Fetii campaign

- Web improvements encouraging navigation to environmental mission

Thank you!