

SafeRide America Strategic Plan

2021 Plan

GOAL: The goal is to increase public awareness of SafeRide America. The service must position themselves as the best choice for late night alternative transportation.

OBJECTIVE:

- Share information about service, prices, and availability.
- Share customer and driver testimonials.
- Utilize appropriate messaging and branding.
- Leverage several communication channels concurrently.
- Spend zero dollars.

FACEBOOK

1. Put up one post per day.
2. Always try to include pictures or videos.
3. Feel free to share from other relevant pages (MADD, etc).
4. Like those other pages too. Interact with this when you can. Build the relationship.
5. Set up one contest per month, perhaps for a free ride, or a free month of rides.
6. I like the "I'm giving out free rides today!" posts. Boost those posts for one day for three dollars.
7. Use relevant hashtags with each post.
8. Mention availability, prices, contact information, as frequently as appropriate.

INSTAGRAM

1. Put up one picture every one to three days.
2. Share pictures of drivers, customers, cars, prices, service map, etc.
3. Share information about the contest on Instagram too.
4. Use relevant hashtags.
5. Tag and follow appropriate users (MADD, etc).

EMAIL

1. Weekly email blast every Friday at noon
2. Mention availability, prices, contact information.

POSSIBLE MESSAGING

1. "SAVE OUR NUMBER" campaign - each post is a CTA to followers to save your number in their phones.
2. "ARRIVE ALIVE. YOU AND YOUR CAR." campaign - each post reminds followers that not only will they get home safely, so will their car.
3. "WE GOT YOUR BACK!" campaign - each post casually reminds followers about your services, prices, availability, and contact information.
4. "YOUR MOM LOVES US!" campaign - each post casually reminds followers that SafeRide America is the best alternative to late night drunk driving

RELEVANT HASHTAGS

- #ArriveAlive
- #SafeRide
- #DontDrinkAndDrive
- #WeGotYou
- #WeGotYourBack
- #StaySafe
- #WeAreThereForYou
- #CallMe
- #BetterThanJail
- #BetterThanTheHospital
- #YouAndYourCar
- #YourMomLovesUs

RELEVANT USERS TO FOLLOW

- MADD
- MADD New York (and every associated state)
- AAA
- Several local police departments, hospitals, and city governments
- Several local bars and restaurants
- Several news organizations
- Auto Alliance
- Several insurance companies

RELEVANT INFORMATION ABOUT SAFERIDE

- Cost: \$1.75 per minute (for you and your car)
- Hours: 6pm until 4am
- Service Map: All of metro Atlanta (have a map?)

COOL IDEAS

- One minute video testimonials of customers after they get dropped off
- Pictures of customers with a thumbs-up after getting dropped off
- "I'm giving out free rides for today" posts
- Live in-person promo with banner & table cloth and bars and restaurants. Use this opportunity to get people to follow you on social media. Have a tablet handy!
- Monthly contest for one month of free rides.
- T-shirt or hat giveaway? Free with each ride?
- Send recorded calls to a radio show
- Have customers record their friends (hear what too drunk to drive sounds like)