

MOGO



Marketing Proposal

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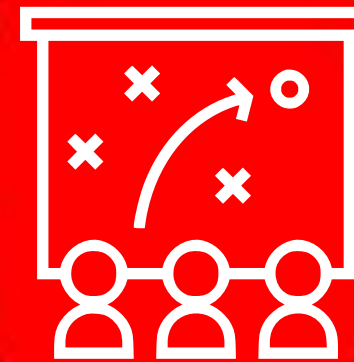


Today's Agenda



Shortcomings and
Solutions

Long Term Vision
and Conclusion



Focus and Market
Research

GTM Strategy

Introduction & Focus

PILLARS OF MARKETING: EASY, CONVENIENT, FUN,



EASY

Most corporate consumers struggle to allocate time to fitness; traditional methods of working out may get boring; MoGo is an **easy** method to **exercise**.



CONVENIENT

Don't want to waste money on Uber, don't want to waste time walking, MoGo is a cost & time efficient **convenient** method to **commute**.



FUN

Biking race along the riverfront, sightseeing tour on your visit to Detroit; MoGo is a **fun** method for **friends and family**.

Survey Selection

DYNAMIC PYTHON BUILT PROGRAM TO IDENTIFY THE TOP 3 USED ADJECTIVES FROM USER SURVEYS

```
def keyword(file):  
    file = (open(file), 'r')  
    filefinal = file.readlines()  
    d = {}  
    for x in filefinal:  
        if x not in d:  
            d[x] = 0  
        d[x] += 1  
    dfinal = [a for a in sorted(d.keys(), key=lambda item: d[item], reverse=True)]  
    ret = [dfinal[0], dfinal[1], dfinal[2]]  
    filefinal.close()  
    return ret
```


Market Research

COMPARITIVE BIKESHARE ANALYSIS



Desired Outcomes:






Ridership:

Popularity,
Effectiveness

Social Media

Followers: Effective
Marketing
Campaigns

Convenience: Easy
of unlocking bikes,
using the App

					
Ridership: Popularity, Effectiveness	-65,309 annual ridership - 0.09 ridership density	-53,394,710 annual ridership - 6.37 ridership density	-3,400,000 annual ridership - 4.84 ridership density	-1,228,368 annual ridership - 1.40 ridership density	- 2,954,624 annual ridership - 4.29 ridership density
Social Media Followers: Effective Marketing Campaigns	- 2,414 Instagram - 1,996 Twitter - 3,678 Facebook	- 19.3K Instagram - 37K Twitter - 24,762 Facebook	- 3,780 Instagram - 16.8K Twitter - 9,727 Facebook	- 1,879 Instagram - 6,060 Twitter - 4,201 Facebook	- 3,366 Instagram - 10.4K Twitter - 7,656 Facebook
Convenience: Easy of unlocking bikes, using the App	- Kiosk - Transit App - Order a Card/Key	- Lyft App - Kiosk - QR Code	- Lyft App - Kiosk - QR Code	- Lyft App - Kiosk - QR Code	- Lyft App - Kiosk - QR Code



Kiosk Improvement Strategy

PROBLEMS & SOLUTIONS

Problems



Instructions

- From our own usage of the kiosk we have faced a lot of troubles due to the lack of instructions
- Took a lot of time to locate the keypad
- No QR code to download the Transit app

Payment Options

- Faced issues with using credit and debit cards
- Tried multiple cards but the kiosk failed to recognize any of those
- CashAPP not advertised enough

Docking and Undocking

- In some docks extreme amounts of strength is required to dock and undock bikes
- No indication of what the 3 lights mean
- We noticed if a bike has a flat tyre it is close to impossible to dock

Kiosk Screen

- Screens have extremely low quality that hurts the eyes
- Very slow and unresponsive
- A lot of screens at kiosks are damaged



Solutions



Instructions

- Create a QR Sticker to download the Transit App
- Paste a sticker directing users to the location of the KeyPad



Docking and Undocking

- Visual Aid about docking and Undocking
- Improve maintenance of the dock locks
- Video advertisements can feature undocking

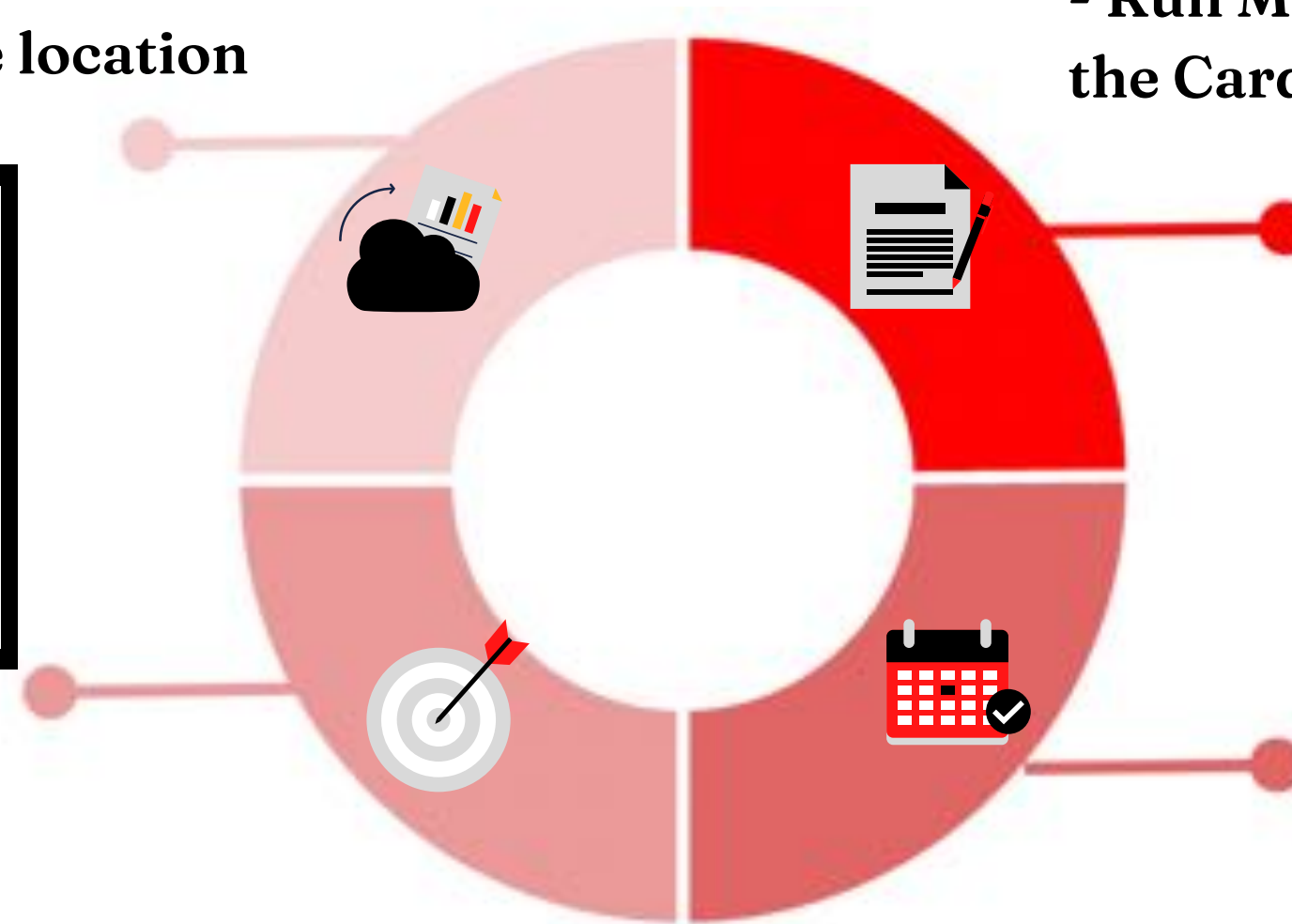
Payment Options

- CashAPP Promotion
- Run Monthly Tests on the Card readers



Kiosk Screen

- The initial screen should feature the Transit App QR Code
- Focus Consumer Groups to target particular stations with faulty kiosks
- An additional button when Kiosk is faulty, similar to that for a fault Bike



Long-Term Potential



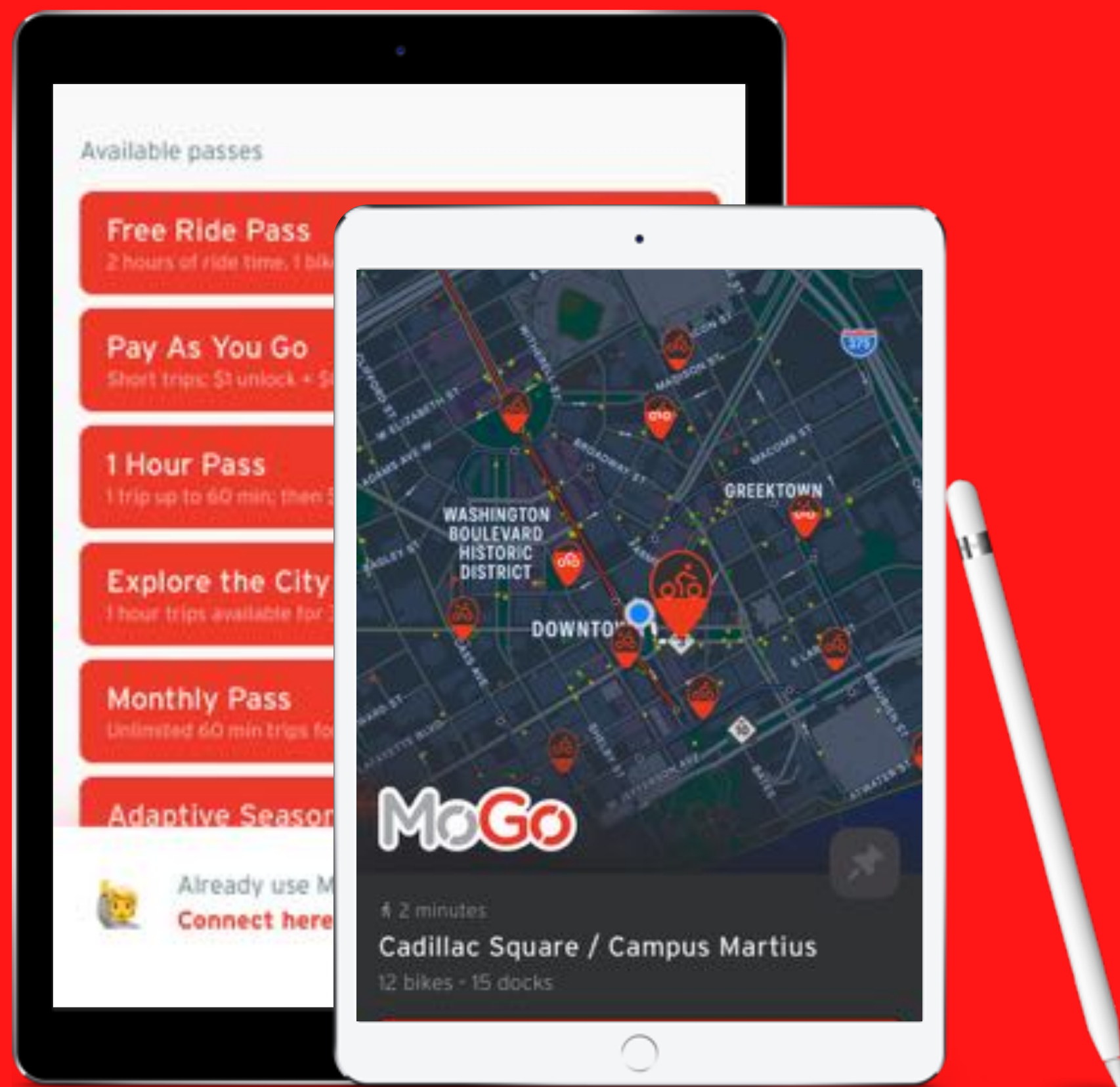
MoGo Bikes can be docked to public bike stands with the help of an attached lock to the back wheels.





Transit App Enhancement

PROBLEMS & SOLUTIONS



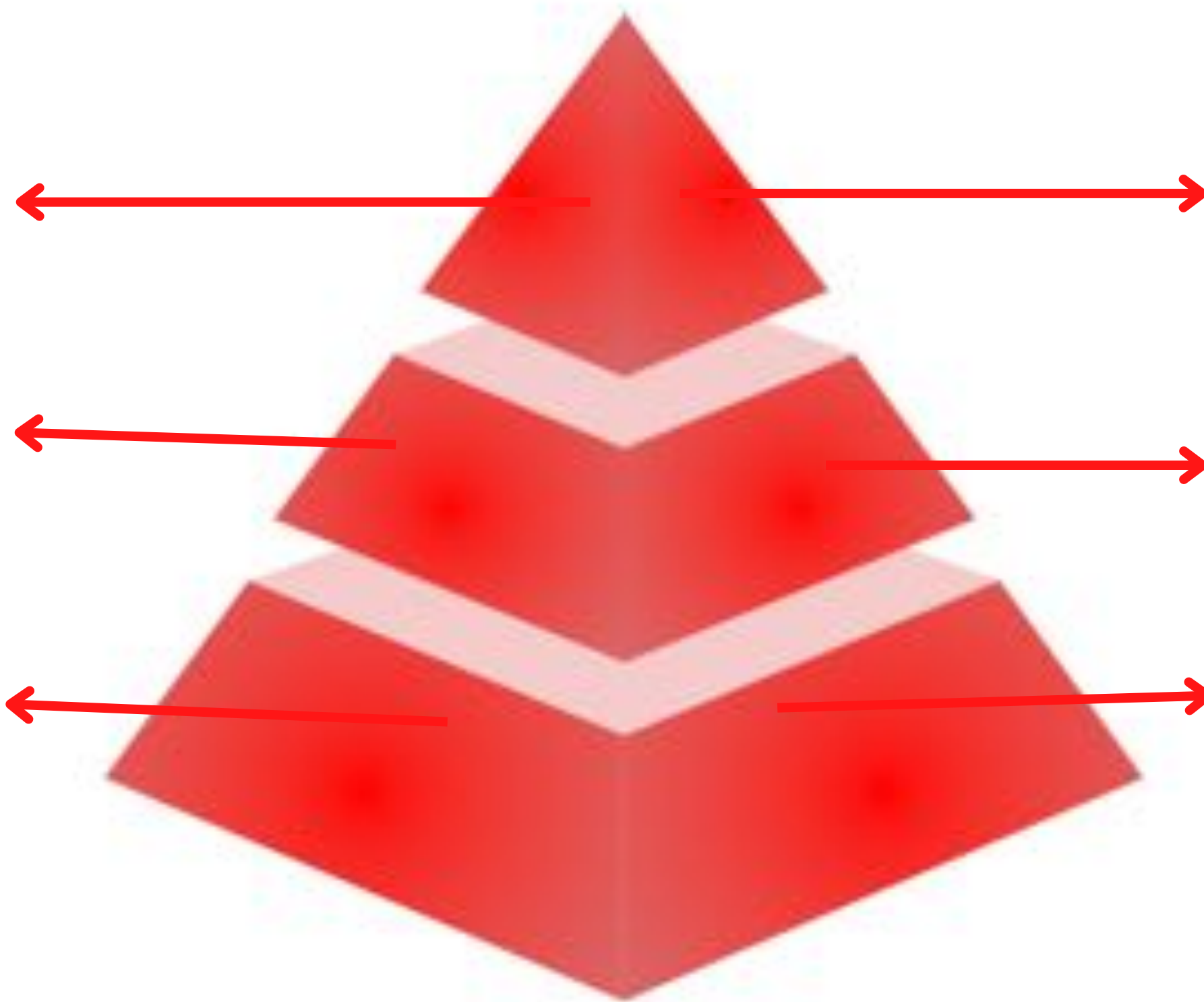
Problems & Solutions

PROBLEMS

Users struggle with unlocking the bike with a code -- at times the code doesn't work.

MoGo users struggle to tell the difference between a normal station and that with E-Bikes.

The help icon is grey-coloured camouflaging into the rest of the background.



SOLUTIONS

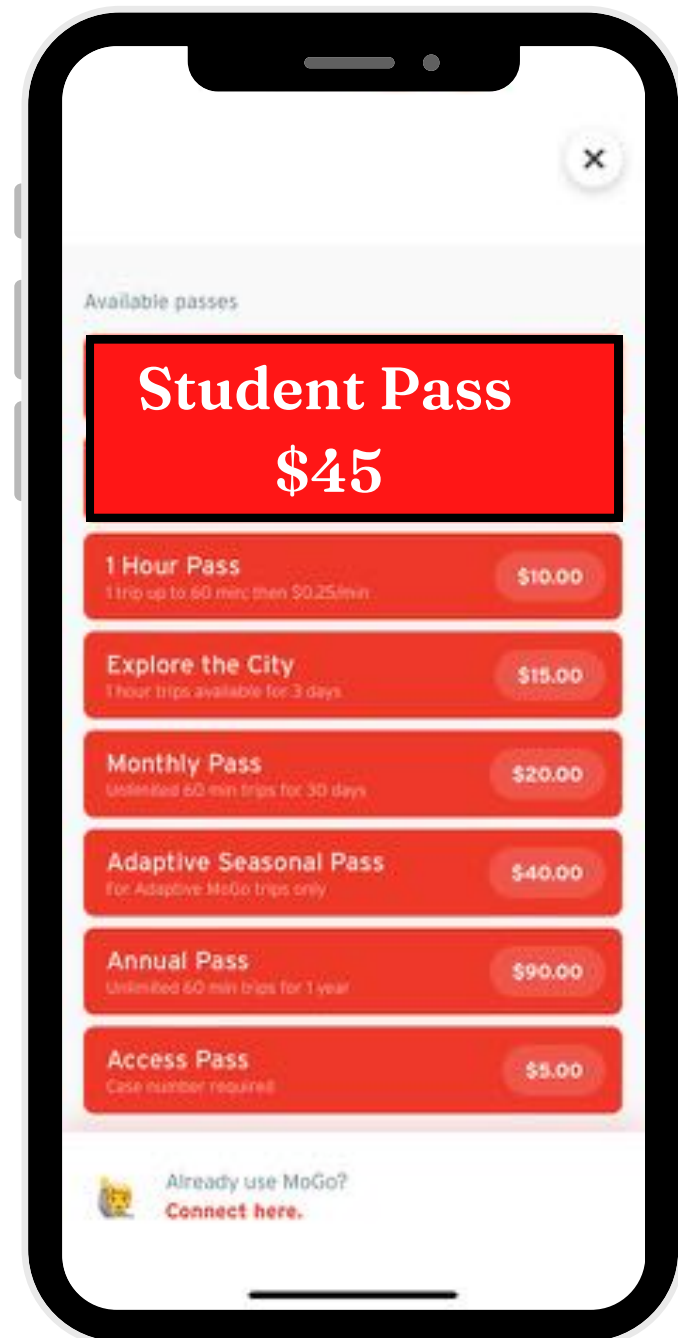
Alternative QR Code Technology to unlock the bike; faster and free of fear of entering the wrong code.

Stations with E-bikes can be represented with a different colour; the lightening symbol is far too miniscule.

The help icon should be made a bright colour to make it easily identifiable. ?

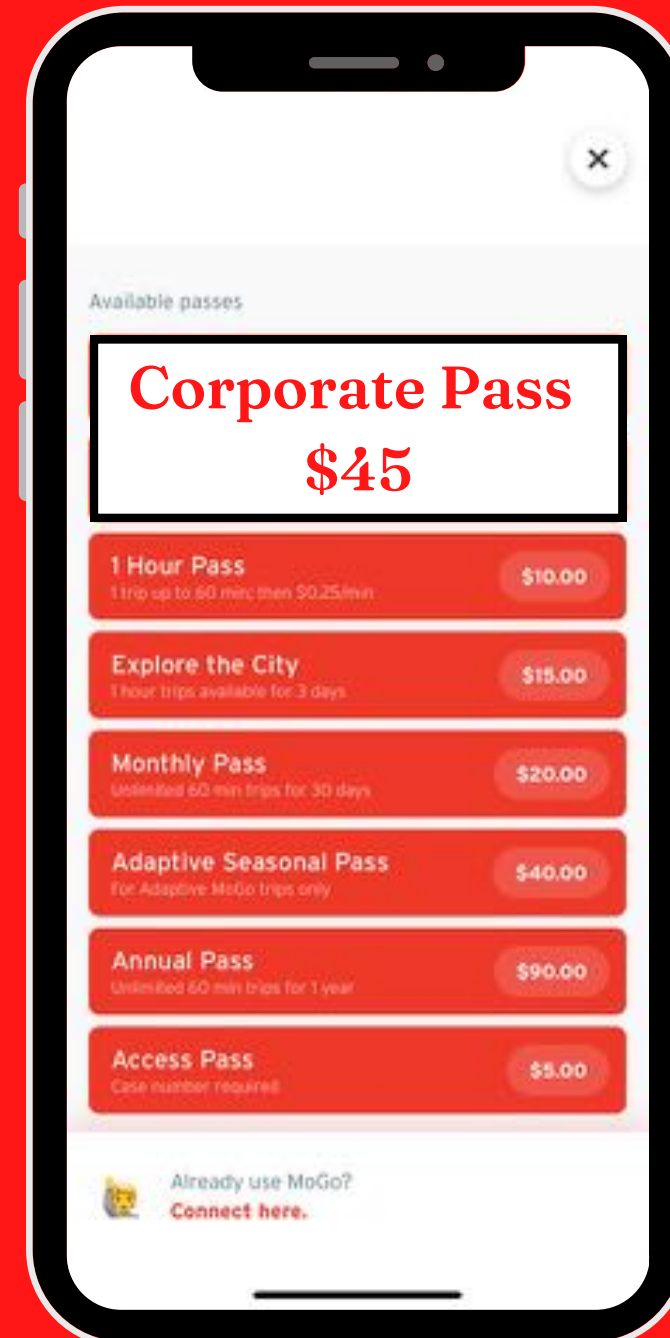
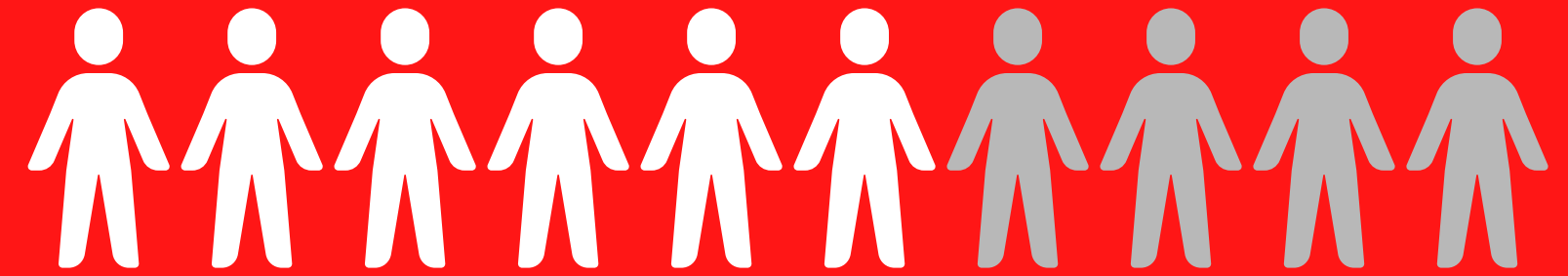
Introducing New Passes

TAILORED CONSUMER ACQUISITION



- Restaurants, Clothing Stores and other Bikeshares all offer student discounts to attract the student masses

- Students residing in detroit, visiting detroit for internships, summer programs etc (non WSU Students).



- Given growing traffic and proximity of MoGo stations and corporate offices, as well as growing trend of sustainability and healthier lifestyles.

- Partnerships with corporate offices including but not limited to StockX, Microsoft, Meridian for starters which entail purchasing MoGo passes for all their employees at discounted rates could increased users.

Community Events



WORLD BIKE DAY



CYCLE TO WORK



SOCIAL EVENTS

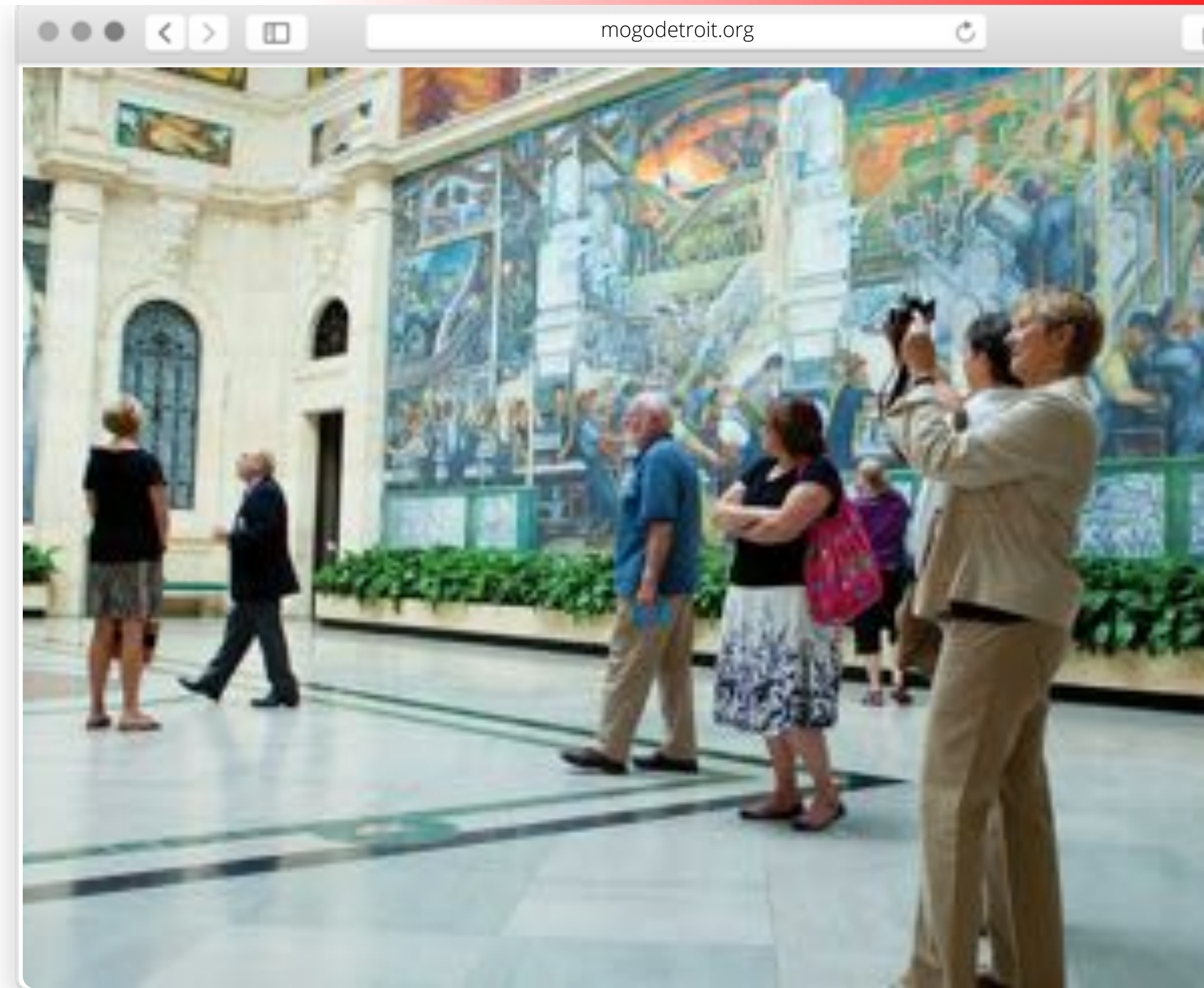
Through the survey results, we know the best way for people to find out about MoGo is by seeing the bikes. Community events such as those above is simply going to increase ridership.

Proposed Partnerships

Organising biking tours to Detroit's most famous attractions

More tourists in Detroit will know about it, hence increasing casual ridership.

Moreover, increases publicity of MoGo bikes



Introducing MoGo Bike Angels

EFFICIENT MAINTENANCE OF STATIONS

- Implementing a system that gives customers MoGo rewards for riding bikes from fully filled docks to those needing more bikes.
- Improves the distribution of bikes in the city
- Reduces the work of Shift
- Can be done more than once a day
- Once again, increases publicity



Chicago



Boston



DETROIT TOUR GUIDES

On top of organising city tours
MoGo can create Detroit City
Guides

This can be done in partnership
with tourist agencies such as
[insert that bus companies name]

This can be coupled with the
Explore the City pass,
incentivising users to purchase
that pass

RiderPerks Program

Moosejaw



NEST

AN OUTLINE TO PROMOTE IT EFFECTIVELY

HAVE LOCATION PINS ON TRANSIT

Similar to how users can locate a MoGo station, they should be able to find RiderPerk partners

HAVE POSTERS OUTSIDE THESE LOCATIONS

Users should be aware that they have arrived at a MoGo RiderPerk location

HAVING A LIST OF ALL PARTNERS ON THE WEBSITE

Having a list at an easily accessible place such as the website, will increase awareness

SOCIAL MEDIA POSTS TO PROMOTE THE PROGRAM

Both casual and member customers must be aware when new chains are added to the program

POSTERS AND FLYERS AT MOGO STATIONS


Not only will this increase popularity of the RiderPerk program, but also incentivize users to ride MoGo so they can redeem the rewards

Social Media Ideas



Booths at the
eastern market
Detroit Tigers
game day
tickets/discounts
for downloading
the app
Transit Equity Day

Get fired up for Game 5, @warriors fans! Ride to the arena with Bay Wheels & our game day valets at the Terry Francois & Warriors Way Station will make sure you have an open dock for your bike & a quick ride home after the game.

 Terry Francois & Warriors Way Station
 4-10PM



QUESTIONS?