

SOCIAL MEDIA MARKETING



Digital Marketing For Your Taxi Business

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WHY DOES YOUR TAXI BUSINESS NEED TO USE DIGITAL MARKETING?

More App Downloads

More Phone Calls

More Brand Awareness

Better Driver Recruitment & Retention

Retain Customers

You can run your own businesses social media but we know that for many people it simply isn't what you know how to do... and that is where HOLLOWGRAM can help. That's the job of our social media team who have all the experience needed to make the most of your profiles – we allow YOU to do YOUR job, and let us take care of the Social Media!

**FROM AS LITTLE AS 38p PER CAR
PER WEEK***

*Based on a fleet of 300 cars on Bronze Pack



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HOW SHOULD YOU USE DIGITAL MARKETING FOR YOUR TAXI BUSINESS

The three **KEY** Social Media Platforms we suggest you should consider posting a mix of photos, videos and news content are...

FACEBOOK... is the **BIGGEST** Social media platform

INSTAGRAM... is great to show imagery

LINKEDIN... is **GREAT** for winning new business

In addition, depending on your business and your customer demographics, we suggest some of the following platforms which can be considered...

X (TWITTER)... Widely used for information by all age groups

TIKTOK... if you are after the young emerging online customer

YOUTUBE... Video content is **THE** most engaging way to get people to see what you do, if a picture tells a thousand words, then a 30 second video can tell a million.



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EXPERT MARKETING IN THE TAXI TRADE

At Hologram, we have been working since 2015 in the Taxi Marketing business, working with a variety of Taxi companies across the UK.

We have learnt a lot over the last few years, from how to gain new drivers, increasing taxi app downloads, keeping existing customers, and much more...

We now work with multiple taxi firms across the UK, adapting our marketing to their local area to ensure they get the best marketing, for what they require, in their area.





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WHAT YOU NEED TO KNOW

What can we do for you and how much does it cost?

To create great social media content which will bring you more business, you need two vital ingredients...

- 1. CONTENT CREATION**
- 2. CONTENT PUBLISHING**

Our creative team can do everything you need, from creating amazing content, to managing and publishing it for you every day on your social media pages.

We do it all for you, so you can carry on running your taxi business.



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WE CAN OFFER THE FOLLOWING SERVICES FOR YOUR TAXI COMPANY

Social Media Marketing

Content Creation & Publishing

Paid Social Media Advertising

Website Design

Graphic Design and Print

PPC (Google Pay Per Click)

SEO (Google Search Engine Optimisation)

Eshots (Email Marketing)

We have five monthly marketing packs to suit your fleet size and budget - Bronze Pack, Silver Pack, Gold Pack, Platinum Pack and we can tailor Bespoke marketing packages for you which you can see on the following table...



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CONTENT PACKS

	BRONZE PACK	SILVER PACK	GOLD PACK	PLATINUM PACK	BESPOKE PACK
CONTENT CREATION - Local filming on location at your taxi area	✓	✓	✓	✓	✓
CONTENT PUBLISHING	✓	✓	✓	✓	✓
CUSTOMER ENGAGEMENT	✓	✓	✓	✓	✓
BRAND AWARENESS	✓	✓	✓	✓	✓
APP DOWNLOADS	✓	✓	✓	✓	✓
INBOUND PHONE CALLS	✓	✓	✓	✓	✓
ONLINE WEB BOOKINGS	✓	✓	✓	✓	✓
DRIVER RECRUITMENT	✓	✓	✓	✓	✓
COMPETITIONS - Monthly £50 prize INCLUDED in our costs	✗	✓	✓	✓	✓
SEASONAL CONTENT	✗	✗	✓	✓	✓
LOCAL WHATS ON CONTENT	✗	✗	✓	✓	✓
SOCIAL MEDIA PAID ADVERTISING MANAGEMENT	✓	✓	✓	✓	✓
PAID ADVERTISING SPEND INCLUDED IN OUR COSTS	£25.00	£50.00	£100.00	£200.00	✓
EMAIL ESHOTS & NEWSLETTERS	✗	✗	✗	✓	✓
SOCIAL MEDIA CHANNELS	2	3	3	4	✓
POSTS PER WEEK ON EACH CHANNEL	3	4	5	7	✓
CUSTOMER ONLINE CHAT MANAGEMENT	✗	✗	✗	✗	✓
SEO - [Search Engine Optimisation]	✗	✗	✗	✗	✓
PPC - [Paid Per Click Advertising]	✗	✗	✗	✗	✓
WEBSITE - [Design & Management]	✗	✗	✗	✗	✓
TOTAL COST PER MONTH [+VAT]	£495.00	£750.00	£950.00	£1,499.00	£POA
TOTAL COST PER WEEK [+VAT]	£114.23	£173.08	£219.23	£345.92	£POA



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**IS YOUR TAXI BUSINESS READY
TO EARN MORE MONEY FROM YOUR
SOCIAL MEDIA MARKETING?**

Get in touch with us today...

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SCAN
HERE

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