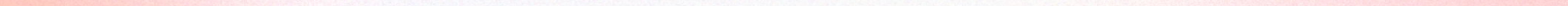
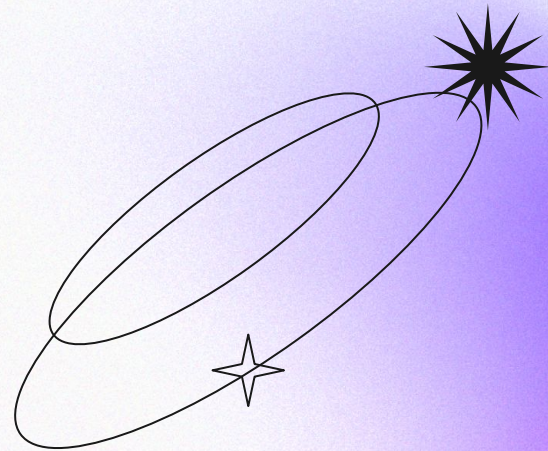
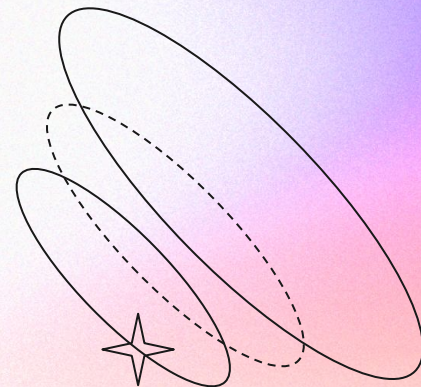

Rivojlanish strategiyasi “**Rio
delivery**” uchun



Nima uchun bizning marketing agentligi bilan ishlashiz kerak?

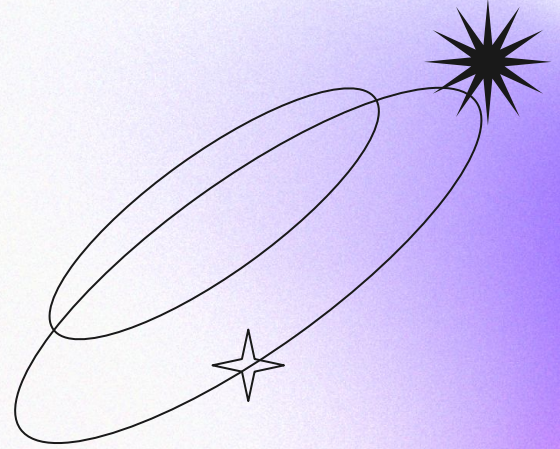
Bizning marketing jamoasi sizga kafolat beradi:

- ❖ Xalqaro standartlarga muvofiq har bir detalga yondashuv
- ❖ Kasbiylik-o'z vaqtida amalga oshirilgan ishlar
- ❖ Natijalar – har bir loyihaga individual yondashuv



Bizning strategiyamiz

- ❖ Bozor demografiyasi-to'liq tahlil (qamrov, raqobatchilar, sanoat)
- ❖ “Rio delivery“ brendini tanib olish haqida o'ylash
- ❖ Bizning doimiy mijozimiz bo'lish uchun mijozni jalb qilish
- ❖ “Rio delivery“ kompaniyasining ijobiy qiyofasini yaratish
- ❖ Harakatlar-dizayn, copywriting, taklif, tomoshabinlarni jalb qilish, jamoa boshqarish



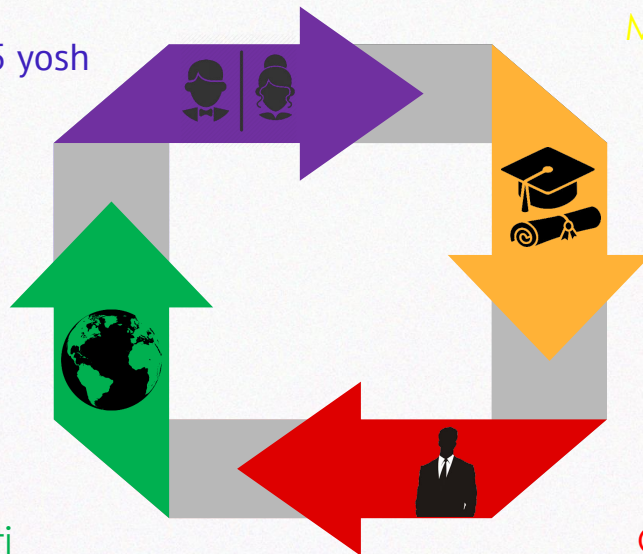
Birinchi oyga strategiya

- Internet orqali reklama (target reklamasi)
- Ijtimoiy tarmoqlarda Profil qadoqlash (Упаковка)
- Auditoriyani jalb qilish uchun sifatli / qiziqarli kontent
- Copywriting va taklif qilish (Оффер)
- Bozorga samarali kirish
- Tovar xabardorligini oshirish odamlar bizga ishonishlari uchun
- Birinchi oyda bizning asosiy vazifamiz marketingni yuqori sifat va professionallik darajasida amalga oshiradigan tizimni yaratishdir

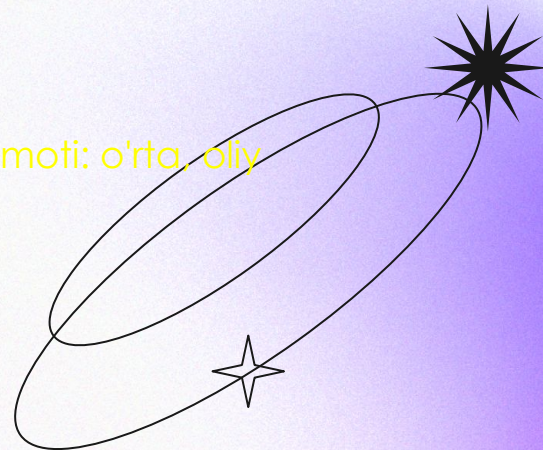


Maqsadli Auditoriyani Tahlil Qilish

19-35 yosh



Ma'lumoti: o'rta, oliy



Yashash joyi- Farg`ona viloyati

O'rtacha va yuqori o'rtacha daromadli odamlar



Maqsadli auditoriya keng



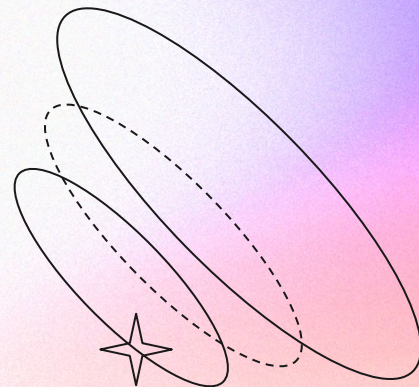
Qiziqishlar- avtomobil, dostavka, tez vaqtni ichida dostavka



Nima yana jalb qila oladi – tez dostavka, navbatni kassada kutmaysiz, uyizni ichigacham dostavka

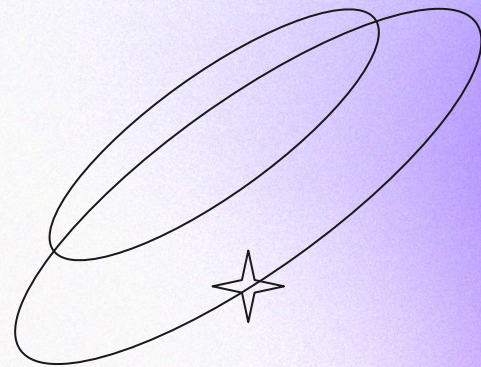


Obunachilar uchun qanday boshqa xizmatlar kerak – muntazam mijozlarga chegirmalar, Farg`onani istalgan nuqtasiga yetkazib berish



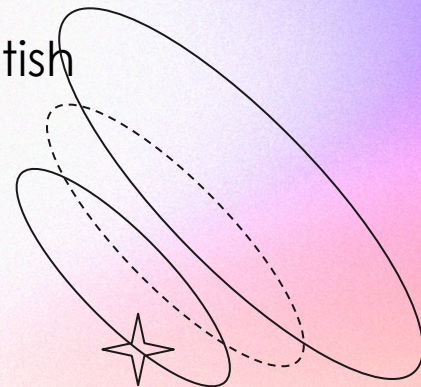
SMM strategiya

- ✓ Biz bilan tanishish va biz nima qilmoqdamiz
- ✓ Qiziqarli tarkib (tinglovchilarning ishtirokini oshirish uchun)
- ✓ Sifatli dizayn
- ✓ Qattiq taklif
- ✓ Manipulyatsion matn
- ✓ Har doim targetlash
- ✓ Mijozlarning fikr-mulohazalari



Tomoshabinlarning qiziqishini qanday jalb qilish mumkin?

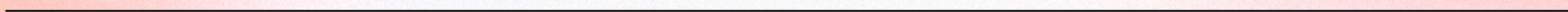
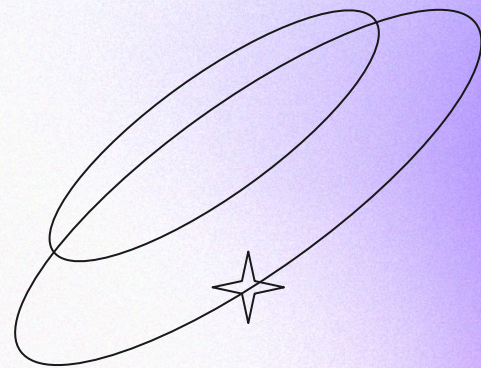
- Trendlar
- Shov shuv
- Obunachilarga nimaga qodir ekaningimizni ko'rsatish
- Oziq ovqat etkazib berishning afzalliklari



Biznes mavsumi har doim

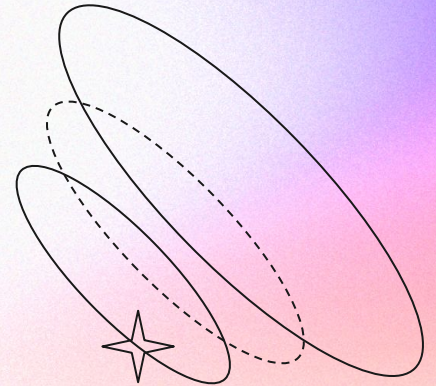
Ko'proq qilish kerak:

- a) trend kontenti
- b) muntazam mijozlarga aktsiyalar
- c) auditoriya bilan iliq munosabatlar. Q/A



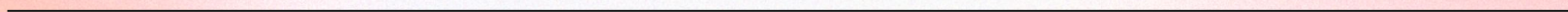
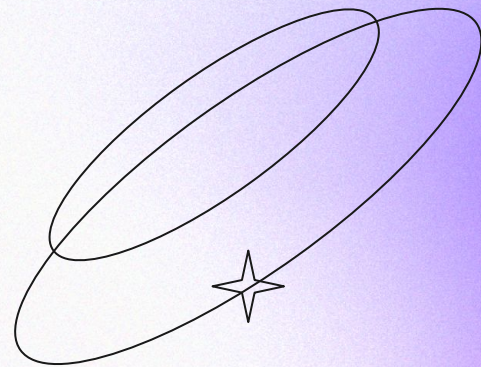
Mijozlarga xizmat ko'rsatish

- ❖ Diskont kartalari-bizning doimiy mijozimiz bo'ling va chegirmaga ega bo'ling
- ❖ Keshbek
- ❖ Tanlovlar
- ❖ Bayram\mavsumiy takliflar
- ❖ Har bir 50 xaridor uchun bonus



Ikkinchi va uchinchi oy

- Sarafan marketingiga e'tibor
- tinglovchilarga ishonch va hurmat qozon
- qiziqarli bo'lish
- Mijozlarni ushab qolish



Copywriting uslubi

Potentsial mijoz tomonidan
to'g'ridan-to'g'ri
manipulyatsiya

Maksimal hajmi 5-7 taklif

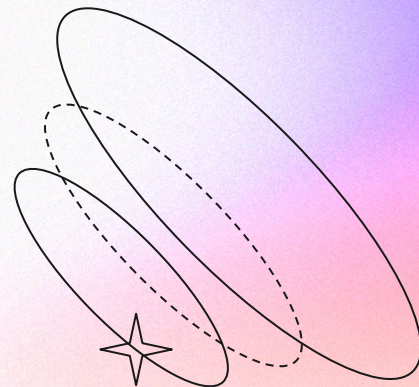
Har bir matn qiymati aniq
qiymatga ega bo'lishi kerak

Qiziqish hype sabab
foydalanish

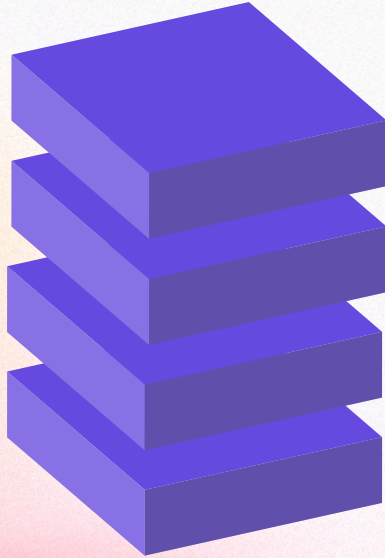


Community management

- 1) mijozlarga o'z vaqtida javob berish (ish vaqtida maksimal 60 daqiqa)
- 2) biz mijozlarni Q&A tashkil qilishni o'z ichiga oladi
- 3) biz tomoshabinlar bilan iliq aloqalarni faol ravishda olib boramiz



Kontent strategiyasi



Biz kimmiz va qanday xizmatlarimiz bor



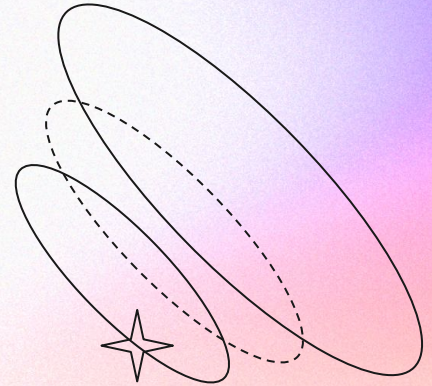
Kompaniyaning mahsulotlarining afzalliklari haqida hikoya (sifat, narx, etkazib berish vaqti)



grafik post dizayn



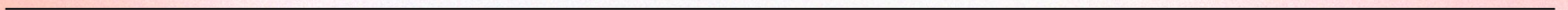
Nima uchun biz?



Target reklamasi

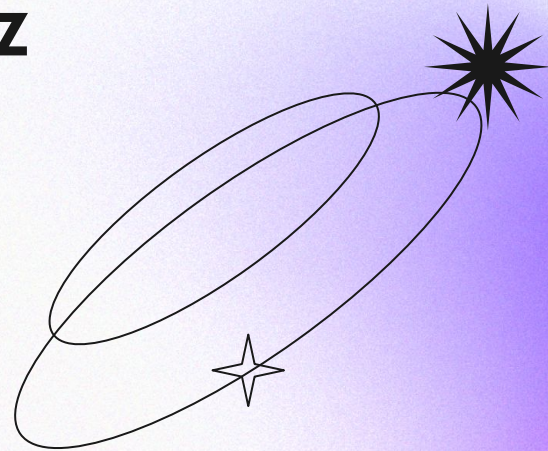
150\$ birinchi oy uchun

- ✓ Qamrov – 180.000+
- ✓ Video ko'rish- 300 - 500
- ✓ Jamoa boshqaruvi ish vaqtida 60 daqiqadan kechiktirmasdan
- ✓ Sharhlar-o'rtacha 10 + izohlar
- ✓ Obunachilar kamida 200+

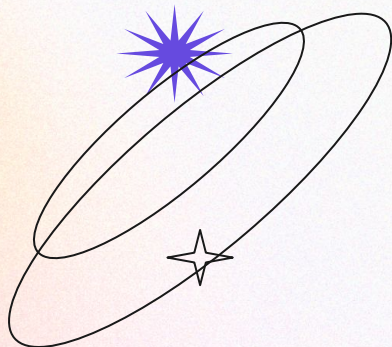


Qaysi platformalarda yurgizamiz

Instagram
Facebook
Telegram



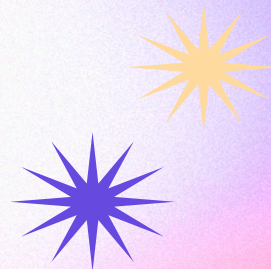
Rahmat



Savolingiz bormi unda biz bilan bog`laning 📌

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+998 946208035



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