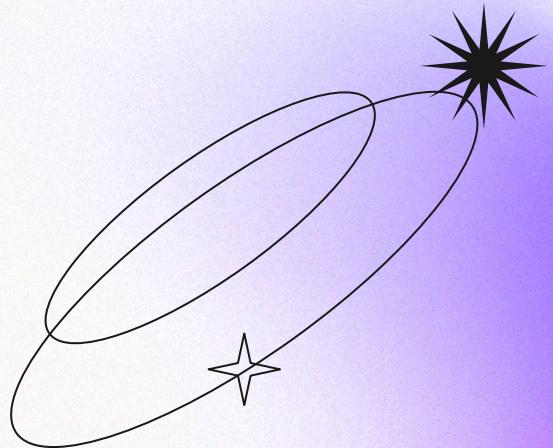

Rivojlanish strategiyasi “**Rio delivery**” uchun



Nima uchun bizning marketing agentligi bilan ishlashiz kerak?

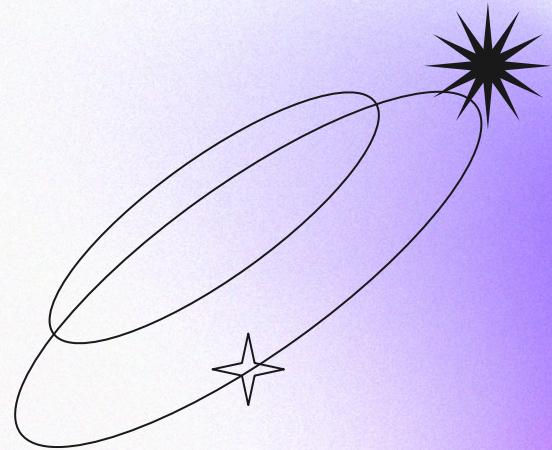
Bizning marketing jamoasi sizga kafolat beradi:

- ❖ 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'yash
- ❖ Bizning doimiy mijozimiz bo'lish uchun mijozni jalb qilish
- ❖ "Rio delivery" kompaniyasining ijobiy qiyofasini yaratish
- ❖ Harakatlar-dizayn, copywriting, taklif,
tomoshabinlarni jalb qilish, jamoa boshqarish

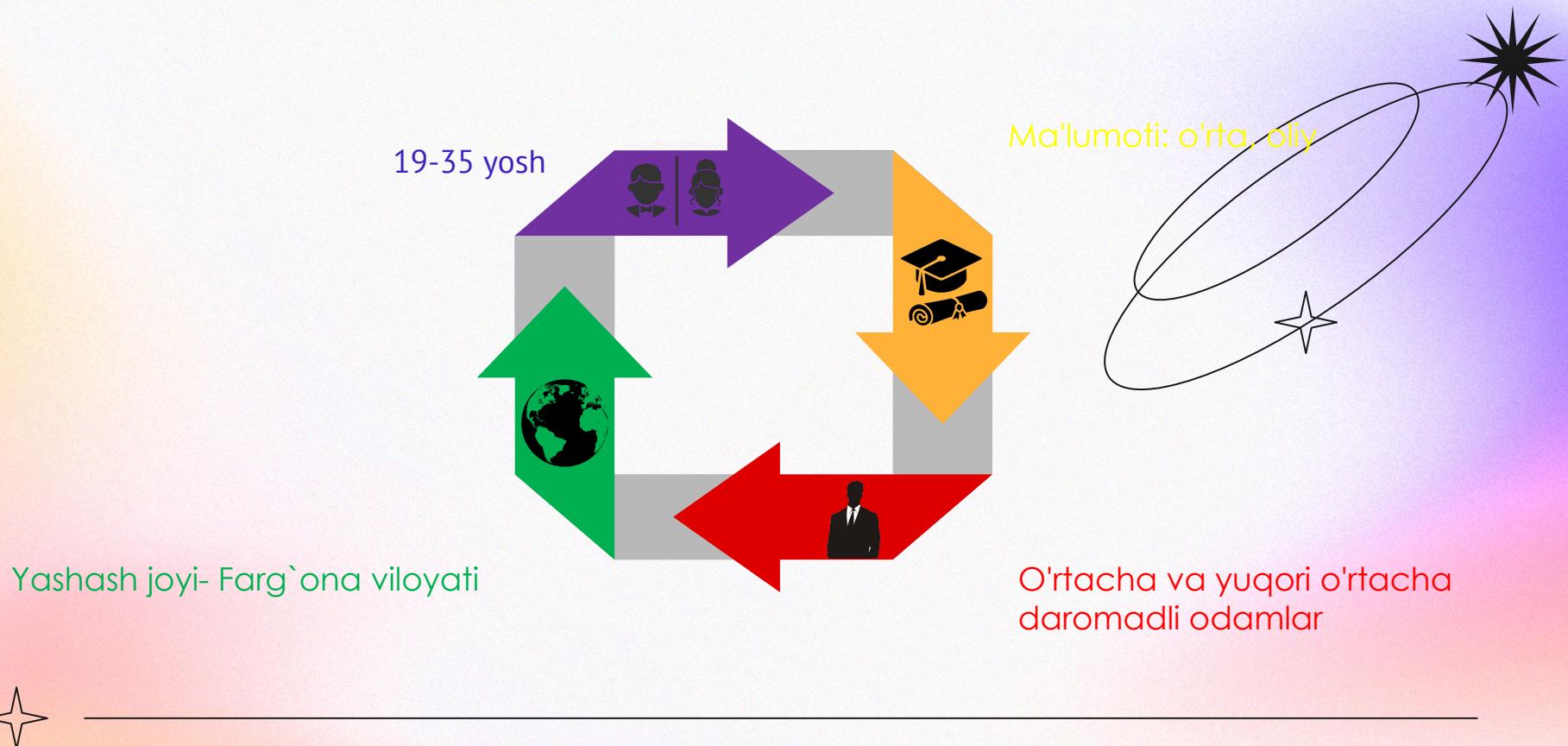


Birinchi oyga strategiya

- 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



Maqsadli auditoriya keng



Qiziqishlar- avtomobil, dostavka, tez vaqt ni
ichida dostavka



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

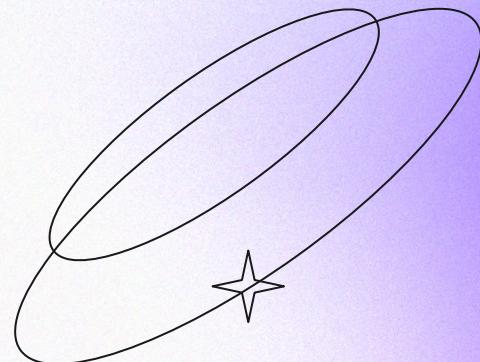


Obunachilar uchun qanday boshqa
xizmatlar kerak – muntazam mijozlarga
chegirmalar, Farg`onani istalgan nuqtasiga
yetkazib berish



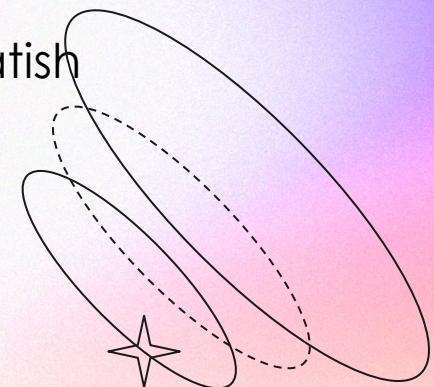
SMM strategiya

- ✓ 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 ekaningimiznii ko'rsatish
- Oziq ovqat etkazib berishning afzalliklari



Biznes mavsumi har doim

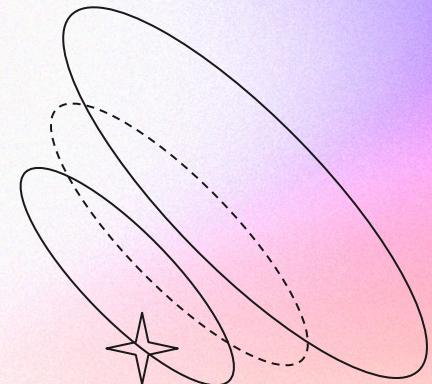
Ko'proq qilish kerak:

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



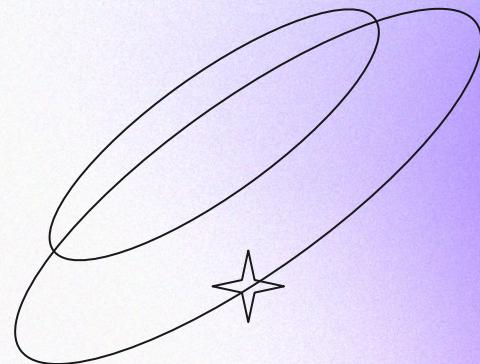
Mijozlarga xizmat ko'rsatish

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



Ikkinchı 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**

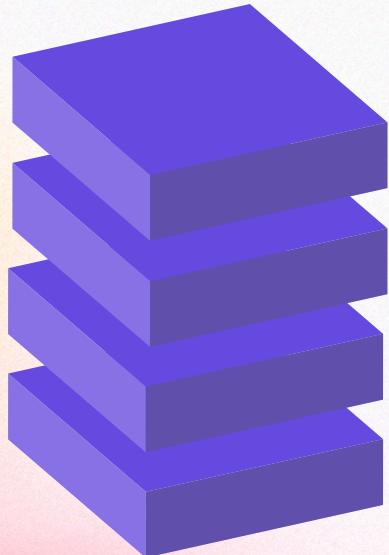


Community management

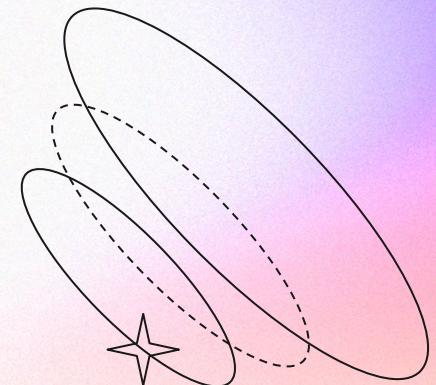
- 1)mijozlarga o'z vaqtida javob berish (ish vaqtida maksimal 60 daqiqa)
- 2) biz mijozlarni Q&A tashkil qilishni o'z ichiga oladi
- 3) biz tomoshabinlar bilan iliq aloqalarni faol ravishda olib boramiz



Kontent strategiyasi



- Biz kimmiz va qanday xizmatlarimiz bor
- Kompaniyaning mahsulotlarining afzalliklari haqida hikoya (sifat, narx, etkazib berish vaqt)
- grafik post dizayn
- Nima uchun biz?



Target reklamasi

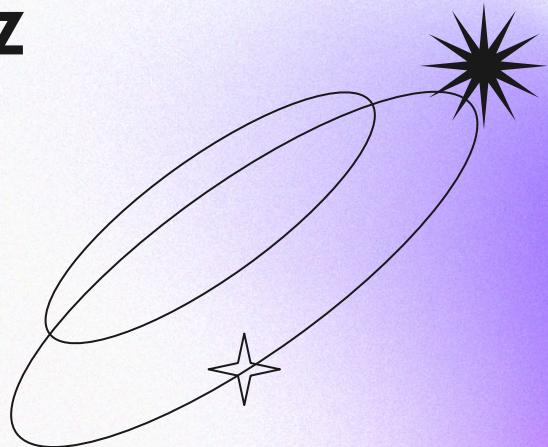
150\$ birinchi oy uchun

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

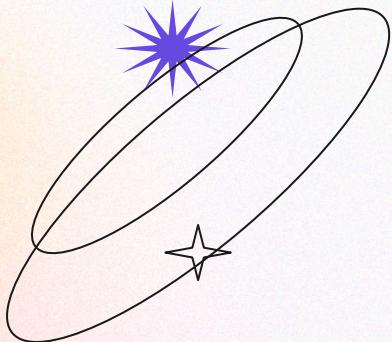


Qaysi platformalarda yurgizamiz

Instagram
Facebook
Telegram



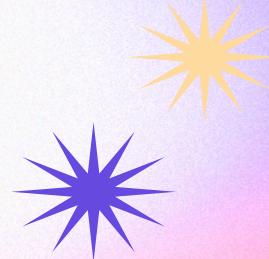
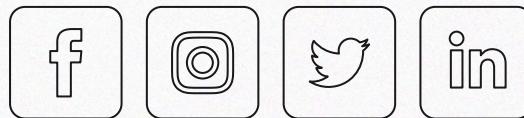
Rahmat



Savolingiz bormi unda biz bilan bog`laning👉

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