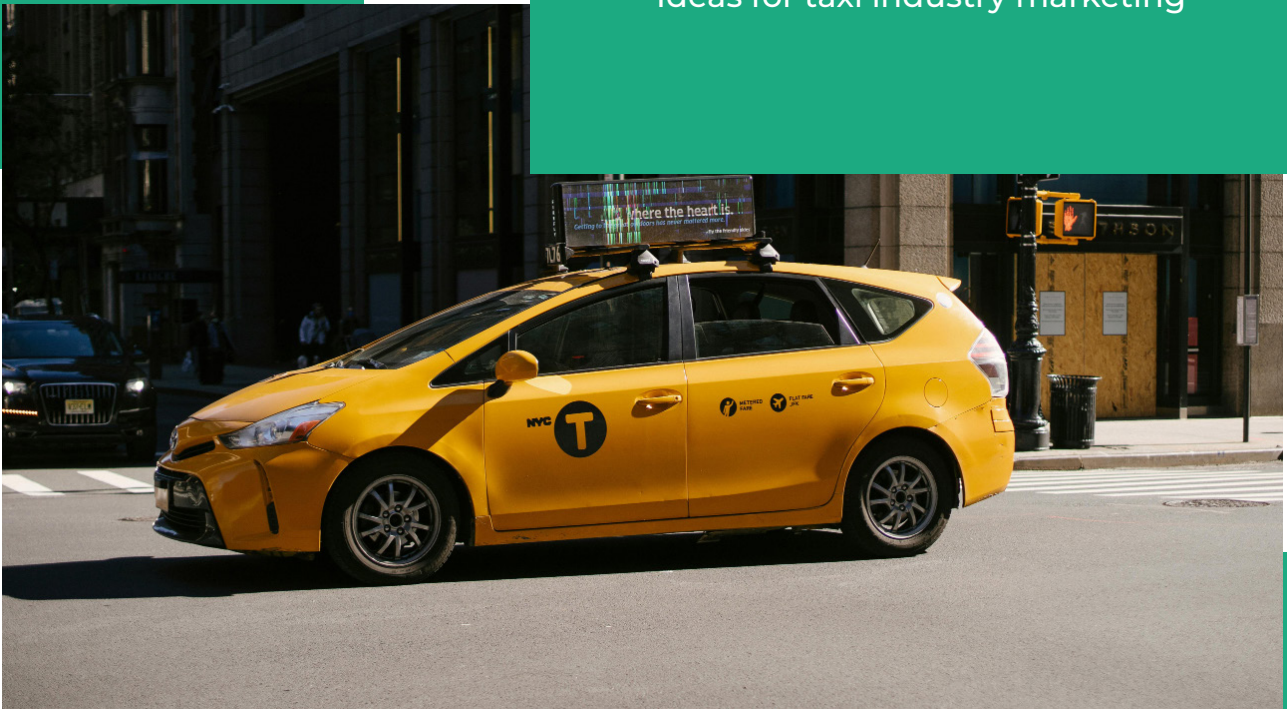


HOW TO ADVERTISE TAXI COMPANY BETTER?

Ideas for taxi industry marketing



What
communication
channels should you
use?

Run your company
better than Uber

Tips for taxi industry

CONTENTS

1

Introduction

2

Unique brand

PR basic that will help
you stand out

3

Loyal Local Customers

Focus on the most
profitable customers

4

Mobile app

Compete with Uber

5

Online adverts

6

Tiskel Cloud

The best dispatch
system you can use

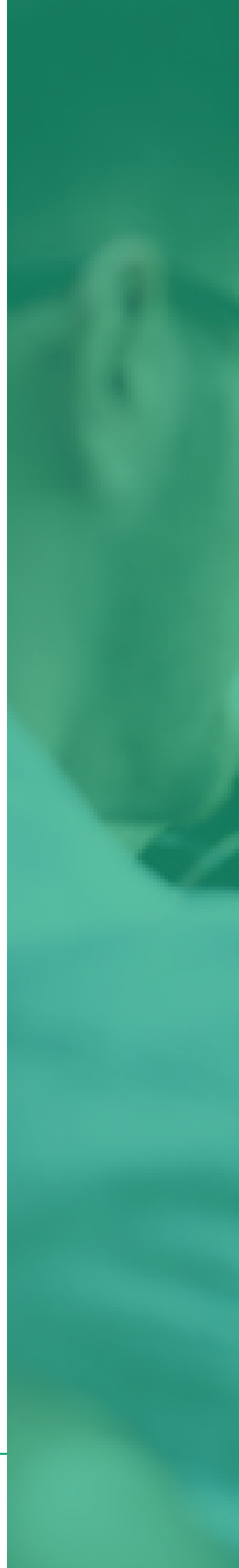
01

Introduction

Find out how to develop a taxi company faster.
Trust our more than 10-year experience.

Let's start an exciting adventure that will help you grow your taxi company. We have prepared a set of valuable tips and essential information in the field of digital marketing and public relations.

If there's room for improvement in your company, the next few pages will guide you through our ideas for better marketing in your company.





02

Unique Brand

You have an advantage that most businesses around the world would envy. Your company is visible on every street in your city! And quite literally so. Your taxis traverse the streets of every neighbourhood. It's not just about billboards or online ads - it's daily, physical contact with customers. But are you fully leveraging this advantage?

Being visible is one thing, but being memorable is a whole different game. For most people, a taxi is just a taxi - a quick way to get from point A to point B.

You want your company to be the first thing that comes to mind

whenever they need a ride. But how do you achieve that? How do you make your company not just another taxi on the street, but a brand that stands out from the crowd?

The answer lies in brand building.



UNIQUE BRAND

Define your brand identity



Consider what makes your company unique. Do you offer faster rides, friendly drivers, or perhaps eco-friendly cars? Define your unique features and consistently communicate them across all marketing materials.

Logo design and visual identity



Your logo and overall aesthetics are crucial for brand recognition. Make sure they are simple yet original and easy to remember. Try to use colours and graphics that reflect the character of your company. Moreover, here is where you can leverage your advantage and utilize vehicles.

Consistency in communication



Whether you're present on a website, mobile app, or billboards, your message and tone should remain consistent. Customers should know that they're receiving a service from one solid brand.

Build customer relationships



Don't forget about customer interactions as part of your brand. Ensure positive customer experiences, respond to feedback and comments, and make customers feel valued and noticed.

Creating a strong brand not only attracts customers but also builds loyalty and trust. Remember, your brand is not just about the logo and colour scheme; it's also everything that represents the values and philosophy of your company.

03

Loyal Local Customers

Customer segmentation is key. If you're offering services to tourists, your serious competition includes Uber, Bolt, FreeNow, and various other inventions.

It's no wonder. Passengers unfamiliar with the city want to move from point A to point B as quickly and conveniently as possible without having to select and search for a taxi company in your city. Surely, there will be „old-school“ customers who will use recommendations, read articles with your company's name, or Google phrases like „taxi Wrocław“ online. We'll get back to advertising later, but for now, let's focus on your most loyal customers: the city residents!

City residents will choose your services if they're better than the competition's. You have much more time to prove this to them than with tourists who will only be in the city for a few days. Ensure that your brand is visible on the streets. Invest in proper branding, vehicle wrapping, and evoke positive emotions in customers. Once they give you a chance, build relationships with them. Their loyalty can be earned by providing high-quality services and personalized experiences. Here are a few strategies to help you build loyalty among local customers



City residents will choose your services if they are better than those of your competitors.

Focus on building recognition among the residents of your city. The next step will be to maximize satisfaction with the rides. This way, you will create a network of loyal customers who will gladly use your services.

LOYAL LOCAL CUSTOMERS

ONCE THE CUSTOMERS GET TO KNOW YOU, DON'T LET THEM GO.

Understanding local needs

Get to know your customers and understand what they need. Residents may have preferences regarding routes, wait times, payment methods, but also additional services such as parcel delivery, small purchases, battery charging, etc. Once you're able to provide additional services, ensure that such options are visible, e.g., in your mobile app, on your website, on vehicle ads, on social media, etc.

Appreciate customers, and they'll come back to you

Remember your regular customers. Find ways to personalize their experiences by offering loyalty programs, special promotions, additional benefits for loyal customers.

Community engagement

Be active in the local community. Support local events, charities, or cultural events. Your involvement in community life will help build a positive brand image and gain the trust of residents, and moreover, you may get exclusivity for transportation to a particular event, thus allowing customers to get to know you better!

Take care of a passenger

Provide excellent passenger service at every stage of interaction - from booking a taxi to completing the journey, and even beyond. Positive customer experiences are crucial for building loyalty and a positive brand image.

04

Mobile app

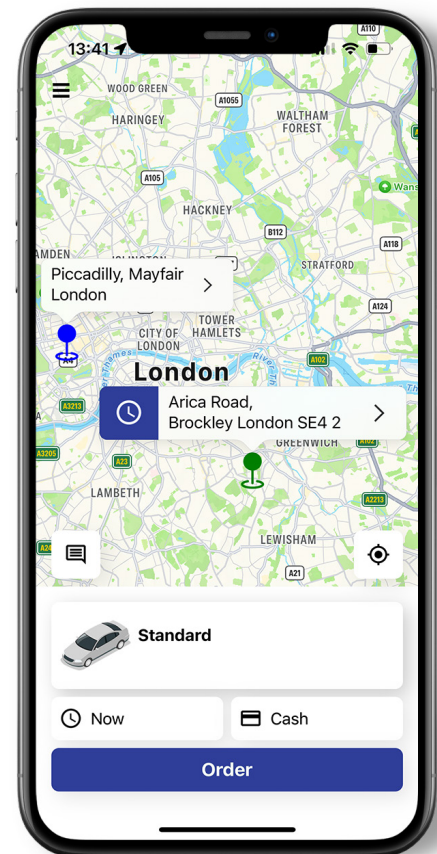
Why dedicate an entire chapter to a mobile application? Your biggest competitions use ONLY mobile applications. If you're not fully believing in such applications, think it over thoroughly again.

Without a mobile application, you lose customers who don't want to call a dispatcher hotline and talk to anyone.

There are many such people, especially among the younger generation. It's also a convenient solution for passengers. They don't have to check where they are; the app detects their location right away.

They can track the taxi, know the vehicle, licence plate numbers, and can contact the driver directly. It's truly an ideal solution for customers but also... an amazing opportunity for you.

If someone downloads your app, you know they'll ride with you more often! You can't waste this opportunity, so



the application must be modern, minimalist, and clear. Moreover, it's best if it looks similar to Uber's or Bolt's app. This is a clear signal to the customer that they are dealing with a decent company that understands, cares for, and respects its passenger. There is only one provider of such an application on the market - yes, it's Tiskel! Don't skimp on this stage because implementation costs will quickly pay off.

Promoting the Mobile Application

Once you have the application, you need to advertise it. What's the point of having it if nobody knows about it? Here are a few effective ways:

Social media

Use the power of social media platforms like Facebook, Instagram, or TikTok to promote your application. Regularly post encouraging downloads and highlight the benefits of using it. Moreover, prepare cool graphics emphasizing the advantages of your application and the disadvantages of the competition.

Website

Place a clear button or banner on your website encouraging users to download the application. Describe the benefits of using the application and explain why it's worth having on their devices.

QR

Place QR codes inside taxis and on promotional materials such as flyers or business cards. It's a quick and convenient way for customers to download the application directly to their mobile devices during rides.

Partnerships and promotions

Collaborate with local businesses and organizations to promote your mobile application. You can also organize promotions, offering discounts or free rides for people who download the application and make their first booking.



Investing in mobile application advertising can bring significant benefits to your company, increasing the number of downloads and user activity. Don't hesitate to use various advertising channels to reach the widest possible audience of potential customers. Remember, it's the price you pay for loyal customers who will often use your services.

Bonus

Don't forget to remind your customers about you! Send notifications about promotions, wishes, etc. You can also prepare paid advertisements among people who have downloaded the application, reminding them of your existence.

05

Online adverts

If you're not familiar with Google Ads, search engine optimization (SEO), or advertising on Facebook and Instagram, you have a lot to catch up on.

The most important thing is your website, along with its positioning. You want your phone number to appear when someone searches „Taxi Wrocław” on Google. Here are a few technical tips that can help you achieve this:

- 1) Set the title of your page to something like: „Your Taxi London, +00 123 456 789.”
- 2) Make sure to include your company logo on the website. The logo should be simple, with one standout colour - taxis are associated with yellow, but it's just a loose suggestion.
- 3) Your entire website must contain keywords such as Taxi, cabs, taxis, taxi driver, etc. Create headlines, descriptions, texts.
- 4) The structure of the page is important - it can't be just a short company profile but an extensive online presence. Create several subpages, e.g., „about us,” „contact,” „passenger,” „cooperation,” and under them even smaller subpages, e.g., under the about us tab: „history,” „news,” „vehicles,” etc. This makes the page more interesting for robots, has more content and keywords, which translates into a better position.



ONLINE ADVERTS

A Google company profile is necessary. This is where customers will see reviews about the company, star ratings, phone numbers, and links to the website. This cannot be skipped! It's one of the ways to reach travellers.

Google Ads is a great way to reach travellers who are not familiar with your company. This way, you'll appear at the top when a keyword phrase is entered (you choose ads in the search engine). However, setting up any ads without a clear strategy doesn't make much sense. You will need to hire a specialist or spend some time analysing and studying those forms of marketing,

Advertising on Social Media such as Instagram, Facebook, TikTok, or X (Twitter), can bring you recognition. If you're not a creative person and don't want to hire one, you might consider managing the channels yourself. It's certainly an added value, but don't expect miracles.

You can simply promote graphics in your channels, and such ads can be displayed to residents if they are consistent with your communication. If you're involved in local or charitable activities, make sure to share such updates and allow others to tag you. Additionally, if you provide services for other businesses, consider managing a profile on LinkedIn. Of course, you can duplicate posts on Instagram, Facebook, and LinkedIn and use them solely as channels for paid promotion. However, if you don't plan to engage in anything, stick to Facebook only. This allows you to run paid ads, inform customers about changes, and be tagged by others. If you decide to do this, only upload high-quality content, including good photos and short descriptions.



06

Tiskel Cloud

Tiskel Cloud is a taxi dispatch system with 1100 configurable options. It is an advanced tool that provides effortless connection between dispatcher, drivers, managers and passengers. Offers modern Uber-like app for clients. All in one simple pricing offer.

Fares based on demand, holidays, etc.

Automatic and fair job distribution

Real-time view

Passenger recognition

The screenshot displays the Tiskel Cloud web interface. The 'New job' form on the left includes fields for customer details, pickup/drop-off locations, and job notes. The fare table on the right shows columns for Taxi, Zone, ETA, and Dist. The map on the right shows a real-time view of London. The message thread at the bottom shows a 'Message' input field and a 'Send' button.

The engine that drives you forward

500⁺
taxi companies

20 000⁺
drivers

Tiskel Cloud is a modern dispatch management tool that offers a multitude of possibilities. With nearly 1100 settings, it allows you to work in practically any conceivable way.

Whether you want drivers to answer calls, quickly change fare rates, or easily settle accounts with your drivers, Tiskel Cloud has it covered with just one button.

The system also facilitates communication with individual drivers or groups of drivers and generates ready-made reports and analyses in the form of tables and charts.

It also provides:

- more customers with modern Uber-like passenger app
- swift and fair job distribution
- easy-to-use system.
- expanded capabilities with 1100 configurable settings
- access to ready-made reports and analyses
- 24/7 technical support

See more at [Tiskel.com](https://tiskel.com)

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