

BLOG POST

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Marketing Fundamentals | LCBB4004

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UBER FOR LIFE

What is a blog?

A weblog well known as blog is a platform where a writer or a group of writes share their views, ideas and experiences about a specific subject to a community or readers. The information shared is displayed in a chronological order in a journal format. (Minaev, 2019)

INTEGRATED MARKETING COMMUNICATION

- Company use marketing communication methods to help sell goods and services. They use advertisement to attract customers to buy their brands and create trust (Todorova, 2015 cited in Kotler).
- This blog will explore the Uber company the services and products offered starting with their history, the products, prices and promotions, what it offers to the community, places of operation, process and physical evidence which the marketing mix the seven P's.

UBER BEGINNING

Uber idea was born in Paris, developed by Garrett Camp and Travis Kalanick in December 2008. The developer started shaping the app in March 2009 in San Francisco to support people requesting a trip through a simple click. In July 2010, the first Uber trip queried by a customer happened around San Francisco.

After 3 years, in December 2011, the idea returned where it was originally invented, Paris, and started operating internationally.

Later, in July 2012 customers were able to request an ice cream delivery through Uber services and it operated in seven different cities around the US.

In June 2014 Uber was proud to show their support and respect for the LGBTQ+ community by offering UberWEDDING for couples to express their love and equality.

The UberPool was developed to reduce pollution in benefit of the environment, customers were able to share the same trip and split the cost in San Francisco this was August 2014.

In December 2014, another support from Uber, riders and drivers to help children with meals by donating #5MillionMeals to provide nutritious food for children, in a partnership with No Kid Hungry. This campaign helped to raise awareness to society about children in need.

In April 2015, Uber Eats food delivery was introduced in New York City, Chicago and LA.

In January 2015 MADD in partnership with Uber launched a campaign to minimize drink-driving incidents which worked for years and to support reduce those same issues in the US.





Uber Eats

PRODUCTS

Uber Ride – when customers need a ride, they only need to use an app to allow them to ask for Uber ride, choose pick up point and destination and enjoy the ride.

Uber Drive – Uber gives opportunity to anyone to become an Uber driver. If you have a valid driving licence, just apply online with your details, and your vehicle must meet the requirement needed, this is a great opportunity to earn extra income. Work when is suitable for you, you schedule your own shift. If it is a peak time, you can earn more money, and use the app to check fares and there are other functions supporting you 24/7.

Uber Eats – it came to make people's life easier. This was partnership with restaurants and delivery drivers allowing all parts involved able to benefits from Uber Eats.

Uber Business – it is available for business needs only, company managers/directors can order meals for employees whilst working or during a conference which boost motivation amongst the team. Likewise, If a workers needs a ride a trip booking can be done for a business meeting. Also, Uber offers the option to receive and send parcel with Uber Direct.

Uber Freight – it helps business logistic for carriers and shippers on organisation and transportation. Choose between ship or haul with Uber, it gives option of free in advance and accessible payments.

Uber Health – was created to support people to get to their appointment with no access to Uber app or smartphone. Help and allowed organizations to book in advance for another person. Uber Health dashboard use security standards and privacy, and always praises for patients' information. Uber Health work 24 hours and for non-emergency workers.

PRICE

- Uber app gives you an instant price when you book according to your location and destination chosen.
- Uber gives you several different trip options, for example, if asking for a ride from Birmingham New Street to UWTSD learning centre the price can range depending on the option you choose. It £10.46 for UberXL which is designed for a group trip; the UberWAV for a wheelchair person would be £6.80, same as UberX which is a normal option, more affordable; UberPool also an affordable way because you shared a trip with other rider who are going to the same direction as you and you can split the cost of a trip; Uber Comfort allows you to relax and feel comfortable during your trip and after destination you just pay £8.08. The prices are displayed according to the Uber app.
- Uber Drivers are paid for every trip they complete. It operates everywhere in the UK, for example Manchester, London, and Birmingham. It can help drivers to earn more money and get some promotions while being an Uber Driver. Some areas pay less, and other areas more it depends on the service demands. There is an option to earn tips via the app, customers can tip a driver because of the service provided. Also, driver can opt to deliver with UberEats when there is high demands also an option to earn extra money.
- UberEATS customers can pay for a delivery depending on their location and how much they spend ordering food, for example, ordering at McDonald's in Wolverhampton the delivery fee is £3.99 if customer live far away from the store; KFC same area delivery is £1.79 when customer live nearby; for Subway is £0.79 if not living too far away from the restaurant.
- For Freight shipping an algorithm helps adjust the price depended on travel time, and distance. Also, the booking can be done in advance. For the carriers Uber Freight help to book, pick up the delivery and return the load delivered with app.
- Uber health price depend on distance and time of your trips, same as uber ride.

PROMOTION

Uber Ride

- Invite a friend and get £5 off next ride.
- NHS and HSC staff benefited from a 200.00 free rides and 800.000 meals from Uber last Christmas.
- Customers could get £15 off for trips from or to vaccination centres from Uber.

Uber Drive

- Uber Drivers and family members can benefit from Uber Pro, several promotions to support drivers while working for Uber, for example, vehicle maintenance and fuel discount; 24/7 assistance with breakdown problems; drivers can save with Shell Go+ between 1.5- 5% and car maintenance with the AA between 5-10% promotion.

UberEATS

- Delhi 2 Bombay give free items when customers spend £15 on food order; The Curry Leaf customers will save £3 when spend £15 in food order and for Namaste Nepalese and Indian Restaurant can spend £20 and save £5.
- UberEATS and UberBusiness have available the gift cards and vouchers, to offer a friend who loves food or for employees after a long day of meeting and guests.
- First time users can benefit from £15 off first order (based on app).



PEOPLE

Uber is a community where everyone is welcome. Working together in a partnership with Uber communities to raise awareness about bad usage of technology, with the help of the governments to support the communities with resources and technology to promote a safe and peaceful place.

Uber in a partnership with public transport systems, helps riders with rideshare services to stimulate the use of public transport wherever they are going to reduce congestion, parking shortages and pollution. This initiative helps cities and enable people to engage with communities by making riders' life easier and enjoyable.

In a partnership with Masabi, Moovit and TransLoc riders can benefit from API app to stay connected, save time and budgeting and enjoy the public transport.

Regional transit District (RTD) helps riders to benefit from 50% (up to \$5 per ride), when using Uber survives from outside that area to more popular 6am and 10pm.

Uber Movement help to provide better data to urban planner allowing customers to stay informed about everything happening on the road, infrastructure and streets. Its work in 10.000 cities worldwide. It also works in a collaboration with organisations to reduce road incidents by encourage people to drive safe and to discourage sending text message while driving for benefit of communities.

In addition, Uber is promoting a safety community by encourage riders to request a trip after a nigh out. Also, to prevent the human trafficking.

Uber support diversity and inclusion and celebration of pride events around the world. Uber believes in a community where people treated equally at the workplace to make more enjoyable for all employees such as LGBTQ, women drivers, immigrants. It also gives opportunity do young women to boost them career prospectus.

Uber help riders with mobility such as visual impaired, opportunity to disabled drivers and UberEats disable customers.



PLACE

- Uber operate in 10.000 cities.
- Uber operate in more than 600 airports in the world and New Your city has connection with 3 airports; John F. Kennedy International(JFK); Newark Liberty International(EWR) and La Guardia Airport.
- Uber is committed to use eclectic cars by 2040 to reduce pollution and to become more sustainable.

PROCESS

Uber Ride

- Uber wants customer to be confident about using the app to request a ride from a location to a destination and option to use public transport.

Uber Drive

- Uber drivers want to take customers in UberX daily trip; UberXL for a group of friends or business group; Uber comfort just to relax or UberPool sharing a trip with another person.

UberEATS

- Works in association with restaurants and delivery partners to provide the deliver of food to customer with and without disability and businesses.

Uber Freight

- Aims to support customer globally with shipment and courier services to make businesses life easier with flexible payments and accessible app.

Uber Health

- Aiming to supporting NHS during COVID-19 pandemic.



PHYSICAL EVIDENCE

- Uber.com website provide information about the company; app usage; partnerships; products provided and services; freight; health; governance; food delivery and trips; business travel; Uber community and technology.

I hope you enjoyed the content, please
leave comments and suggestions.

Thank you!

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