Brand and Product Differentiation – **Making Lyft the Ride of Choice for College Students**

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01

Overview of Lyft

Goals & Objectives

Brand Recap

- **Mission**: Improve lives through transportation
- **Voice**: Energetic, playful, inclusive
- **Key Platforms**: Instagram, TikTok, Website, App

Our Goals for Lyft

- Connect with **Gen Z**
- **Top of mind** + **Top of culture**
- Own "**the ride for college life**" more deeply than competitors

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Target Audience

Market Potential

- **High frequency** users
- Extremely **price sensitive**: promo opportunities

Opportunities

- Launch campus **programs** and **promos**
- Promote **real moments:** parties, late nights, commutes
- **Authentic content** across socials that is still "cool"

Party Peter (18-22 yo)

Grad Gracie (22-28 yo)

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02

Social Media Plan

Analysis of @Lyft's Followers & Reach

Instagram: (218K followers)   **TikTok:** (137.4K followers)   **Facebook:** (659K followers)   **X (Twitter):** (237.5K) followers

TOTAL: **1.252M total followers**

OVERVIEW

- Median Age: 35.2 y/o
- High income individuals
- 46.7% of followers are University Graduates

TOP 3 LOCATIONS

- **28.9%** of followers living in California
- **9.7%** of followers living in New York
- **7.3%** of followers living in Texas

KEY INTERESTS

- **15.4%** of followers use Airbnb and **6.8%** use Southwest Airlines
- **39.4%** wear Nike
- **13.2%** drink RedBull
- **28.4%** drink Starbucks
- **42.2%** like Dwayne "The Rock" Johnson

Source: DemographicsPro

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What's Working, & What's Not?

SUCCESSFUL STRATEGIES

- **Trend Engagement:** Strong at following and adapting to current TikTok trends.

- **Talent Integration:** Posts featuring talent see increased engagement and insights.

- **Memes:** Some memes consistently perform well, particularly boosting engagement.

- **High-Quality Content:** Visual and creative execution is consistently polished across platforms.

AREAS OF IMPROVEMENT

- **Inconsistent Posting Schedule:** Posting spurts followed by periods of inactivity weaken momentum and algorithm favorability.

- **Overuse of Memes on Instagram:** While memes work, Instagram lacks deeper brand-aligned evergreen content and aesthetic consistency.

- **Underutilization of Facebook:** Despite the highest follower count, Facebook has minimal, inconsistent content presence.

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Posting & Platform Strategy

Platform	Frequency	Primary Content
Instagram	3–4x per week	Aesthetic posts, reels, UGC reposts
TikTok	4–5x per week	Trending videos, skits
X (Twitter)	3–4x per week	Meme posts, quick promos
Facebook	1–2x per week	Quick promos, events recaps

Boosting Engagement:
- Instagram story polls (ex: "Where are you riding to tonight?")
- Reposting UGC
- Partnering with micro-influencers
- TikTok challenge contests for free rides

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Our Goal:

Reach the College Students

Social Media Strategy

Platform: GenZ lives on TikTok and Instagram

⭐ Trendy

- Follow current trends on social among GenZ
- Trends, audios, language, online engagement

📱 Informative

- Not directly not promoting the ride, but instead showing what Lyft enables.

😃 Funny/Relatable

- Get students to want t tag friends, repost, and post their own content (earned media)

🌳 Social

- Get students out of their homes
- Celebrate friendship, going out, and shared moments.

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Content Idea #1

*Digital Camera Series:* "Late Night, Lyft Rides"

- **Idea**: A lo-fi, flash-photo series capturing college nightlife moments through the lens of a digital camera
  - ie. riding in the back of Lyfts, pulling up to parties, grabbing late-night eats
- **Visually** authentic to audience, subtle promotion of Lyft
- **Collab** with College Students, local influencers, social clubs
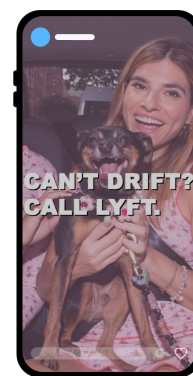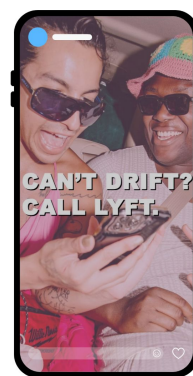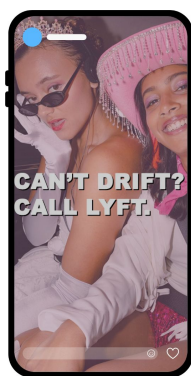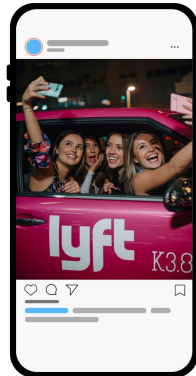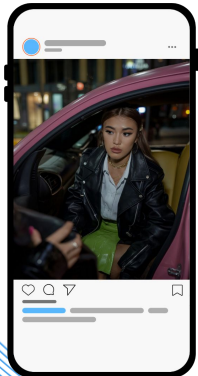
Content Idea #2

Celeb Driver Series: "CelebLyft"

- **Idea**: Lyft to announce a celebrity driver in a city, and if lucky enough to be picked up, not only would they meet the celeb but also win a prize (ie. free rides for a month)

- Generate buzz, encourage bookings → viral content

- **Celeb/ Influencers:** Local to cities
  NYC: Paige DeSorbo, Alex Consani
  LA: Quenlin Blackwell, Jake Shane

- *Link to reel*
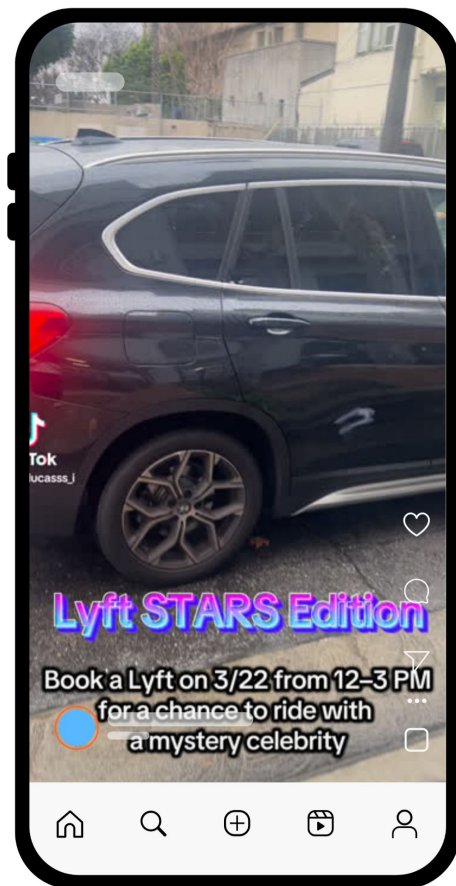
Blog Content

Series 1

Hot Takes from the Back Seat

- Fun, relatable debates from real Lyft riders.

- First Article: **"Windows Up or Down?"**

  - Highlights different passenger preferences.

  - Sparks conversations about ride etiquette.

  - Ends with an **interactive poll** to drive engagement.

Series 2

Campus Rides & College Vibes

- Authentic student experiences featuring Lyft.

- First Story: **"My Lifesaver During Finals Week"**

  - Finals stress stories + how Lyft supports late-night rides, study sessions, and post-final celebrations.

  - **Emphasizes** Lyft's reliability, safety, and convenience for students.

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03

Website Analysis

Website Analysis

1. Design

At first glance, it is unclear what the website is for

2. Information

The homepage is too information heavy

3. Discount Code

The first ride discount code is on a different URL

4. Call to Action

Call to Action button is small

Website Mockup
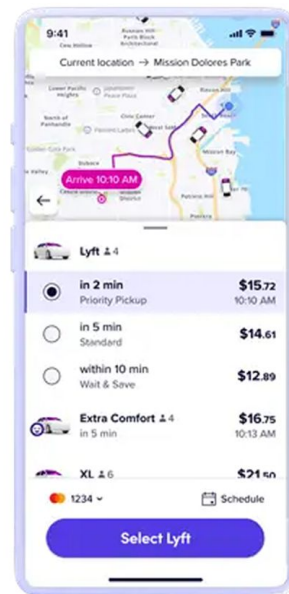
04

Search Engine Optimization (SEO)

On-Page SEO

Goal: Provide recommendations to optimize the website's content and structure for search engines

- Conduct keyword research to identify relevant search terms.
  - For Riders
  - For Drivers
  - For Businesses
- Implement internal linking strategies and optimize URL structures.
  - Add Cross-Linking Between Services
  - Add Breadcrumb Navigation

On-Page SEO

- Key Terms for Riders:
  - "Lyft vs. Uber prices"
  - "Rideshare near me"
  - "Affordable ride to airport"
  - "Lyft in [city]"
  - "Download Lyft App"
  - "Best rideshare app in 2025"
  - "Rideshare discounts"
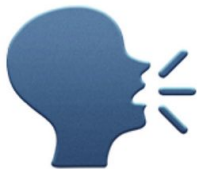
- Key Terms for Drivers:
  - "Apply to drive"
  - "How to become a Lyft driver"
  - "Lyft driver salary"
  - "Can I drive for lyft part-time"
  - "Lyft vehicle requirements"
  - "Best rideshare company to drive for"
  - "Lyft background check"
  - "Lyft vs. Uber for drivers"

- Key Terms for Businesses:
  - "Lyft business account"
  - "Lyft for business"
  - "Lyft for business travel"
  - "Lyft corporate discounts"
  - "Lyft student programs"
  - "Rideshare for employees"
  - "Employee commute solutions"

On-Page SEO

- Add Cross-Linking Between Services
  - Right now, most key pages (Rider, Driver, Business) are siloed with few internal links between them.
    - Example: The Business page does not link to the Driver page, even though businesses might also be potential fleet partners.
    - Recommendation: Add links from:
      - Business → Driver info (for fleet use or partnerships)
      - Driver → Rider promos (some users may be both)
      - Blog or FAQ → App download, city pages, driver sign-up
- Use Descriptive Anchor Text; Lyft still uses generic CTAs like "Learn more" or "Get started."
  - Recommendation: Use anchor text like:
    - "Download the Lyft App for iOS or Android"
- None of Lyft's internal pages use breadcrumbs.
  - Recommendation: Create a formula that helps SEO and user clarity with a structure
   - Example: Home > For Riders > Cities > Los Angeles

Off-Page SEO

Goal: Provide recommendations to optimize the website's content and structure for search engines

- Develop a backlink strategy, including guest blogging and partnerships.
  - Check in on current partnerships to optimize backlinks on their websites
  - Guest blogging, or having Lyft blog writers create Lyft-centered content on websites other than Lyft.com
  - Partnerships with well known brands to add backlinks to Lyft.com

Current webpage doesn't have a dropdown menu,
Would allow for ease of navigation, and would allow more complex issues and queries to be resolved
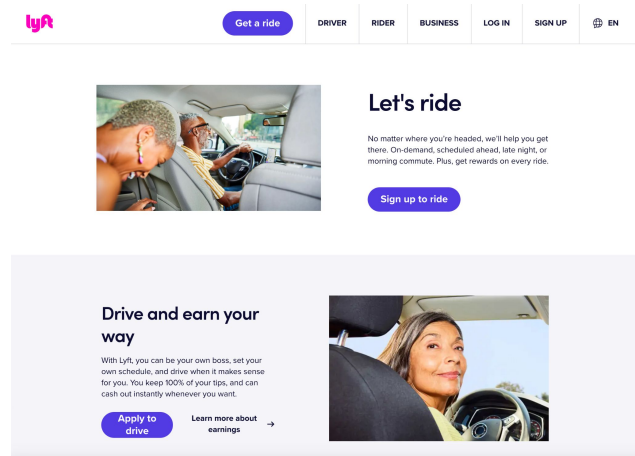
Off-Page SEO

- Lyft in general is perceived as more trustworthy and friendly than its main competitor Uber
- Lyft engages more with customer relative to competitors Uber and Waymo → reply on @asklyft on X and
  - Lyft should maintain this human-centred approach and scale up this human-centred approach to online reputation management → e.g. replying on r/lyft and r/lyftdrivers to resolve complaints/issues with Lyft
  - This is a differentiating strength and essentially should be done more → would differentiate it vastly from its competitors
- This doesn't mean that Lyft will completely neglect the future e.g. robotaxis
  - Lyft is actively monitoring the new technology that is emerging (e.g. press releases on robotaxis)
  - Ideally should strike a good balance between their "human-esqueness" and embracing advanced technological developments that could potentially anger their driver base

05

Email Marketing

Email Marketing - Observations

1. Visibility

The CTA buttons are too small and are often below large images or blocks of text. CTA buttons should be visible without scrolling.

2. Urgency

The subject and content of promotional emails is too passive. Subjects should create a sense of urgency to open the email and content should encourage readers to continue reading.

3. Unnecessary Text

Unnecessary text makes the email hard to read and gain value from. Vital information should be upfront and unobstructed by information that the reader gains no value from.

4. Sign-Ups

Many emails are "sign-up" emails, even though users are already subscribed to receive emails from Lyft. Email lists should be properly catered to specific user segments.
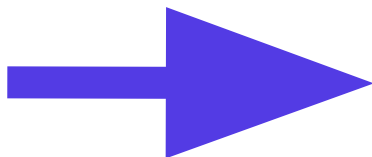
Email Marketing - Example
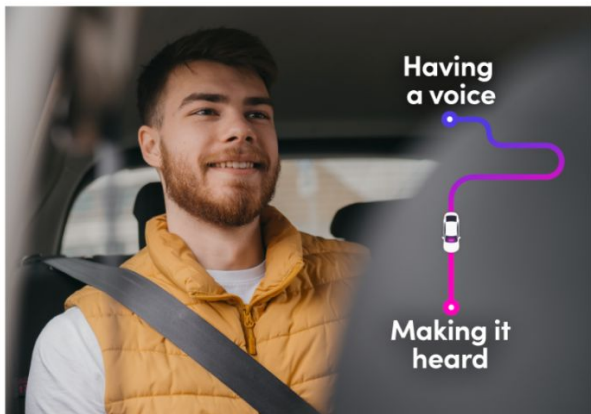
Email Marketing - Segments

Party Peter

- Awareness Stage:
  - Highlight safety, affordability, and what makes Lyft unique.
- Consideration Stage:
  - Emphasize price, money saved, time saved, and easy accessibility.
- Decision Stage:
  - Encourage the use of Lyft pink and frequent use plans.
  - Give incentives to commit or refer friends

Grad Gracie

- Awareness Stage:
  - Showcase affordability, professionalism, and easy commuting features
- Consideration Stage:
  - Emphasize reliability and budget-friendliness.
  - Discount bundles for scheduled rides
- Decision Stage:
  - Encourage the use of Lyft pink rewards programs for long-distance travels

Email Marketing - Schedule

Content Calendar

- Promotional and reminder emails for events featured on the Lyft Instagram
    - RSVP button (CTA)
    - Discounts to and from Event
- Discounts for the upcoming commute

Weekday vs. Weekend

- Emails during the weekdays should be catered towards getting to class, going to dinner, going to groceries
- Emails during the weekends should be catered towards events around campus, parties, bars

THANK YOU!

Feel free to ask questions