

THE OUT

POWERED BY JAGUAR LAND ROVER

THE SERVICE THE VEHICLES HOW IT WORKS

YOU BOOK.
WE DELIVER.
ROADTRIP.GO.

FIND OUT MORE

The Out - Growth Proposal

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Overview

The Out are looking for a new growth partner to replace the incumbent agency. The new partner will take over paid search and paid social. Growth Hakka will also highlight other growth opportunities as part of this proposal. The Out's target is to double growth in 2020.

Opportunity Discovery -

Analysis of Customer Journey and The Out's Digital Presence

1. The Search Experience

- a. Paid and Organic search results vary widely for a range of 'very targeted' keywords i.e. those of which the intent is to hire a range rover specifically. By vary, we mean that rankings and results are intermittent or don't show.

<input type="checkbox"/> Keyword	Ad Timeline	Cost Per Click	Monthly Cost	Monthly Searches	Ad Position	Total Ads
<input type="checkbox"/> range rover hire theout.com		£1.08	£346	2.9k	5	5
<input type="checkbox"/> range rover rental london theout.com		£1.69	£47.70	260	2	10
<input type="checkbox"/> hire range rover theout.com		£1.07	£63.90	2.9k	5	9
<input type="checkbox"/> range rover to hire theout.com		£1.05	£6.90	2.9k	9	12
<input type="checkbox"/> hire a range rover theout.com		£1.07	£189	2.9k	1	11

- b. The Out does not feature in search results on Google for many organic results and paid results for a range of less targeted keywords e.g. 'London Car Rental'

- c. Paid search results are intermittent [this is probably down to budget and bid strategy] and some keywords are low volume.

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> range rover rental london	100 – 1K	Medium
Keyword ideas		
<input type="checkbox"/> range rover hire london	100 – 1K	Medium
<input type="checkbox"/> land rover hire london	10 – 100	Low
<input type="checkbox"/> land rover rental london	10 – 100	High
<input type="checkbox"/> range rover car hire london	10 – 100	Medium
<input type="checkbox"/> range rover for rent london	10 – 100	High
<input type="checkbox"/> range rover sport rental london	10 – 100	High
<input type="checkbox"/> land rover defender rental london	10 – 100	Medium

- d. See attached in this email more detailed reports but there are clear opportunities for other keywords as paid search. Clear opportunity for organic search optimisation for almost all keywords. Local SEO option also.

range rover hire

Keyword difficulty: 46.20% (for google.com database) — View full report for this keyword

About 11,100,000 results (0.64 seconds)

Ad · www.hertzdreamcollection.co.uk/Hertz/RangeRover · 020 7727 6969

Sale Extended 15% Off All Cars | Book by 29 February

Hire a Range Rover from Hertz Dream Collection. Absolute Lowest Prices Guaranteed. Best Prices in London. Best in London. Best London Prices. No.1 Luxury Car Hire. Best Prices. London's Largest Range. No.1 for Service. Luxury Cars. Amazing Offers. Book Online. Range Rover From £135/day · Superior Service · Locations · Play Less for Luxury · Brands

Hertz Dream Collection, Poplar Place, Bayswater, London

Ad · www.sloaneexecutive.co.uk/

New Range Rover Vogue Rental | 4 Day London hire £900

1 day £300, 4 days £900 & 7 day special £1200 book now to receive your latest offers. All new Range Rovers available under one roof in London. Delivery nationwide.

Ad · www.royalsupercars.co.uk/ · 07497 891221

2019 Range rover hire | All inclusive prices | royalsupercars.co.uk

Self Hire now! For £200 Facelift 2019 Model Luxurious Range Rover All comp insurance

Ad · www.4x4vehiclehire.co.uk/ · 07539 080762

Hire a Range Rover Sport | 4x4 Vehicle Hire Elite

Our prices don't rise at peak times like competitors. Land Rover or Range Rover hire...

1. www.sixt.co.uk > range-rover-car-hire

Range Rover Car Hire - Sixt Car Rental

Hire a luxurious Range Rover 4x4 with Sixt rent a car. We offer high quality Range Rovers for affordable prices in our UK branches.

Range Rover Vogue Hire · Range Rover Sport Hire · Range Rover Evoque Hire

Range Rover Car Hire

Website · Directions · Save

4.2 ★★★★★ 5 Google reviews

Car rental agency in London, England

Address: The Garages, Off Cumming St, Kings Cross, London N1 9HW

Hours: Open · Closes 5:30PM

Phone: 020 7520 2797

Suggest an edit

Know this place? Answer quick questions

Questions & answers

See all questions (1)

Ask a question

e.

- f. Simple fixes for organic are like mentioning keywords and key phrases on

Paid Keywords

range rover hire

range rover rental london

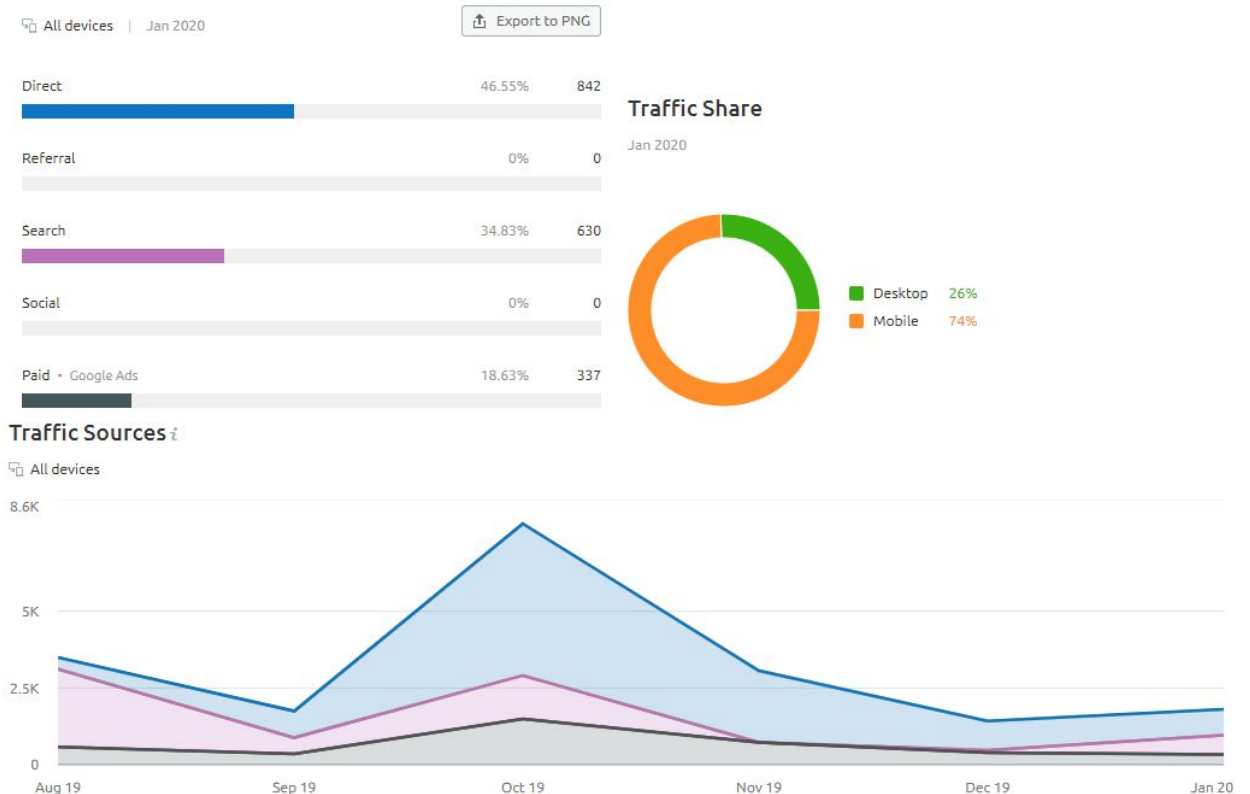
hire range rover

range rover to hire

hire a range rover

the home page or other pages in the copy.

- g. Also clear opportunity to source more backlinks from parent company
<https://media.jaguarlandrover.com/news/2019/04/world-away-city-your-next-adventure-starts-out>
2. 74% of traffic appears to come from Mobile. The site is mobile friendly but could it be worth exploring why desktop is so low? Could it be that mobile users are people looking for immediate rentals, whereas those that are planning their trips are not finding the Out? There appears to be limited traffic from organic social. And Referrals are also low. Opportunity to improve traffic from these sources.



Opportunity Discovery

Referrals and Social

1. The simplest way to increase traffic from referrals and social would be to create content that answers key questions. This content can then be shared and disseminated on your own media and social media as part of a content calendar over 30 days.



2. We can also set up an automated Drip and Nurture influencer and journalist outreach campaign and invite them to do reviews.

the out review

Keyword difficulty: 76.54% (for google.com database) — View [full report](#) for this keyword

All Videos News Shopping Images More Settings Tools

About 10,390,000,000 results (0.82 seconds)

1. [www.t3.com > news > the-out-land-rover-rev/](http://www.t3.com/news/the-out-land-rover-rev/)

The Out allows you to hire a Land Rover in minutes | T3

The Out review. (Image credit: The Out / Land Rover). By Spencer Hart November 08, 2019. If you're under 30-years-old and live in a large city, such as London, ...

DS: 0 TS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)

I: 28.2K L: 1.53K LD: 2.68M I: 32.2K Rank: n/a Age: 1998|05|01 f: 4 whois

</> source Rank: 1.58K Adv Disp Ads: 7 Pub Disp Ads: 10

2. [www.glamourmagazine.co.uk > article > best-road-trip-car-rental-20/](http://www.glamourmagazine.co.uk/article/best-road-trip-car-rental-20/)

Best Car Rental Apps: We Review THE OUT | Glamour UK

17 Dec 2019 - We road tested, **THE OUT**, the new London car rental service perfect for road trips. Here's the best Jaguar car rental service...

I: 40.2K L: 60 LD: 1.91M I: 40.7K Rank: n/a Age: 2001|02|23 f: 0 whois

</> source Rank: 2.81K Adv Disp Ads: 0 Pub Disp Ads: 0

Here are some of our over 33,000 Creators. [Create a campaign](#) to start inviting!

<div data-bbox="337 380 500 541"> </div> <div data-bbox="524 415 682 447"> Kiera Bridget </div> <div data-bbox="524 459 612 510"> Other Unknown </div> <div data-bbox="334 583 492 609"> Channels Offered </div> <div data-bbox="842 583 873 615"> </div> <div data-bbox="334 657 873 682"> Total Reach 3.43M </div> <div data-bbox="334 730 873 756"> Audience Female 18-24 (24%) </div> <div data-bbox="334 804 873 829"> Audience Country UK (37%) </div> <div data-bbox="475 888 742 926"> <div>SEND INVITE</div> <div>VIEW PROFILE</div> </div>	<div data-bbox="961 380 1123 541"> </div> <div data-bbox="1148 415 1248 447"> Canking </div> <div data-bbox="1148 459 1235 510"> Other Unknown </div> <div data-bbox="958 583 1115 609"> Channels Offered </div> <div data-bbox="1474 583 1505 615"> </div> <div data-bbox="958 657 1497 682"> Total Reach 254.0K </div> <div data-bbox="958 730 1497 756"> Audience Male 18-24 (31%) </div> <div data-bbox="958 804 1497 829"> Audience Country UK (44%) </div> <div data-bbox="1089 888 1356 926"> <div>SEND INVITE</div> <div>VIEW PROFILE</div> </div>
<div data-bbox="337 1016 500 1178"> </div> <div data-bbox="524 1052 602 1083"> JTube </div> <div data-bbox="524 1096 612 1146"> Other Unknown </div> <div data-bbox="334 1220 492 1245"> Channels Offered </div> <div data-bbox="842 1220 873 1251"> </div> <div data-bbox="334 1293 873 1318"> Total Reach 178.0K </div> <div data-bbox="334 1367 873 1392"> Audience Male 18-24 (27%) </div> <div data-bbox="334 1440 873 1465"> Audience Country UK (61%) </div> <div data-bbox="475 1524 742 1562"> <div>SEND INVITE</div> <div>VIEW PROFILE</div> </div>	<div data-bbox="961 1016 1123 1178"> </div> <div data-bbox="1148 1052 1333 1083"> Callums Corner </div> <div data-bbox="1148 1096 1235 1146"> Other Unknown </div> <div data-bbox="958 1220 1115 1245"> Channels Offered </div> <div data-bbox="1409 1220 1505 1251"> </div> <div data-bbox="958 1293 1497 1318"> Total Reach 303.0K </div> <div data-bbox="958 1367 1497 1392"> Audience Male 18-24 (36%) </div> <div data-bbox="958 1440 1497 1465"> Audience Country UK (86%) </div> <div data-bbox="1089 1524 1356 1562"> <div>SEND INVITE</div> <div>VIEW PROFILE</div> </div>

3. Influencers can also be hired for relatively small amounts using channels like Famebit.

Opportunity Discovery

Technology Profile

The screenshot shows the website **theout.com** with the header "THE OUT" and "POWERED BY JAGUAR LAND ROVER". The main text reads "YOU BOOK WE DELIVER ROADTRIP". A "FIND OUT MORE" button is visible at the bottom.

On the right, a technology stack is displayed, listing various tools and their active periods:

Tool	Start Date	End Date	Status
Global Site Tag	Jul 2019	Dec 2019	Active
Branch	Feb 2019	Jul 2019	Active
Facebook Signal	Jul 2019	Jul 2019	Active
LinkedIn Insights Conversion Optimization	Jul 2019	Jul 2019	Active
Bizo Insights Advertiser Tracking	Jul 2019	Jul 2019	Active
Google Universal Analytics	Jul 2019	Jul 2019	Active
Facebook Conversion Tracking Conversion Optimization	Jul 2019	Jul 2019	Active
Facebook Pixel	Jul 2019	Jul 2019	Active
Google Conversion Tracking Conversion Optimization	Jul 2019	Jul 2019	Active
Google AdWords Conversion Advertiser Tracking	Jul 2019	Jul 2019	Active
Google Conversion Linker	Jul 2019	Jul 2019	Active
Widgets			
Intercom Feedback Forms and Surveys - Ticketing System	Feb 2019	Feb 2020	Active
Google Tag Manager Tag Management	Feb 2019	Feb 2020	Active
Unsplash Image Provider	Jul 2019	Sep 2019	Active
MailChimp Feedback Forms and Surveys	Feb 2019	Feb 2019	Active

Our Growth Proposal - Deliverables

Consumer Stage - Attract - Awareness

1. We will take over management, execution and optimisation of paid search and paid social campaigns. Currently assumed this includes App Download campaigns.
2. We will create 10 search engine optimised blog articles/landing pages that answer key questions like how can I rent a range rover, where I can I hire a range rover in London etc

3. Review and optimise other pages for organic search
4. Create a Viral Sign Up Process
 - a. Gamification of Sign up or registration process in App? [possible work with UX person]
 - b. Discounts for Shares
5. Build Journalist Lists - targeting things major media outlets like Evening Standard, Metro, Car Magazines, National newspapers
 - a. Targeted Press Releases
 - b. Outreach Emails - Including Marketing Automation Workflows - [open, not open, click]. Subject to availability of Marketing Automation Software
 - c. Free Car Rentals for Journalist Reviews / Interviews with Founders.

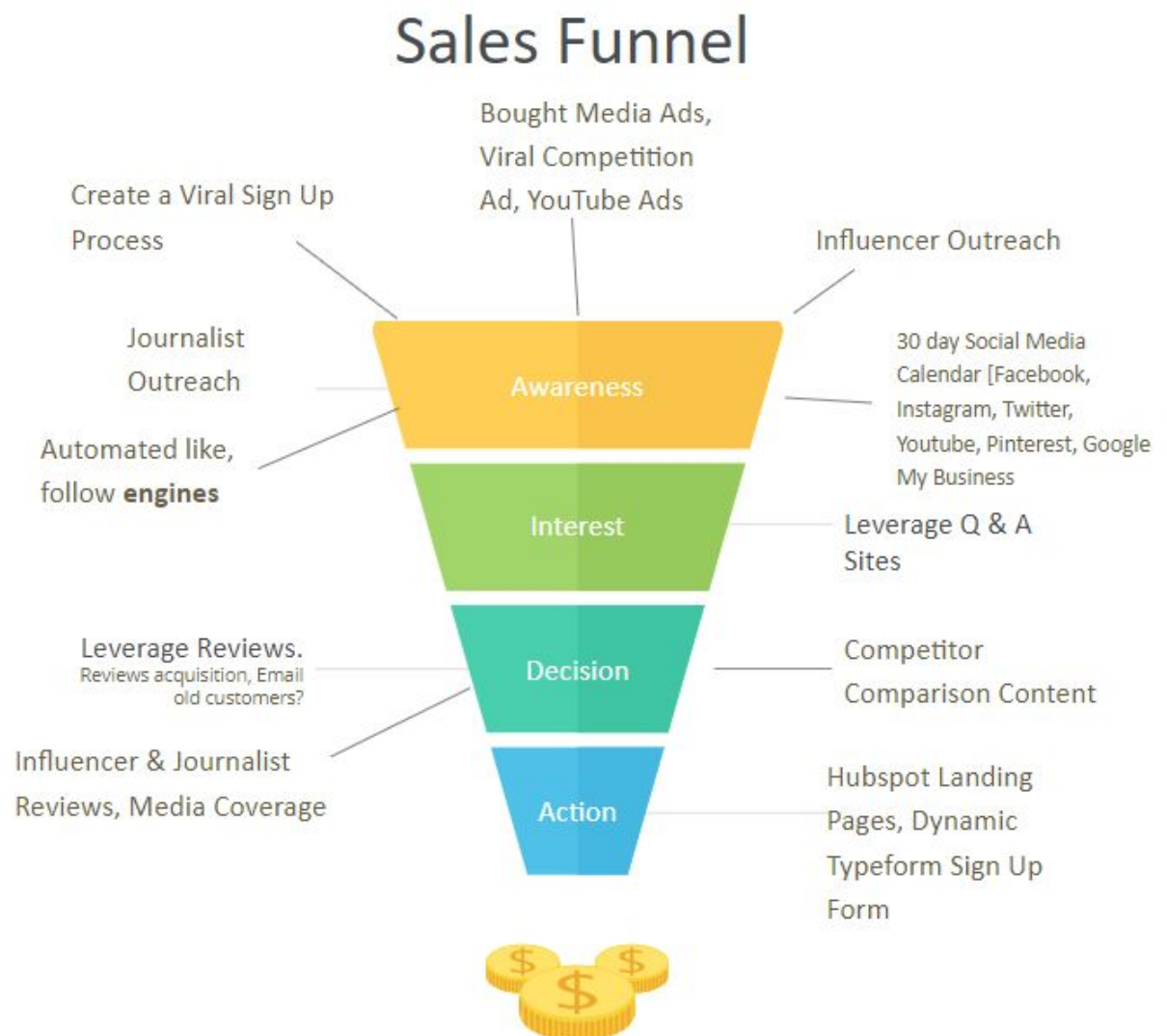
Car	Automobile	Top Gear
What Car?	Evo	Classic Cars
Practical Classics	Autocar	Car and Driver
Classic & Sports Car	Motor Trend	Auto Express

6. Build Influencer Lists
 - a. Free car rentals for Influencers
 - b. Influencer Outreach Emails - Including Marketing Automation Workflows - [open, not open, click]. Subject to availability of Marketing Automation Software. But thinking of Intercom and Mailchimp.
7. Leverage Q & A and Product Discovery Sites. Producthunt - And millions of followers on Quora for example <https://www.quora.com/topic/Rental-Cars>, <https://www.quora.com/q/carculture?sort=top>, <https://www.quora.com/q/carculture?sort=top>, <https://www.quora.com/topic/Visiting-and-Travel-1>
8. Leverage Reviews, Integrate into website from Apple App Store, Facebook, Tripadvisor. Google My Business
9. 30 day Social Media Calendar [Facebook, Instagram, Twitter, Youtube, Pinterest, Google My Business]. Create more lead gen posts, try to drive up engagement on Facebook. **Really need to leverage Pinterest, Google My Business and YouTube more.** Schedule and activate using Buffer. We will create all images.
10. Additional **Bought Media Ads** for:
 - i. VIRAL Competition Ad [Win a car rental] using **Gleam.io** or **ViralSweep** tech
 - ii. Video Ads on YouTube
11. Use Journalist, Influencer lists to build Automated like, follow **engines**. Automate simple principle of Follow - UnFollow to get more followers from Journalists and Influencers

Convert - Evaluation - Social Proof

1. On Site exit intent pop ups and conversion call to actions driving to App download or email acquisition.
2. Reviews acquisition, testimonials from existing users. On Facebook, Google My Business Apple. Email old customers for organic reviews. Purchase reviews
3. Competitor Comparison Content on website

Visual Representation



Future Opportunities Estimated Timelines

I. Future Opportunities [Not in current scope]

- A. App Store Optimisation campaigns on Apple App Store, Google Play Store.
- B. Apple iAds campaign
- C. Facebook Messenger Chatbot
- D. Intercom Campaigns to site visitors
- E. Pinterest Ads
- F. Tik Tok Ads and Tik Tok Organic content

II. Estimated Timelines - See attached Excel file in Email for full details

This is a very rough plan and estimate. Will need revision once I have had full access. Image below is just part of the overall timeline.

Estimated Timelines

[illegible]

Costs

The timelines are a rough guide. As we are proposing to be your growth partner and there are a number of things we are proposing to do and some will take various amounts of time. The ideal would be an ongoing relationship.

We will deliver everything listed and of course take briefs for anything else you need and accommodate within price where possible. Lots of tasks like creating media for the social calendar are not talked about in detail but all campaigns listed above will have supplementary tasks and jobs that would be too granular to list.

£2500 per month for Lead Growth Hacker. Zohe Mustafa

This will cover costs for any offshore support I might call in.

Average **£125 per day** based on a 20 working day month

£2000 additional for 2nd Senior Growth Hacker

If both of us feel more resource is needed I can most likely hire another growth hacker of similar level to me for a similar additional cost. This would speed up timelines and would be selected from my UK network and subject to availability. These are UK nationals who I've worked with before.

Average **£100 per day** based on a 20 working day month