

# Marketing Overview



BRANDING | ADVERTISEMENT | PROMOTIONS



# BRANDING/ ADVERTISEMENT

POSITIVE BRAND ASSOCIATION HAS NEVER BEEN EASIER! BETWEEN THE FULLY CUSTOMIZED VEHICLE WRAPS, DESIGNATED BRAND AMBASSADORS, SAMPLE DISTRIBUTION & IN-CART DIGITAL MEDIA, SWOOP HAS PROVEN TO BE A STAPLE IN MIAMI BEACH MARKETING!







# SAMPLES / GIVEAWAYS

STUDIES SHOW OVER 73% OF CONSUMERS SAID THEY WERE LIKELY TO BUY A PRODUCT AFTER TRYING IT. SAMPLES / GIVEAWAYS ENDURE AS A POWERFUL WAY TO WIN CUSTOMERS.





# EXPERIENCES/ ENGAGEMENT

FACE-TO-FACE ENGAGEMENT HAS BECOME THE BEST WAY TO CREATE CHEMISTRY AND BRAND LOYALTY. SWOOP DRIVERS / BRAND AMBASSADORS PROVIDE A ONE-OF-A-KIND EXPERIENCE ON EACH AND EVERY RIDE!





# THE POWER OF SOCIAL MEDIA

Swoop leverages social media to gain valuable customer insights, increase brand awareness and loyalty, run targeted ads with real-time results & increase website traffic. Social media allows Swoop to create dialogue with travellers, therefore creating relationships with customers before, during, and after their time here in Miami Beach. This kind of dialogue between brands and customers is something traditional advertising cannot achieve.



**@THESWOOPRIDE**



**YOUR BRAND IS  
THE SINGLE MOST  
IMPORTANT INVESTMENT  
YOU CAN MAKE IN YOUR  
BUSINESS.**

**STEVE FORBES**

Design : behance.net/JeanFernandes

