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Digital Performance Analysis of Zoom Car and Methods to improve its Online Engagement Rate

Introduction of the Brand – Zoom Car:

Zoom Car is an Indian car sharing platform, headquartered in Bangalore. It is a Self-Drive Car Rental Company and it does not offer cab / taxi services with chauffeur. The company was founded in 2013 by David Back and Greg Moran. The company currently operates in 34+ cities in India. It has launched Vehicle Host Program across 8 cities which will enable individual vehicle owners to list their cars on Zoom Car and earn a revenue share on each booking rental.

Keywords:

360 Degree Digital Marketing Strategy

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Search Engine Marketing (SEM)

Social Media Marketing (SMM)

Organic Traffic

Paid Traffic

Competitive Research

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Buyer Persona

Google Search Advertisement

Remarketing

Onpage Optimization

Offpage Optimization

Online Reputation Management (ORM)

Influencer Marketing

My Thoughts on Zoom Car:

❑ The lowest cost for a round trip to Airport in Hyderabad from my location with Pin Code 500016 is ₹3,407.

❑ Using Ola, I can travel to Airport in Hyderabad for ₹900. Assuming the same fare for return, the total cost for the round trip will be ₹1,800.

❑ The cheapest option in Zoom Car is 89.28% costlier when compared with Ola. Approximately, a customer will be paying a minimum of 90% more in using Zoom Car when compared with Ola.

❑ This makes me to think what can be the Unique Selling Proposition (USP) of Zoom Car.

Unique Selling Proposition (USP) of Zoom Car:

❑ With Zoom Car, the tariff always includes free fuel, insurance and taxes. And even though, a refundable deposit is charged per trip, but if you have done multiple bookings then you can forego the deposit entirely.

❑ Customers can choose their own Car Model from the available ones.

❑ Extremely suitable if 5 to 7 persons need to travel in one car.

❑ Suitable for Business Trips and Vacation Trips if you do not want to spend for a Driver.

❑ There is a growing lifestyle amongst youngsters that focuses on leisure just as much as work. Short holidays and road trips have become the norm. Driving is viewed more as an expression of freedom. Zoom Car addresses this trend.

❑ Commuting is a part of daily life for many of us. Zoom Car ensures you have control over your schedule at all times.

❑ One need not have to personally own a car. With Zoom Car, one experiences the joy and freedom of having one.

❑ Zoom Car is a safe bet for young women who love driving.

❑ Self-drive cars from Zoom Car have given customers more control, privacy, and freedom.

Performance - Background:

As per my experience, every Organization in India has its area of improvement. For instance, I do not prefer Ola for all my travel related purposes. The reasons are provided below.

❑ Sometimes, the fare indicated by Ola App for a Trip by Auto is costlier than what a normal Auto will charge.

❑ Many Ola Auto Drivers and Ola Cab Drivers do not prefer Digital Payments. They want Cash Payment. But Ola as a Company prefers Digital Payments and insists Customers to pay digitally. This has three consequences. Firstly, the driver may cancel the trip because the customer says he or she will pay digitally. Secondly, the driver may cancel the booking on the Ola App and ask the customer to pay him the amount that was indicated by the Ola App for the trip. In this case, the driver gets 100 per cent of the amount in cash and no amount goes to Ola. Thirdly, the customer may pay the driver in cash at the insistence of the driver. But Ola sends a message to the customer that the amount is pending for payment. In this case, the customer is making the payment twice; once to the driver in cash and the next to Ola digitally. I have personally experienced all the above three consequences.

❑ Though Ola provides the convenience of doorstep pick up for the customer, there are many practical issues between the Driver, Ola and the Customer. Customer does not have a convenient and easy mechanism to contact Ola and resolve the issue. I do not find a single Customer Contact Number of Ola in India that is operational or in service.

Zoom Car needs to keep the Customer as the central focus point of its business and understand the gaps in meeting customer requirements from all Car Rental Companies in India to make itself as a strong and viable alternative to customers.

Business Model – Background:

The Business Model of Zoom Car has undergone a change primarily because of COVID 19. Earlier Zoom Car used to own Cars on their own by taking bank loans. But COVID 19 resulted in a sharp decline in customer demand. As a result, Zoom Car defaulted on its payments to banks. Now, almost all the cars are taken back by the banks.

Digital Performance - Background:

https://www.zoomcar.com audience is 65.64% Male and 34.36% Female. As per Age Distribution, 81.49% of Audience are in the age bracket of 18 to 44 years. So, it is predominantly the youngsters who have shown interest in Zoom Car. This has got implications for Zoom Car. Zoom Car has to be active on Social Media Platforms which are predominantly used by the 18 to 44 years age bracket groups. This makes me interested to explore the Social Media Platforms of Facebook, Instagram, You Tube and LinkedIn for Zoom Car's presence. I have chosen LinkedIn in this mix as Zoom Car is also present in B2B segment.

I am highlighting below the important findings of one Social Media Platform namely Facebook.

1.Customer Complaints

a. There are a number of Customer Complaints on Facebook Page of Zoom Car. Each Customer Complaint is of different type.

b. Zoom Car sends a reply to the Customer, but one does not get the understanding whether the complaint has been resolved or not.

c. After going through the Complaints, I would personally not use Zoom Car or recommend Zoom Car to others.

2.Frequency of Posting (As on 13th November 2022)

a. They have one Post in November 2022.

b. They have made 7 Posts in October 2022.

c. Frequency of Posting has been once in 4 to 5 days in October 2022. But, it has drastically dropped in November 2022.

3.Type of Posts (As on 13th November 2022)

a. On Goa Plan.

b. On a road trip.

c. Targeting Karva Chauth festival.

d. On Amazing Indian Roads.

e. Targeting Dussehra festival.

f. On Car Host Program.

g. So, they have come up with different types of Posts.

Traffic and Engagement:

Total Visits to the Zoom Car Website from August 2022 to October 2022 is 2.423 million. Device Distribution of Traffic for August 2022 to October 2022 is Desktop – 27.99% and Mobile Web – 72.01%. The website's traffic rank in August 2022 was 38 compared to all websites in the specified industry. The website's traffic rank in September 2022 was 35 and in October 2022 was 36.

The top 5 players as per Traffic Share are provided below.

blablacar.in   - 10.18%

savaari.com   - 9.07%

zoomcar.com   - 7.86%

revv.co.in   - 6.51%

gozocabs.com   - 5.44%

The top 5 players account for a total of 39.06% of Traffic Share.

Monthly Visits is 8,07,997. This is the average Monthly Visits during August 2022 to October 2022. Monthly Unique Visitors is 5,12,237 which is 63.40% of average Monthly Visits. Visit Duration is 3 minutes and 12 seconds. Pages per Visit is 7.50. Bounce Rate is 41.03% which is healthy.

Channel wise split up of Traffic for Zoom Car during the period August 2022 to October 2022 is given below.

Direct   - 22.69%

Email   - 0.08%

Referrals   - 1.27%

Social   - 2.11%

Organic Search   - 72.42%

Paid Search   - 1.41%

Display Ads   - 0.02%

Direct and Organic Search contributes to 95.11% of Traffic for Zoom Car. The major Traffic Source for Zoom Car Website is Organic Search from Mobile Device whose contribution to traffic share is at 50%.

The Social Visits during August 2022 to October 2022 stood at 50.7K (thousands) out of an overall Traffic of 2,424K (thousands). Platforms contributing to Social Traffic for Zoom Car during August 2022 to October 2022 is as below.

YouTube   - 69.56%

WhatsApp Webapp   - 14.38%

LinkedIn   - 7.69%

Facebook   - 4.40%

Twitter   - 3.97%

Other   - 0.00%

YouTube and WhatsApp Webapp contributed to 83.94% of Social Traffic for Zoom Car during August 2022 to October 2022. Zoom Car has not received any Traffic from Instagram.

Zoom Car Website Traffic Trend

	August 2022	September 2022	October 2022	November 2022 (Until November 13)
Desktop	2,49,639	2,20,823 (11.54%)	2,07,967 (5.82%)	76,586 (63.17%)
Mobile Web	6,38,634	6,22,535 (2.52%)	4,84,394 (22.19%)	2,04,123 (57.86%)
Total	8,88,273	8,43,358 (5.06%)	6,92,361 (17.9%)	2,80,709 (59.46%)

Average Number of Visits per Day	28,653.97	28,111.93	22,334.23	21,593

Note: Percentage Figures highlighted in red colour indicate negative sequential growth rates.

It is observed that the Average Number of Visits per Day has declined from August 2022 to November 2022.

Analysis of a Brand's Digital Performance:

There are 5 steps for analyzing digital performance of a brand.

Step 1: Establishing goals and performance indicators. A company's marketing objectives should guide every digital performance analysis. Establishing goals and indicators to help you gauge whether you are on the right track is a must.

Step 2: Monitor your sales funnel.

Step 3: Monitor results from your digital channels.

Step 4: Staying ahead.

Step 5: Invest your time in what matters.

There are certain activities which a brand should actively perform in today's digital world and these are provided below.

➢ Brand Monitoring

Basically, it is the practice of monitoring and analyzing public online conversations to access key insights about your brand, industry, competitors or any other topics that may be of interest to your business.

➢ Protect your online reputation

Follow up on positive comments from your brand ambassadors and respond to a dissatisfied customer before the story gets ahead of you.

➢ Get real-time updates

Get instant alerts for negative mentions and engage key conversations before it is too late.

➢ Learn more about your customers

Learn what people like or dislike about your company to improve communication.

➢ Measure your marketing / PR efforts

Track reach and engagement of your mentions. Learn how many people talked about your new campaign or press release.

➢ Analyze sentiment

Artificial Intelligence based data about positive, negative and neutral mentions.

➢ Compare your presence score

Measure your buzz and reach over time and compare to a benchmark.

I used https://brand24.com which is the Number 1 Social Listening Tool. I created my Account on it, and then I created a Project on 2nd February 2023 by following the below steps.

Step 1: Enter Keywords

Zoom Car

(Next)

Step 2: Track only in selected language

English

(Create project)

I checked the Project that was created on 3rd February 2023 at 5PM. Results are provided below.

1. Zoom Car had more than 100 New mentions.

   New mentions is a number of entries found after my last visit in the certain project.

2. Process Score is 20.

   Process Score helps to measure brand / topic online presence (popularity) at the given time. This metric can help to measure and benchmark brand awareness. It can help to evaluate marketing and PR efforts providing a way to measure online presence / popularity. Presence Score operates on a scale from 0 to 100, where 100 is a score achieved by globally recognizable brands. It's growth speed decreases with progress, which means that it is much more challenging to grow the Presence Score from 70 to 80 than from 10 to 20.

Details of Online Conversations about Zoom Car from 4th January 2023 to 3rd February 2023 are provided below.

Date	Day	Mentions	Sentiment			Reach
			Positive	Negative	Neutral	
04/01/2023	Wednesday	2	0	1	1	223
05/01/2023	Thursday	1	0	0	1	137
06/01/2023	Friday	0	0	0	0	0
07/01/2023	Saturday	0	0	0	0	0
08/01/2023	Sunday	0	0	0	0	0

Date	Day					
09/01/2023	Monday	1	0	1	0	215
10/01/2023	Tuesday	1	0	0	1	10
11/01/2023	Wednesday	2	1	0	1	15010
12/01/2023	Thursday	1	0	1	0	129
13/01/2023	Friday	0	0	0	0	0
14/01/2023	Saturday	0	0	0	0	0
15/01/2023	Sunday	2	1	0	1	20
16/01/2023	Monday	1	0	0	1	10
17/01/2023	Tuesday	2	0	0	2	20
18/01/2023	Wednesday	4	0	4	0	2103
19/01/2023	Thursday	5	0	2	3	7191
20/01/2023	Friday	4	0	3	1	799
21/01/2023	Saturday	6	0	4	2	3
22/01/2023	Sunday	3	0	2	1	0
23/01/2023	Monday	10	0	6	4	30010
24/01/2023	Tuesday	15	0	10	5	1177
25/01/2023	Wednesday	11	0	8	3	6539
26/01/2023	Thursday	1	0	0	1	2
27/01/2023	Friday	13	0	6	7	7931
28/01/2023	Saturday	6	0	4	2	235
29/01/2023	Sunday	7	1	3	3	19991
30/01/2023	Monday	5	1	2	2	233
31/01/2023	Tuesday	29	0	27	2	11945
01/02/2023	Wednesday	4	0	3	1	229
02/02/2023	Thursday	2	0	0	2	27992
03/02/2023	Friday	0	0	0	0	0
Total		138	4	87	47	

To understand the data in the above table, it is first important to know about Brand Awareness and Brand Reach. **Brand Awareness** is the extent to which customers are able to recall or recognize a brand under different conditions. So, if an individual mentions a brand on online, he or she is certainly aware about the brand. **Brand Reach** refers to the number of people who come into contact with your brand – whether online, in-store, on social media, or through your e-commerce website.

The split up of 138 Mentions across different platforms are provided below.

Twitter   - 100

Videos   - 16

Podcasts   - 0

Blogs   - 4

Tik Tok   - 0

News   - 1

Forums   - 9

Web   - 8

The above metric does not include Mentions on Facebook and Instagram.

So, majority of customers have taken to Twitter to talk about Zoom Car. Twitter represents 72.46% of total Mentions. Only 2.90% of total Mentions about Zoom Car on online were positive in nature or had a positive sentiment. Negative Mentions contributed to 63.04%. Approximately 2 out of every 3 conversations that customers had about Zoom Car on online were negative in nature or had a negative sentiment. They were essentially in the form of customer complaints, negative customer experiences, negative customer feedback and so on. This supports my finding of a large number of customer complaints about Zoom Car on Facebook platform as of 13th November 2022.

Online Customer Engagement:

Customer engagement is an interaction between an external consumer / customer and an organization through various online or offline channels. Next, the question is how to engage customers online. Customer engagement online is like talking with a real human being. You need to define your voice so that like-minded people can find you and interact with you. Another intelligent way of interacting with customers online is by conducting polls. You can gauge the trends and choices of people by running quizzes and polls.

There are several strategies to increase Online Customer Engagement and some of them are provided below.

1. Personalize your communication.

2. Respond to each new interaction.

3. Ask for feedback.

4. Send out surveys.

5. Be active on social media.

I want to highlight the Online Customer Engagement Practices by Zoom Car firstly from their website point of view and secondly from how Zoom Car uses analytics to maximize their digital marketing efforts. As indicated earlier, the Bounce Rate of Zoom Car Website during August 2022 to October 2022 is 41.03% which is healthy. Bounce Rate is the percentage of visits to your website where only 1 page was viewed. When we say users "bounce", we mean they viewed a page of your site or a landing page but did not engage further. They did not click on links or view more pages, ultimately damaging the site conversion rates.

One of the best things about digital marketing is that you can measure almost everything. Social media analytics allow you to see what is working and what is not working, and ultimately drive more Return On Investment (ROI) from your efforts. For Zoom Car, focusing on social media analytics as a primary marketing strategy has helped them grow quickly and become the second largest car-sharing company in the developing world.

Conclusion:

While Zoom Car has grown as a company, the concern is on the high proportion of negative sentiment by customers on online about the company. This is very damaging to the prospects of Zoom Car in India. So, Zoom Car has to get its fundamentals right, and it has focus on resolving the customer complaints genuinely.

References:

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