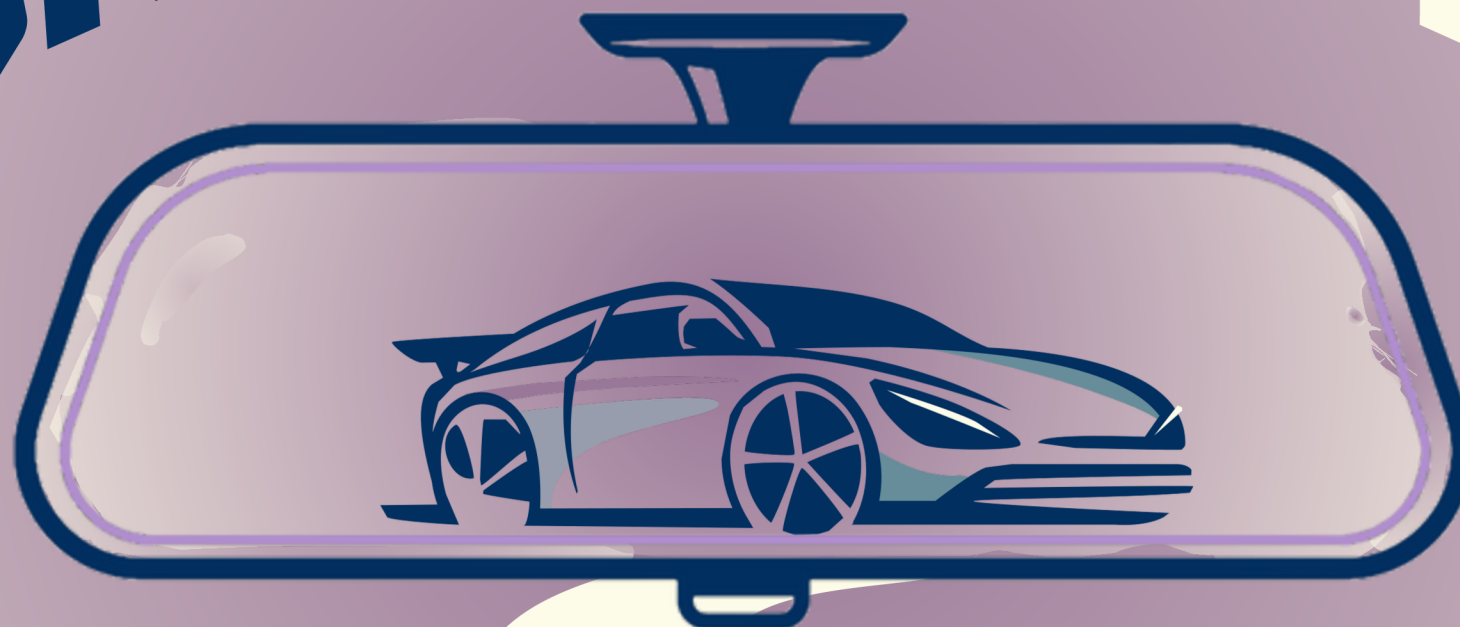


REC
00:00:00



DRIVESMART



Marketing Plan

2024-2025



Adolescent Drivers are the **Future**

Problem

6X

*Likelihood of
new teen
drivers to
crash.*



2/3

*Teens admit
to texting
while driving.*



72%

*Increase in
the risk of
crashing.*



***National Highway Traffic Safety Administration**

Pitch



***Prevent
Potential
Accidents***



***&
Save
Lives***

Target Market

AGE

Millennials: 35–55

VALUES

Safety & Peace of Mind

INCOME

Discretionary Income: \$20,000

Yearly Income: \$90,000 – \$98,000

PRIMARY



***U.S. Bureau of Labor Statistics**

Buyer Persona

Angelica

**Values
Safety**

**Guardian of
teen driver**

Proactive



Mother

**Aged
42**

**Southern
California**

\$96,000

Products & Pricing

CAMERAS

ASSISTANT



\$250

PANORAMIC



\$450

ALL-IN



\$650

Promotion

WEBSITE



Intuitive

POP-UP EVENTS



Engaging

TRADE SHOWS



Informative

Placement



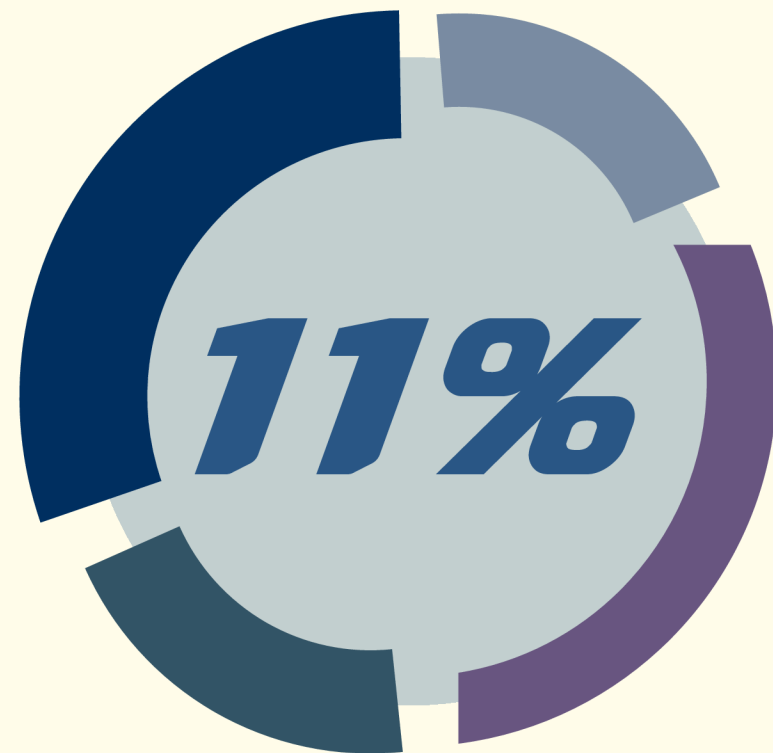
***Kern Driving
School***

Partnerships

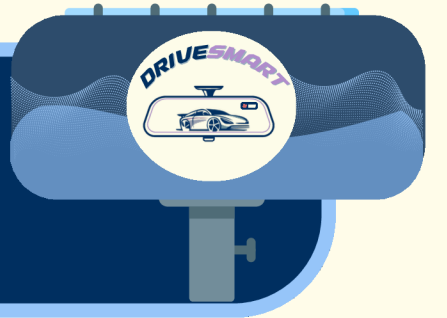


***Local Triple – A
Insurance***

Marketing Breakdown



38% ATL

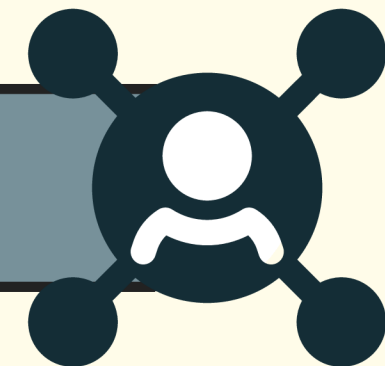


30% SEO
KEYWORDS

SEO



22% AFFILIATES

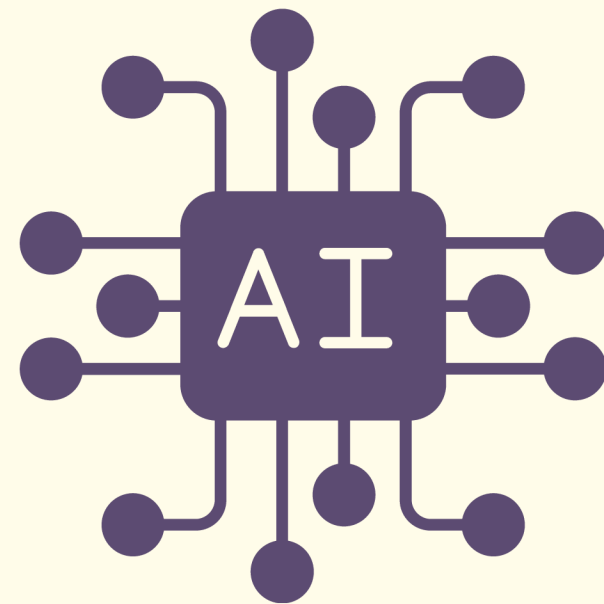


10%

SOCIAL
MEDIA



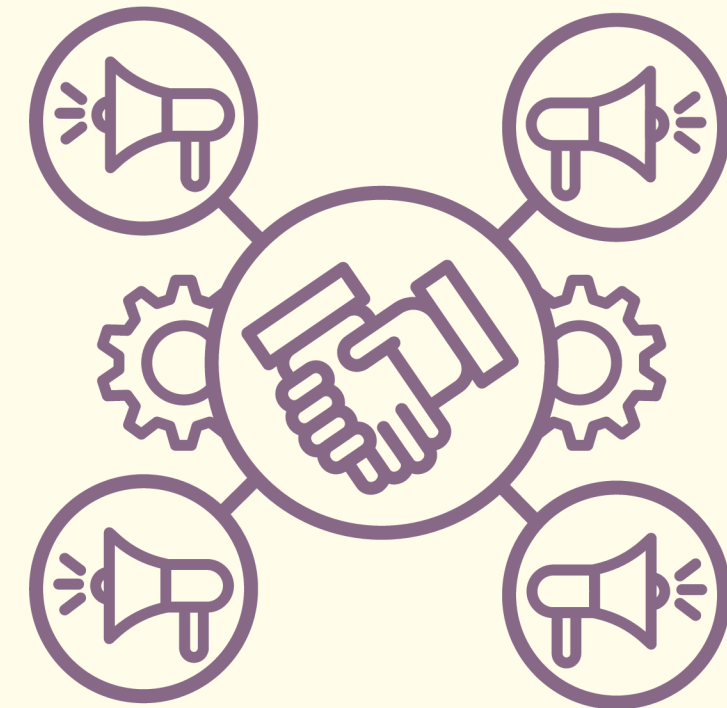
Positioning



Bold



Innovative



Reliable

Promotion Strategy

ABOVE THE LINE MARKETING



EMOTIONAL APPEALS



***Every 1 in 3
Car Crashes Involve Teenagers***



***Moment of caution,
Lifetime of safety***

Competitive Analysis

Company	Distraction Prevention	Real-time Reports	AI Integration	Reward Systems	App Based
	✓	✓	✓	✓	✓
PRUVEO	✓				✓
VANTRUE			✓		✓
@ Life360		✓			✓

Rewards Program

 **50** → **\$1**



PRODUCT DISCOUNTS



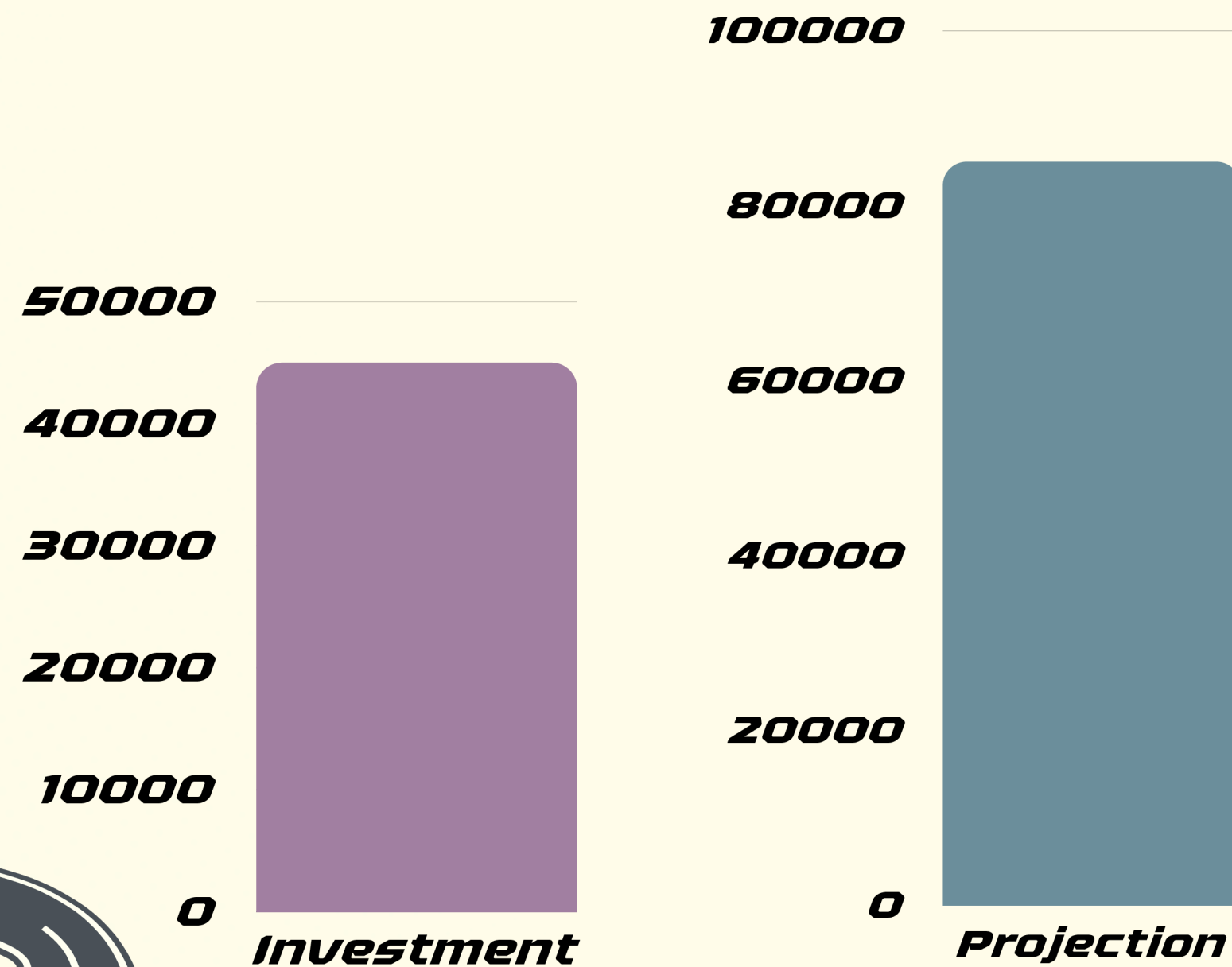
E-Gift Cards



***Mothers Against Drunk Driving
Donation***

Results & Learning

INVESTMENT **VS** PROJECTION



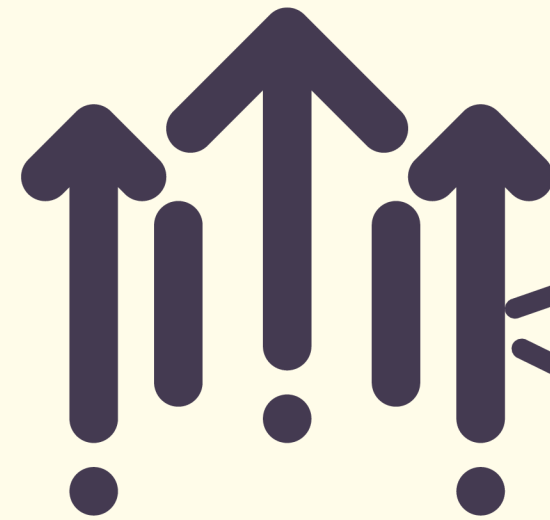
ABOVE THE LINE MARKETING



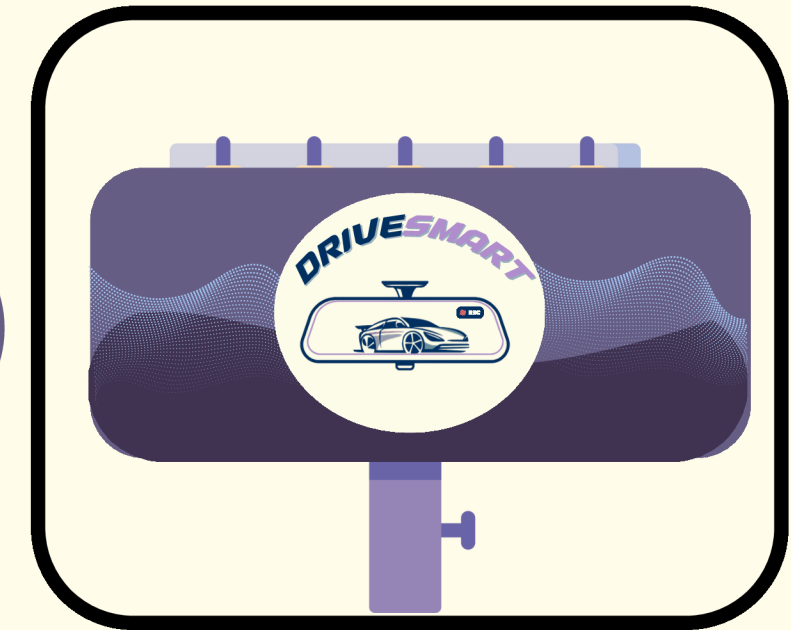
Results & Learning



WEB TRAFFIC



\$



\$



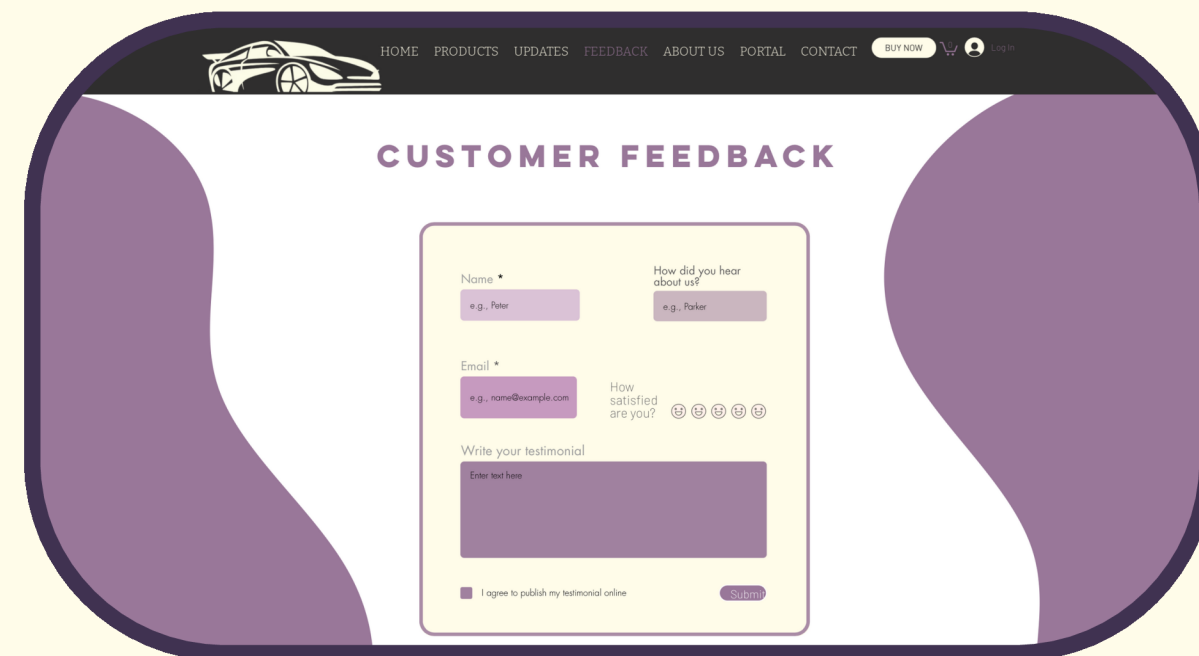
Customer Retention

SEASONAL SALES

REFERRAL DISCOUNTS

**SPECIAL
DISCOUNT**

FEEDBACK



HOME PRODUCTS UPDATES FEEDBACK ABOUT US PORTAL CONTACT BUY NOW

CUSTOMER FEEDBACK

Name *
e.g., Peter

How did you hear about us?
e.g., Parker

Email *
e.g., name@example.com

How satisfied are you?
😊 😊 😊 😊 😊

Write your testimonial
Enter text here

☐ I agree to publish my testimonial online

Submit



A close-up, first-person perspective shot from the driver's seat of a car. The driver's hands are visible on a black leather steering wheel. The car's dashboard is visible, featuring a speedometer with markings at 120 and 140. A white document, which is a wedding certificate, is placed on the dashboard. The text on the certificate reads "OS AMARAL" and "UM CASAMENTO DE SONHO" in red ink. The background shows a blurred view of a road and greenery, suggesting the car is in motion.

One Moment of **Caution**, leads to a lifetime of **Safety**



Q&A

The image features a stylized logo with the text "Q&A" in a bold, italicized, sans-serif font. The text is dark purple with a lighter purple outline and a slight 3D effect. It is centered within a light yellow circle. This circle is part of a larger graphic that resembles a gear or a stylized flower with four pointed petals, rendered in dark purple with a white outline. The entire logo is set against a light purple background with a subtle halftone dot pattern.

Products & Pricing

COMFORT

BUNDLES

TECH



\$500



\$1500

Highest Selling Bundle

Features:

- ⦿ Assistant Camera
- ⦿ 3-year warranty
- ⦿ Heated Car Seat Cover
- ⦿ Two Piece Car Neck Pillow
- ⦿ Car Vacuum Cleaner
- ⦿ Heated Steering Wheel Cover
- ⦿ Two Piece Sun Visor

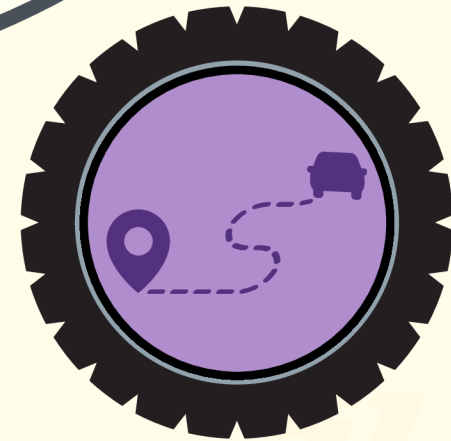


\$500

Comfort Bundle



Points & Badges



Average Driver

***50 Points
per Month***

\$1



Safe Driver

***150 Points
per Month***

\$3



Smart Driver

***250 Points
per Month***

\$5

Least Selling Bundle

Features:

- ◉ Panoramic Camera
- ◉ 3-year warranty
- ◉ Fire Proof Cloak
- ◉ Smart Breathalyzer
- ◉ Emergency Fire Blanket
- ◉ Self Defense Key Chain
- ◉ Band-aid Kit
- ◉ Epihephren and Inhaler Carrier
- ◉ Fire Extinguisher



\$750

Human Safety Bundle

Subscription Plan

	Basic 	Silver 	Gold 	Platinum (Businesses)
Prices (Monthly)	Free	\$10	\$15	\$80
Live View	No	Extended	Continuous	Continuous
Users	2	5	10	Unlimited
Cameras Covered	1	2	5	Unlimited
Storage	5 GB	50 GB	200 GB	2 TB
Driving Report	Monthly	Bi-Weekly	Weekly	Daily
Extended Waranty	No	Yes	Yes	Yes

Incentives



<i>Subscription Plan Respective to Badge</i>	<i>Bronze Badge</i>	<i>Silver Badge</i>	<i>Gold Badge</i>
<i>MAAD Donation</i>	✓	✓	✓
<i>Discounts on Products</i>		✓	✓
<i>Retail eGift Cards</i>			✓



Corporate Social Responsibility



**Roadside Safety
Workshops**



5%

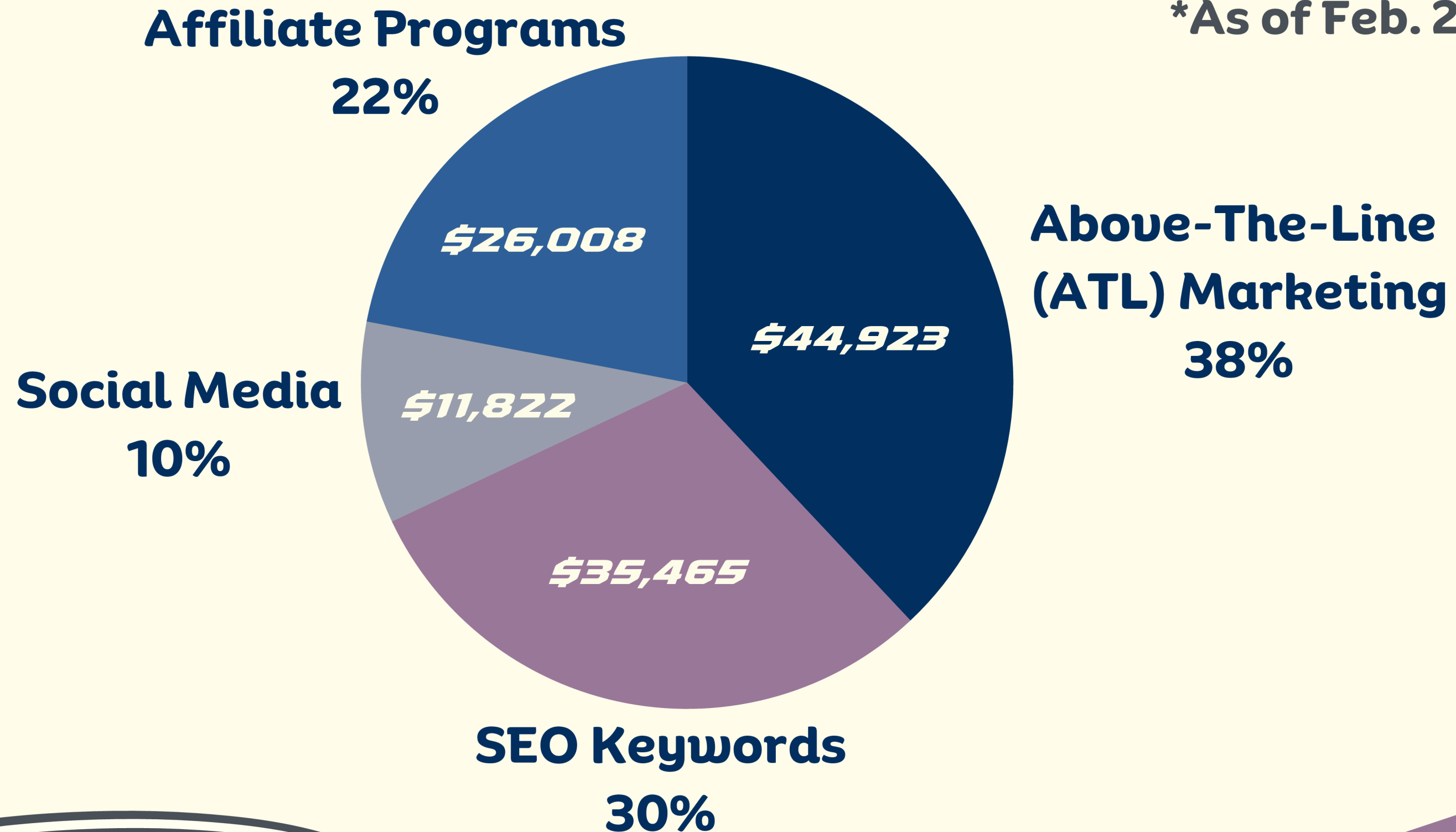
Net Income



Safe Street Grants

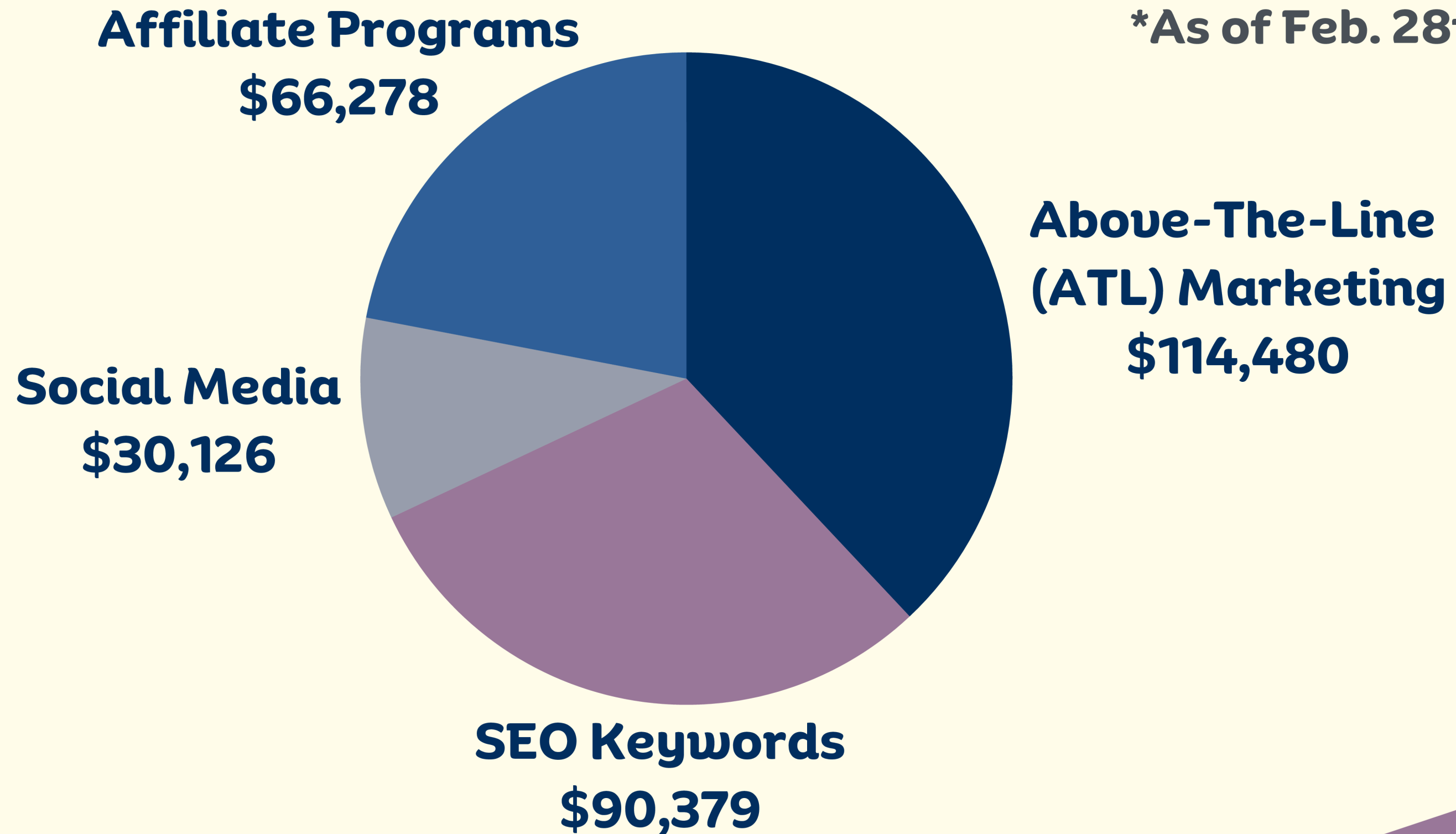
Budget Breakdown

***As of Feb. 28th, 2025**



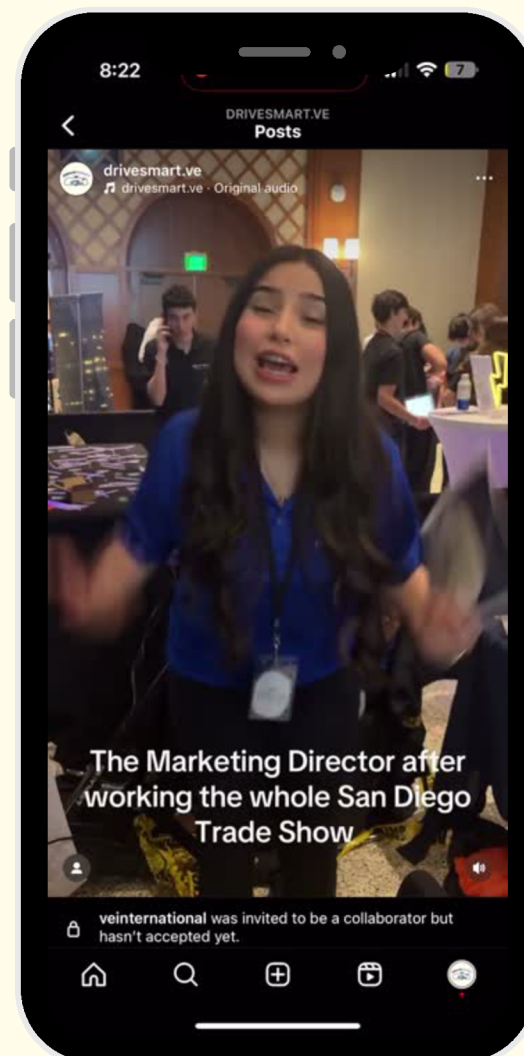
Marketing Returns

***As of Feb. 28th, 2025**



Promotion

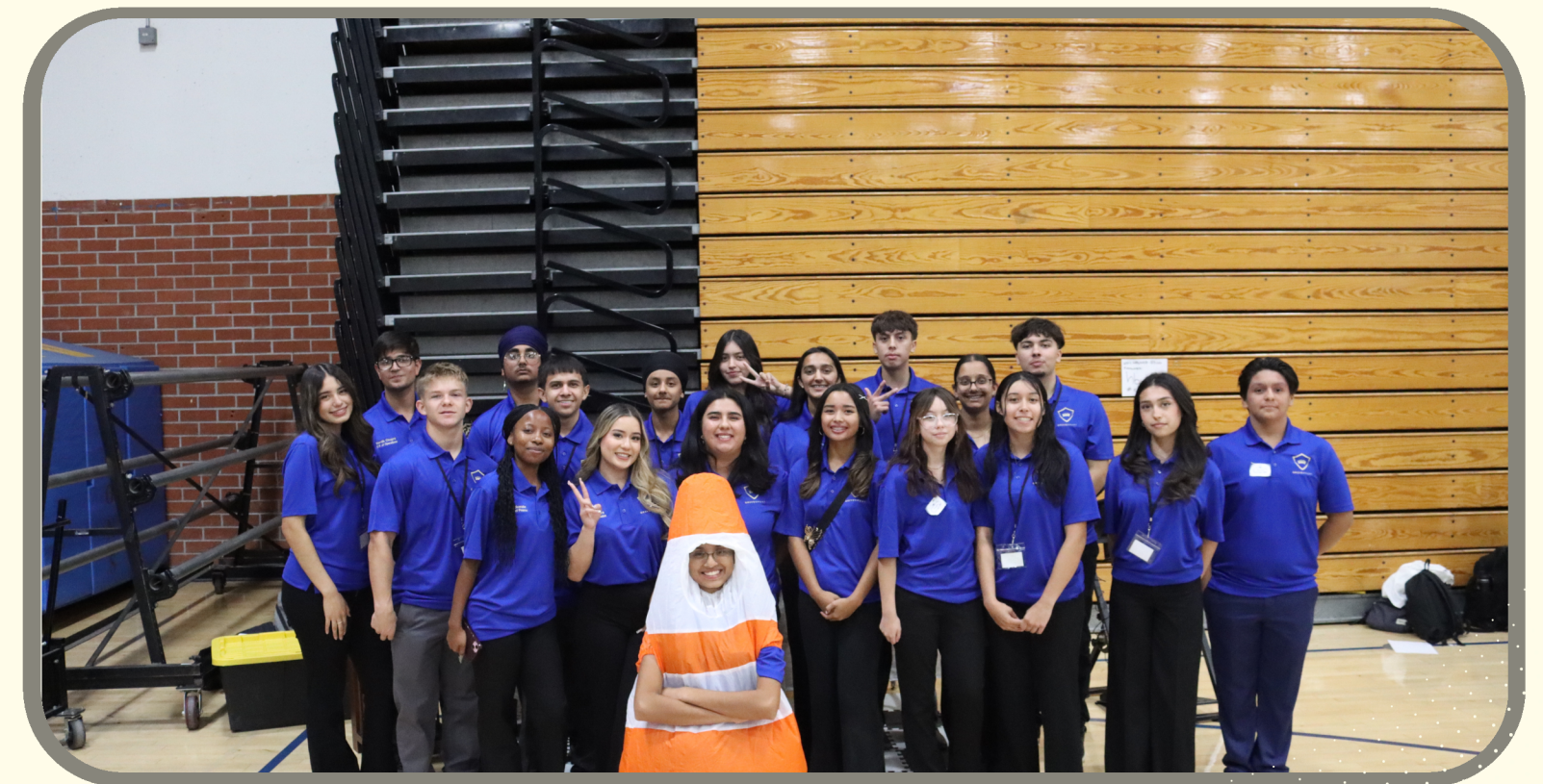
Social Media



@drivesmart.ve

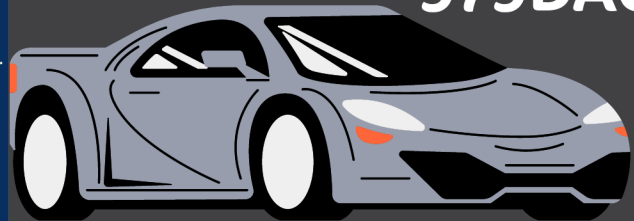


Trade Shows

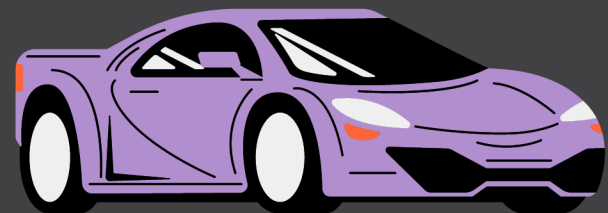


Color Palette

979DAC



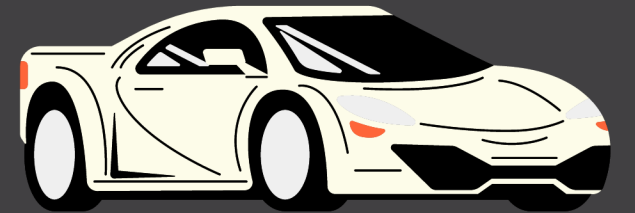
B18FCF



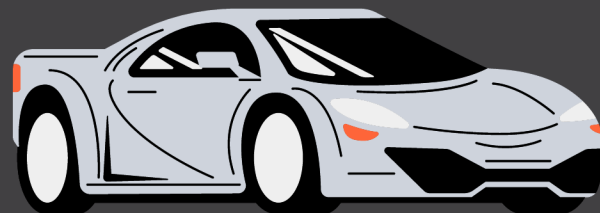
546E7A



FFFCE9



CED3DC



002F60



688D9A

