

TAKING FOR A SPIN

10 immediate ways to market the Rubis brand.

BY: SHERRON L. **YOUNG**

A COLLECTION OF MARKETING CONCEPTS I THINK WILL WORK FOR
RUBIS, DESIGNED TO BOOST REVENUE & PRODUCT AWARENESS
IMMEDIATELY BASED ON MY REVIEW OF THE PRODUCT.



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No. 1: FLASH FUEL PROMOTION

A 1 hour consumer fuel fill up event at
1/2 price @ midnight.
theme: burning the midnight oil



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NO. 2 : DATA USAGE

Utilize telephone numbers obtained by way of raffles to fuel a whatsapp business forum and constant consumer contact.



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NO. 3: RUBIS DOLLAR PLACEMENT

Inject \$5,000.00 Rubis dollars into various strategically selected powerhouses throughout the bahamas (dollar for dollar) i.e: kellys home ctr.



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NO. 4: KID COMPETITIONS

Get kids involved in pushing+ endorsing the Rubis conversation with their parents. make kids loyal to the brand by hosting coloring, art or talent search, competitions.



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NO. 5: CROSS POLLINATION

Adopt new loyal customers by giving discounts when you use R.B.C Visa to pay. This will help people to also identify with your pay by credit card platform.



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NO. 6: CROSS POLLINATION

Adopt new loyal customers by giving discounts to all B.T.C mobile users. Use local powerhouses to amplify your brand.



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NO. 7: SCRATCH "N" WIN

Purchase \$20 or more in fuel and scratch to
win additional free fuel..
\$1 fuel, \$3 fuel, \$5 fuel...etc..
for the month of August.



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NO. 8: INHERIT A FIXED CHARITY

To inherit loyal customers, you can also adopt a charity. Identify a charity that you love and can commit to. Become the household name for that charity to inherit those customers directly or indirectly affected by the illness/cause.



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NO. 9: MERGE WITH DEALERS FOR CAR SHOWS

Give away 1st months gasoline to anyone who purchases a new vehicle, gain customer loyalty before the tire hits the road. Remember, habits form easily!



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NO. 9: RUBIS SELFIE COMPETITION

Host a Facebook competition whereby persons are asked to post selfies of themselves with their favorite pump attendant. This creates internal promotion opportunities for staff along with loyalty based on individual customer experiences. Post "n" share also builds your FB following immensely.



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