

Mobile Warrior 10 Step PR Matrix

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April 25, 2014

1. Background Research

- Information on the Industry

Through our research, we learned that effective in June 2015, all logs kept by truckers will have to be electronic. The trucking industry is a highly profitable with no major players controlling the market. The mandate for electronic logs creates an excellent opportunity to be part of this industry.

Key Statistics Snapshot



- Market Situation

Due to the upcoming law that will mandate electronic log usage, the market is growing and very competitive. The top competitors are:

- QualCOMM (1.4 Million Users)
- XATA (2,000 Users)
- Trackwell ADS provides
- GPS North America
- Innovative Software Engineering
- DriverTeach LLC
- DiesselBoss
- Drivers Daily Log

- uDrove
- Blue Tree Systems
- JJ. Keller

Mobile Warrior currently has about 500 drivers using their electronic logs. All of the competitors are electronic and mobile with some sort of GPS, Internet, or cellular connection.

Mobile Warrior is one of the few companies that offers an application with the portability that is most convenient for truckers and fleet managers.

- Product or Program We Are Promoting:

“Mobile Warrior has developed iDDL to meet the need for Electronic Driver Logs on mobile devices. iDDL currently is offered through the App store exclusively to the iPhone & iPad customers. Sales of the product are happening monthly for approximately \$15.00 per month. Additionally, multiple telematics companies have approached Mobile Warrior with the request to integrate our solution into their products. As a result of these factors and the overall size of the transportation market, Mobile Warrior is poised to profitably penetrate the market.”

The product is a cloud-based software that runs off of cellular data.

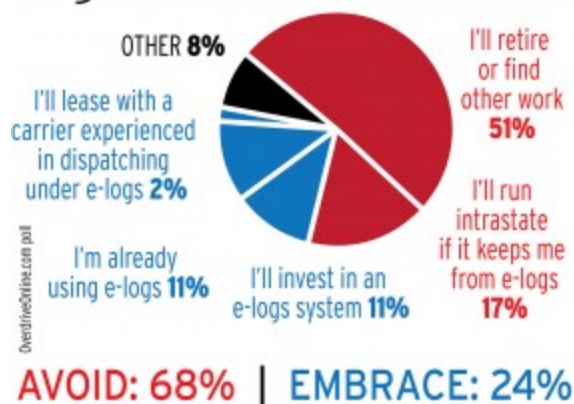
- Current Trends, Opinions, and Attitudes:

Many truckers are not thrilled about the impending electronic logbook law. The way the logs are done now, it is easy for the truckers to adjust the logs to their benefit. If the driver is a few hours short on sleep, they can adjust the log to read that they slept all of the required hours, which therefore makes it easier for them to make more money.

“Truckers using paper logs record the time they spend on-duty, driving, sleeping, and off-duty in a logbook, and then send in copies of the log to their trucking company. The company uses the information to pay them based on miles traveled. Because drivers are paid by the mile, it's an open secret that drivers often "fudge" the numbers a little to reflect maximum distance traveled in the shortest time possible. This allows them to claim they had the full 10 hours of rest required by law, when in fact they may have been on duty much longer, and delayed by traffic, equipment problems, or bad weather.” (1)

An article recently posted on Overdrive magazine reveals the feeling of owner operators towards the electronic log mandate. On March 17, 2014 readers of Overdrive magazine, who are mainly owner-operators responded with a 68% against the integration of electronic logs.

What will you do when an electronic log mandate comes?



According to Overdrive magazine as many as 350,000 owner-operators viewed the article. This reveals the marketing to owner-operators is not the most efficient way to penetrate the market.

- Potential Publics:

- Fleet Operators
- Drivers
- Trade Journals
- Trucking Schools

Fleet Owner Circulation

FLEET SIZE	SUBSCRIBERS	UNITS
500 or more vehicles:	4,271	3,361
100-499 vehicles:	10,669	8,809
50-99 vehicles:	11,144	9,566
25-49 vehicles:	18,331	16,162
10-24 vehicles:	36,056	32,961
5-9 vehicles	24,529	23,496
TOTAL	105,000	94,355

2. Situation Analysis

Mobile Warrior is a software provider for trucking companies to manage their fleets more efficiently. They have an innovative technology that has the ability to simplify truck driver logs, but has not been utilized to its full potential. The Map 21 legislation has mandated that all commercial trucks will use electronic logs before June 2015. The challenge Mobile Warrior is

going to face is penetrating and gaining a share of the market before that date. Because of lack of brand recognition, spreading the word about Mobile Warrior has been limited to “word of mouth”.

All of Mobile Warriors competitors have utilized social media’s and advanced websites to allow trucking companies to successfully market their product. Developing relationships like the one Mobile Warrior has already created with CyntrX is going to be vital for them to gain market share. Currently, the market is dominated by Qualcomm but, there is opportunity for growth for smaller companies like Mobile Warrior.

3. Core Problem

The biggest problem that Mobile Warrior faces is brand recognition to set them apart from their competitors.

Potential Consequences If Not Resolved:

- Company will suffer if they do not establish brand recognition
- Will not attain a part of the market share

4. Goals and Objectives

Goal: To achieve brand recognition and penetrate market share.

Objectives:

Online Media Cohesiveness:

- -Get rid of all the Mobile Warrior domains (except for the corporate one)

- -Add key words to website, and use SEO
- -Purchase domains that relate to electronic logs
- -Update Facebook, reach out to truck groups on Facebook
- --Get on Twitter (or update)
- -Optimize audio and visual effects on the website

Marketing to Truckers and Fleet Managers:

- Advertising at truck stops (cups, window advertisements, stickers on counters)
- Tabling at trucking schools and conventions
- Advertise with trade journals and press releases to be circulated.

5. Key Publics

Key Publics for Mobile Warrior:

Small to mid-range Fleet Operators

1. Psychographics and Demographics

Psychographics- Fleet Operators want to get the most for their money. They will want to purchase a product that will help them track all aspects of their trucks. They want to know where they are, how much freight they are carrying, and if they are following regulations. Fleet Operators will be motivated to purchase a product that is user and cost friendly.

Demographics- Fleet Operators are mostly males between the ages of 45 and 60. Most have been truckers in the past or have an extensive trucking background. Most fleet Operators are in the upper middle class.

2. Motivated Self-Interests

Make Money, Stay in regulations, Expand operations, increase company size.

3. Current Relationship with Organization and Issue

Need to equip their fleet with electronic logs by June 2015. They are searching for a log solution to stay in compliance with the new law. Some fleets have already started using electronic logs.

4. Third Party Influentials and Opinion Leaders

Other electronic log companies who are trying to gain share in the same market. Trade Journal and other trucking organizations are influential to fleet managers. Truck drivers who have been with the fleet for a long time and know the log system well could influence the program the fleet operator decides to use.

5. What Objectives They Will Help Us Achieve

Fleet operators will be the ones to decide which program the entire fleet uses. We need to appeal to them so that they will pick Mobile Warrior.

Message:

Mobile Warrior makes communication between drivers and fleet managers “effortless”. Drivers will send in inspections, reports, expenses, and logs right from a smartphone or tablet. Mobile Warrior is the **effortless** decision for your logging needs.

- Drivers save up to 3 to 5 hours per week with compliance paperwork

- Fleet managers can see who is available and who is driving in real time.
- The Mobile Warrior app is available at the App Store and Google Play Store
- Managers will have admin status making payroll easy .

Strategies

Radio Advertisements with 15 and 30 second spots

- 101.5 The Eagle- included: a banner on the website to drive click activity.

Establish a social media presence across Facebook, Twitter.

- Update and post across social media channels at least twice a week to establish recognition among owner-operators. Attempt to connect with other trucking groups on Facebook and Twitter.
- Create a contest for followers to send a picture of the best rig in their fleet. The winner would receive a free Ipad and the winning drivers fleet would get a free month's subscription to Mobile Warrior.
-

Trade Journals Readers

1. Demographics and Psychographics

Demographics- All truckers have access to trade journals to read. They can be man and women over the age of 18. Roughly 22% of truck drivers are between the ages of 41-49.

Psychographics- Drivers and Fleet Operators that read trade journals want to be the best in the industry. They read the journals so they can be up to date on all of the cutting edge technology in the industry.

2. Motivated Self Interests

The readers of trade journals want to be informed. If we put a lot of information on Mobile Warrior into the magazine, they will feel highly informed which will help them talk to others who could also purchase our product.

3. Current Relationship with Organization and the Issue

We know that Mobile Warrior has 500 current users. Some could be readers of the Trade Journal, but chances are most are not. We need all readers of trade journals to be Mobile Warrior customers.

4. Third Party Influentials and Opinion Leaders

The editors of the magazine would be the opinion leaders. They are the ones who will decide whether or not to put our product in the magazine so we need to win them over.

5. What Objectives They Will Help Us to Achieve

We will reach a wide audience, most of whom are in charge of running the fleets and deciding how to do the logs.

Strategies

Fleet Owner magazine

- Send a press release to editorial staff.
- ½ Page ad

Establish a social media presence across Facebook, Twitter.

- Update and post across social media channels at least twice a week to establish recognition among fleet operators. Attempt to connect with other trucking groups on Facebook and Twitter.

- Create a contest for followers to send a picture of the best rig in their fleet. The winner would receive a free Ipad and the winning drivers fleet would get a free month's subscription to Mobile Warrior.
- Google Ad Words
 - We will spend roughly \$20 dollars a day for the Mobile Warrior website to come up first on the page when anyone Google's words that relate to electronic logs and fleet management. Examples are "electronic logs" "trucking logs" and so forth.

Truckers

1. Demographics and Psychographics

Demographics

Roughly 22% of truckers are between the ages of 41 and 49. All truckers are over the age of 18, because you have to be to get a CDL license. There are more male truck drivers than female. However, the ratio of women to male drivers increases as they get older.

Psychographics

Truckers want to earn their paychecks and stay in regulation so that they don't get in trouble.

They want to reduce the times they get pulled over and when they do get pulled over they want to decrease the time they spend on the side of the road.

2. Motivated Self Interests

Make money, stay in regulation, simplify the task of the log, save time and effort, and stay safe.

3. Current Relationship with Organization and the Issue

They have to switch to elogs, and they want the best product, not many know about mobile warrior.

4. Third Party Influentials and Opinion Leaders

Truckers that have been driving for years and have a lot of experience in the field and with logs will have an effect on the younger drivers. if someone they trust and look up to uses Mobile Warrior, they will want to use it too.

5. What Objectives They Will Help Us to Achieve

The drivers are the ones who will be using the product. If they like it and it runs smoothly for them, they will tell their friends about it which will build our clientele.

Strategies

- Set up physical advertisement space at Truck Stops.
 - 50 mini posters of 10 in x 8.5 placed in multiple Pilot and Love's stores to drive website activity and recognition among owner-operators.
- Establish a social media presence across Facebook, Twitter.
 - Update and post across social media channels at least twice a week to establish recognition among owner-operators. Attempt to connect with other trucking groups on Facebook and Twitter.
 - Create a contest for followers to send a picture of the best rig in their fleet. The winner would receive a free Ipad and the winning drivers fleet would get a free month's subscription to Mobile Warrior.
- Advertise through multiple radio outlets with 15 and 30 second spots.

- 101.5 The Eagle- included with a banner on The Eagle's website to drive click activity.

Sample Script for Radio Advertisements

Talent: Fleet Managers deal with a lot of problems. They often feel left in the dark. Now optimizing your fleet is as easy as a click-of-a-button with Mobile Warrior. Mobile Warrior creates electronic logs right from the driver's' smartphone or tablet in real time. Drivers save 3-5 hours a week in compliance paper work. Make fleet management effortless. Call Mobile Warrior now for a free demo: 888-474-9284.

Trucking schools-

1) Demographics and psychographics

Demographics- Ages vary from 21-65+ years old. Mostly male students.

Psychographics- The students want to get their CDL license so that they can drive trucks. They want to learn about the newest technology that will make their jobs easier.

2) Motivated Self Interests

Use electronic logs before they are certified to drive. This will keep the company in compliance with new regulations. Students want to master log skills to simplify their task so they may maximize profits when they begin to drive.

3) Current Relationship with Organization and Issue

No current relationship with mobile warrior and trucking schools except all drivers will be required to learn to use electronic logs.

4. Third Party Influentials and Opinion Leaders

Opinion leaders are the trucking companies who created truck driver schools and class instructors.

5. Objectives They Will Help Us Achieve

If we could get to the brand new drivers before they learn the paper way to do logs, it could help us to get more subscribers.

Message:

Mobile warrior will allow students to easily learn to send in inspections, reports, expenses, and logs straight from the students smartphone or tablet. Communication with fleet managers will also become effortless because everything is recorded and sent in real time.

- Will save you **3-5 hours a week** in compliance paperwork
- Fleet managers know what drivers are available and where his drivers are.
- App available for download from apple App Store and Google Play straight from smart phones

Strategies

- Identify a representative from Mobile Warrior to demonstrate at the schools.

6. Strategies and Tactics

Refer to step 5. We discussed this with Bill.

7. Calendar

The following is the proposed calendar for Mobile Warrior from May 2014 to May 2015:

Calendar

Today < > May 2014

Day Week Month 4 Days Agenda More

CREATE

May 2014

S M T W T F S

27 28 29 30 1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

1 2 3 4 5 6 7

My calendars

Makayla Stowell

Tasks

Other calendars

Add a friend's calendar

Contacts' birthdays a...

Holidays in United St...

Mobile Warrior

Mobile Warrior Altern...

Sun Mon Tue Wed Thu Fri Sat

27 28 29 30 May 1 2 3

101.5 The Eagle Radio Advertisement

Google AdWord Campaign

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101.5 The Eagle Radio Advertisement

Google AdWord Campaign

Social Media Updates

Send Press Release an

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101.5 The Eagle Radio Advertisement

Google AdWord Campaign

18 19 20 21 22 23 24

101.5 The Eagle Radio Advertisement

Google AdWord Campaign

Social Media Updates

25 26 27 28 29 30 31

101.5 The Eagle Radio Advertisement

Google AdWord Campaign

Calendar

Today < > June 2014

Day Week Month 4 Days Agenda More

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June 2014

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My calendars

Makayla Stowell

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Holidays in United St...

Mobile Warrior

Mobile Warrior Altern...

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101.5 Radio Advertisements

Google AdWord Campaign

Social Media Updates

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101.5 Radio Advertisements

Google AdWord Campaign

101.5 Radio Advertisements

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Social Media Updates

Calendar

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July 2014

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My calendars

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Holidays in United St...

Mobile Warrior

Mobile Warrior Altern...

101.5 Radio Advertisements

Google AdWord Campaign

Social Media Updates

Aug 1

Google AdWord Campaign

Pilot, Love's, and Flying J in-store Advertisements

Calendar

Today < > August 2014

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August 2014

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Mobile Warrior

Mobile Warrior Altern...

101.5 Radio Advertisements

Google AdWord Campaign

Social Media Updates

Aug 1

Google AdWord Campaign

Pilot, Love's, and Flying J in-store Advertisements

Sep 1

Google AdWord Campaign

Pilot, Love's, and Flying J in-store Advertisements

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Calendar Today < > September 2014 Day Week Month 4 Days Agenda More

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September 2014 < >

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My calendars

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7 Google AdWord Campaign Pilot, Love's, Flying-J in-store Advertisements	8 Social Media Updates	9	10	11	12	13
14 Google AdWord Campaign Pilot, Love's, Flying-J in-store Advertisements	15	16	17	18	19	20
21 Google AdWord Campaign Pilot, Love's, Flying-J in-store Advertisements	22 Social Media Updates	23	24	25	26	27
28 Google AdWord Campaign Pilot, Love's, Flying-J in-store Advertisements	29	30	Oct 1 Google AdWord Campaign	2	3	4

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Calendar Today < > October 2014 Day Week Month 4 Days Agenda More

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My calendars

Makayla Stowell

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Mobile Warrior

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Calendar Today < > January 2015 Day Week Month 4 Days Agenda More

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Calendar | Today | < > | February 2015 | Day | Week | Month | 4 Days | Agenda | More | Settings

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February 2015

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My calendars

Makayla Stowell

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Mobile Warrior

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Calendar

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Day Week Month 4 Days Agenda More

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My calendars

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Mobile Warrior

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Calendar

Today May 15

Day Week Month 4 Days Agenda More

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May 2015

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Mobile Warrior

Mobile Warrior Altern...

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Social Media Updates						
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Google AdWord Campaign						
Pilot, Love's, Flying-J in-store Advertisements						
Social Media Updates						
17	18	19	20	21	22	23
Google AdWord Campaign						
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Google AdWord Campaign						
Pilot, Love's, Flying-J in-store Advertisements						
Social Media Updates						
31	Jun 1	2	3	4	5	6
Google AdWord Camp						
Pilot, Love's, Flying-J Ir						

8. Budget

Mobile Warrior Annual Budget

Tactic	Cost
101.5 Radio Ads 6 out of 12 months	\$16,290
Love's, Flying J, and Pilot Poster Ads (50 8.5 by 10 inch posters)	\$22,500
Fleet Owner Magazine (Quarter Page ad)	\$5,580
Google Adwords \$20/Day	\$7,300
 TOTAL	 \$51,670

9. Communication Confirmation

Key Publics	Self Interests	Primary Messages	Strategies	Tactics
Fleet Operators	Make money, increase size, stay in regulations	Makes communication between drivers and fleet operators effortless	Radio, Trade Journals, Social Media	Radio ads on 101.5, ad in Fleet Owner trade journal, weekly Facebook and Twitter posts
Drivers	Make money, stay safe, stay in regulation	Mobile Warrior makes the switch to elogs seamless	Advertise at Truck Stops, Social Media, Radio	Posters ads at Pilot, Love's, and Flying J, weekly Facebook and Twitter posts, and Road Dog Truckers Radio
Trade Journals	Establish brand recognition for those in the industry	Instead of hard bound log, app makes it easier	Press release, Ad for magazine	Send a press release to Fleet Journal trade journal, ad in Fleet Owner trade journal
Trucking Schools	Teach new drivers the eelog process	Mobile Warrior makes it easier to learn the log process	Send a rep to advertise at driving schools	Mobile Warrior will send a rep to a different trucking school every other month to teach new drivers about the product

10. Evaluation Criteria and Tools

Strategy	Evaluation Criteria	Evaluation Tools
Advertisements in Truck Stops	Increase in sales and website activity	Google Analytics- analyze www.mobilewarrior.com traffic and click activity
Social Media	Increase in number of followers and website traffic. i.e social media presence	Facebook Insight, Twitter Analytics, Google Analytics

Trade Journal : Ad and Press Release	Increase in sales, website activity, phone activity, and increase followers on social media	Facebook Insight, Twitter Analytics, Google Analytics
Google Adwords	Increase in website activity and sales	Google Analytics
Radio Advertisements	Increase in phone activity, website activity and more followers on social media	Google Analytics,