



PRESENTED TO

SCOTT ACKLES

RIISE EV

02-21-2022

WELCOME

Scott,

Thank you again for the opportunity to develop a strategy for how Riise EV can launch online and create a digital presence to help grow its brand.

Obviously, your digital imprint currently is limited to your soon to launch website but we have prepared some ideas to help enhance your brand thru social media and YouTube.

Our primary content creator, lead digital strategist and lead digital ad optimizer have all reviewed your current brand and have helped me create a strategy that will help you meet your goals and objectives to gain further reach for Riise EV.

We look forward to your feedback.

Sincerely,



Jared Harman
Managing Partner
Search + Rescue Marketing



WHO WE ARE



Meet Your Guides

Search + Rescue Marketing Agency is a full-suite marketing agency specializing in the strategic development and creation of engaging content. We strive to help our clients find their unique voice + tell their story. Our entire team is top notch, and so are our clients, we wouldn't have it any other way.

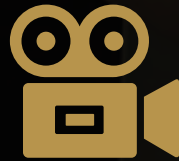
Our Core Values

We believe in transparency + authenticity in everything we do, it's in our DNA. So, you can always be guaranteed that we will listen to you; we'll listen to not just your words but the questions you ask, your body language and the questions your target audience is asking.

Our Goal

Is to understand you so deeply that when we develop your strategy + plan, our aim of marketing is to reduce the need for selling. Your clients + target audience will know you care, you've listened to them + will understand your brand by their experience with it.

PRIMARY SERVICES



More than ever we are searching for authenticity + transparency, let us find ways to make your story + voice heard by your customers by developing first class, genuine content to help you implement a strategy that will help grow your business to new levels.



Our Expertise

- + Account Management
- + Brand Development + Graphic Design
- + Content Creation
- + Digital Advertising
- + Direct Marketing
- + Marketing Audit + Strategy
- + Photography
- + Social Media Creation + Execution
- + Videography
- + Website Development + Maintenance



OUR PROCESS

DIGITAL MARKETING AUDIT + SOCIAL STRATEGY

+

Onboarding Call

Intended to gather info on you and your brand. We want to understand how you feel about your brand and your business and what your goals and objectives are. This will also be to understand who your target audience is and what you are doing – or want to do – to connect with them.

+

Audience Audit

Thorough review of your target audience and what marketing channels they are frequenting as well as examining strategies to best connect and engage with them.

+

Competition Audit

What are your competitors doing well, who they are speaking to, and most importantly – where are they capturing engagement that you are not. We will also use this step to review brands that may not be competitors, but brands that you respect and follow.





Digital Audit

We review the performance of your digital channels (engagement, impressions, reach) to see how you are doing and identify areas of opportunity.

The channels we will review are:

- + Website – Google analytics
- + Facebook
- + Instagram
- + Twitter
- + LinkedIn
- + YouTube
- + Tik Tok

The analytics we are looking at are:

- + Followers
- + Content frequency
- + Content type
- + Engagement rates
- + Hashtag and tagging usage + performance
- + Keyword usage + performance



Marketing Audit

We review your overall brand, the content you are developing and the messaging (voice + tone) you are using online to determine whether that is connecting with your audience. In addition to your digital presence, we will use this step to review any additional marketing platforms you are using to engage.



Strategy Proposal:

We take our review and info gathering and build a revised proposal on how to maximize your marketing efforts with:

- Revised brand strategy
- Revised content strategy
- Revised messaging strategy (tone + voice)
- Revised keyword strategy
- Revised hashtag strategy
- Revised ad strategy
- New potential campaign ideas

Are your digital channels working together?



HOW ARE YOU DOING?

Riise EV Brand

The Riise EV brand is clean and clearly defined, has a unique look that is relatable to the industry it occupies. The different brand applications you have created also work extremely well for digital usage as well as identifying the purpose of each.

Website

The good, your website is easy to navigate and the messaging is clear. That said, there is some definite opportunities for improvement:

- + The word 'conversions' is used throughout the site. As someone who understands what your business is doing, that makes sense to me, but to someone who might be landing on your page for the first time, they might want to understand that more. What exactly is Riise EV's definition of conversions?
- + This leads us to our next suggestion, there needs to be information about your process on the website. It is one thing to say that Riise EV can convert these vehicles, but most people who are legitimately interested in proceeding are going to want to know more detail about what that looks like - cost, timeline, impact on the vehicle. Similar to this, I think this is an opportunity to separate yourself from other companies who do the same thing by outlining what makes your process different and better
- + Your team is amazing and a huge asset to who you are. They should be highlighted on the website. Whether it is years of business experience with Dean and Scott, or your world class operations team with Raffi and Steve. Riise EV is not a traditional start up in the sense of having inexperienced team members, you have proven leaders in the industry guiding your company.
- + The only feedback regarding design our team provided was there is a lot of copy on the main page. This is a delicate balancing act in that there is a lot to explain with the company and what you are doing (as even seen by our notes above), but simplifying the navigation on the main page might attract more. You have 7 seconds to catch people's attention, so finding that pull right away is more likely with video and imagery than with text. The text can be moved to sub pages so that it is there for those who have been pulled in.
- + The site needs video. Nothing will communicate your process and brand better than video.
- + A blog would also be strongly suggested. Something that highlights automotive news specific to EV's and also details your process. Whether it is release dates, new developments, or just standard updates, your blog should become a key resource for your clients not to mention it will drastically increase organic SEO to help grow your brand.
- + Install a chat bot on the website. This will notify you any potential buyer is on your site as well as allow you to chat with the directly and instantly.



KNOW YOUR AUDIENCE

WHO ARE YOU TALKING TO?

Perhaps the most important aspect to identify before you start any marketing efforts is identifying your target audience. While we are not telling you anything you probably do not already know, taking the step to clearly identify your audience is essential. Because your business has multiple channels, there are different audiences applied to each.

Investors

Male (70%), Female (30%), 35 years and older

Classic + Sport Car Conversions

Male (90%), Female (10%), 45 years and older

Fleet Conversions

Male (60%), Female (40%), 35 years and older

Transport Vehicles

Male (50%), Female (50%), 35 years and older

LET'S LOOK CLOSER

Great, now we know who you are talking to, but where do we find these people so you can get your business in front of them?

Your primary areas of brand identity and growth opportunity are:

- LinkedIn
- YouTube
- Instagram + Facebook

We will explain in detail on subsequent pages.



FACEBOOK + INSTAGRAM

Social media is how your brand will be seen by clients, investors and the public - it is your online portfolio or resume. That is to say, while you may not grow your audience exponentially thru social media, any potential client is, without a doubt, searching you and your business on LinkedIn and Instagram before they make a decision to engage you for services. Let's look at the specific channels for engagement:

Your content should:

- + Each post should speak to either what you do or who you are doing it for
- + There should always be mind to the foundation of the company while using storytelling - how you got here and where you are going
- + Featuring behind the scenes elements of the product and brand will be key in connecting with your audience
- + Showcasing your team will help establish trust with your audience
- + Explaining how the the product works, how it is installed and what it does on install
- + Comparing elements to 'traditional' electric vehicles will also be crucial. For most consumers brands like Tesla are the standard (right or wrong) for electric vehicles so being transparent with that comparison will be important.

Your hashtag strategy will help you appear in like searches and content inquiries beyond people who are familiar with your brand. These hashtags, or some combination of them should be used with every Instagram and LinkedIn post.

Hashtag Strategy:

#electricvehicle #ev #electriccar #tesla #electric #electricvehicles #electricscooter
#electriccars #zeroemissions #emobility #cars #escooter #electricmobility
#teslamotors #car #carsofinstagram #scooter #gogreen #teslaroadster #technology
#evcharging #future #electricmotor #sustainability #electrical #driveelectric #porsche
#electricfleet #electricporsche #electricclassicpatena #evs #urbanmobility #cybertruck
#battery #electricalengineering #electriccarclub #zeroemission #automotive
#electricvehiclecharging #electricvehiclesarethefuture



FACEBOOK + INSTAGRAM

CONTINUED...

While your current social media is not active, here are some suggestions on what to do with the current accounts:

- + Facebook should be set-up as a Business Page, not a personal account and it is currently established
- + You need a brand video to outline and highlight everything you are. Right now, your main image is the converted Porsche. This won't mean anything to someone visiting your page right now - they may not even register that the Porsche is converted. A brand video will showcase everything you are and catch people's attention more than the current image.



SAMPLE POSTS

INSTAGRAM | FACEBOOK | LINKEDIN



Buckle up your seatbelt! Something new and exciting is coming.....



The last 3 years have shifted the way we live, work and play. The pandemic brought on more awareness of living the green life. Many consumers started shifting their mindsets and made sustainability the top priority. Imagine being able to travel safely all while protecting the beautiful planet we live in? Imagine being able to take your already favorite vehicle and turn it Electric? We can help! Send us a message and see how we can help convert your favorite car into an eco-friendly mover!



RIISE stands for: THE REALIZATION OF INNOVATIVE & INTEGRATED SUSTAINABLE ENERGY

As business people, parents, and responsible humans, it's our vision and duty to Riise above industry norms and lead sustainable economic and environmental change in combustion engine transformation and conversion for a cleaner and greener future.

For Riise EV today, this means electric conversion for light industrial fleet vehicles, buses and classic daily drivers. Ongoing, this will mean scaling and growing at pace with rapidly evolving EV tech transportation industry as we know it. Thanks for being here and we can't wait to share what we are up to!



Imagine the car of your dreams, electrified, customized, and restored beyond original spec. That's exactly what we do.

Bring us your car or tell us what make and model you want us to source. In either case, our team will meticulously transform your vehicle into a beautiful, head-turning, zero emission EV. This premium and specialized service is limited to bespoke creations. Each conversion is unique and built to order. From patina, to factory specifications and beyond custom. If you dream it, we will build it.

SAMPLE POSTS

INSTAGRAM | FACEBOOK | LINKEDIN



With large market demand for ICE (internal combustion engine) conversions to EV in Classic, Sport, Utility and Commercial vehicles in a previously untapped market, ICE to EV conversions has an exciting future with Riise EV. We are working with industry experts to join us on our electrification journey. If you are interested in working with us, please fill out the partner application form on our website (LINK IN BIO). We will get in touch with eligible partners as we begin developing our network.



Our definition of success includes protecting our environment and doing better for our planet. As business people and drivers we know that the present marks a unique and historic economic opportunity for combustion engine conversion. It is the logical next step toward greener transportation. It reduces carbon emissions and keeps harmful exhaust out of our fresh air and lungs. And best of all, it's a service people, businesses, and government want.

Our process was conceived to keep vehicles on the road longer, reducing expensive waste and conserving the valuable resources invested in the manufacturing of existing cars, trucks, and buses.

We are all responsible for the world we share. We created Riise EV to fill a gap in the industry. We are committed to keep people and businesses moving as we lead a much needed and desired change toward EV.



Satisfy your corporate sustainability commitments and reduce operating and maintenance costs by converting gas and diesel buses and trucks (and any internal combustion engines) into clean, reliable, efficient, and economical electric vehicles. Riise EV offers turnkey electric conversions and staff training, so your company's path to an electric fleet is smooth and interruption free. We know the decision to transition to an EV fleet can be complex. That's why we work closely with you, to convert your current vehicles and to train your maintenance staff to ensure trouble free operation. We also work within the guidelines of all government funded environmental subsidy programs, ensuring you receive all eligible credits and refunds for your conversions.

Begin your fleet conversion today and extend the life of your vehicles. Enjoy the immediate benefits of cleaner, greener, quieter, longer lasting and more economical

YOUTUBE

Now, more than ever, digital content, specifically video, is helping business engage with new audiences. YouTube is the number two used search engine in the world (behind Google) and the opportunity to get raw content online for people searching for electric vehicles, classic cars and like material is huge. As you can see with some of the samples below, the footage does not have to be polished and perfect all the time, but keeping an active account will position Riise EV as a trusted, industry leader.

In terms of content styles, I think having a mixture of content that is professional and polished, which can be used for presentation purposes, combined with more raw footage that showcases the process and the team will generate good viewership and get your target audience interested in what you are doing with the company.

Here are some samples of quick videos we created to showcase Riise EV:

SAMPLE ONE: this is a sample brand video using that would be more presentation based, polished and used to showcase your brand to potential fleet managers or investors.

SAMPLE TWO: this is something that can be captured in raw form (we would suggest getting a tripod or dogle to stabilize the footage) and then edited to be placed online. We could add a professional bumper and lower thirds even to take it one step further. That said, generating this type of content is extremely manageable.



WHERE ARE YOU GOING?

1. STEP ONE: CREATE NEW CONTENT

Anything online is just a conversion without the content to support it. Everything online for Riise EV right now is stock or digitally created, real images and video will be what engages your audience. Assets such as a brand video, people profiles, process videos will showcase who you are what you do which is crucial for communication.

2. STEP TWO: ENHANCE WEBSITE

Your website looks amazing. It just needs more content. Once you have your own digital assets, these need to be added to the site but more importantly, the information, pages, and elements noted above should be added as soon as possible.

3. STEP THREE: LAUNCH SOCIAL MEDIA

Establish your first 9 to 12 posts to build your social media profile. These posts should touch on all aspects of the business (the three silo's in particular), key team members and who and what Riise EV is. In addition, time should be spent engaging with like accounts (following and interacting with similar accounts) to build a following.

4. STEP FOUR: CREATE CONTENT PLAN

Now that your social media is launched and alive online, you need to establish a regular posting pattern so that your audience can know what to expect and when to expect it. Our suggestion is 3-5 posts per week. These posts should be focused on building the brand with polished content which will appeal to your corporate audience - fleet, shuttle, investors - mixed with raw, company updates such as new developments and technology. Your brand posts can focus on your team, your product, and even environmental impact aspects of what Riise EV is. The raw content can be clips like those that Scott sent to me on Friday to test driving the new Porsche (as examples).

5. ENGAGE

Now that you are online, it is essential to engage with your audience. Engaging can also be the most time consuming element of social media - responding to comments, follows, and inbound messaging. Reaching out to suppliers, tagging posts properly all takes time, but this will be how people take notice of who Riise EV is. Content alone will not drive your brand.

6. PAID ADVERTISING

After steps 1 thru 5 are complete, and your assets are aligned, start expanding your network by using paid, targeted ads to attract new clients. This is the most cost effective method to get your business in front of new clients.



LET'S SUM IT ALL UP

SUMMARY

In summary, starting with a clean slate can sometimes be much easier than having to go backwards and re-hash everything you've been doing by changing patterns and processes. The good news is, you have a very functional website that is mobile friendly with a modern feel. Adding imagery, video and additional information is relatively easy compared to starting from scratch.

The same can be said about your social media. You have a unique opportunity to position yourself as an industry leader in what you do. While not necessarily first to market, there is definitely an underwhelming social presence in electric vehicle conversions right now and if anything, most people relate EV to retail.

The biggest challenge facing Riise EV will be underestimating the impact social media will have on the brand. Your company story is begging to be told and the best platform to do so is on social media. By pushing your content online, it will get people talking about who you are and what you offer which will generate the buzz that you are looking to create. If you can get the BC market excited about Riise EV, the opportunities worldwide will be endless. Once the organic content starts circulating, adding a paid program to extend your reach will offer a cost effective method to continue to grow your audience.

As we stated in our introduction, your company presents a unique opportunity to create an online community like no other and telling your story online will be the most effective way to take advantage of that.





searchrescue.ca
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