MMGP #7 – Question 6

[Name of the Writer]

[Name of the Institution]

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1. Discuss the use of **social media** in the marketing of the Uber Taxi Service. (Ch. 21)

Over time, social media is becoming an essential part of life especially for online social websites, applications. Social media build loyalty and trust with its customers to boost their business. Use of social media doesn't mean that you just hung up on technology. It focuses on how you can communicate with people, spread your business more efficiently. Social platforms help customers give awareness about your brand. Uber taxi service started in 2008. Uber’s co-founders are Garret Camp, and Travis Kalanick Uber has been operating in 58 countries with a rough estimate of US$ 66 billion (Kotler, & Keller, 2016). It has expanded its branches in 581 cities. On the very first note, they build apps for the services, so customers don't need to go to Uber’s office to book their ride, they only use social media app and schedule their trip. Uber is the first taxi service that provides a social app to book their ride.

Uber taxi app it was first launched on the iPhone then later on android and blackberry. Through social app Uber obtains your location and orientation of your device to schedule your area and delivery. Uber got a lot of fame and boost to their business because of their social app. through the social app you can locate from where your riders are coming, and if the rider is on the wrong route, you can easily guide the rider as well. The service that uber is providing it is so pioneering and adds so much value to our lives, Uber’s users are its best marketing channel. Uber knows that the young generation is also the most significant demographic on social media, so that's why it has provided a creative marketing strategy (Laurell, & Sandström, 2016). As an example, Uber used it’s official day to gain some influence with communal following. It is affiliating with Cheeseburger and confined mammal shelters. It has valued nearly 17 billion this year; it has a smooth public media sketch.

By presenting a recommendation, and customers can enjoy free rides by allocating their exclusive code online and having supporters sign up. Social media plays a significant role like they make different adds about uber taxi service, and because of that more people come to know about this service. With the use of social media app, as you ask for a car, Uber’s system goes accuratly to work in less time, and it matches you with the driver nearby you (Rogers, 2015). Social media provides you the fastest way to bring your business from lower level to higher level, because social media is the only place where everyone is available, and they come to know about your business. Uber checks if their drivers are working for a competing company as well and also monitors the speed of their drivers. Social media is the biggest platform for all the entrepreneurs to build a credible reputation of their businesses, and it can help to attract potential clients; it is used to diversify the marketing efforts.

**References**

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