

LocAgora

A two-audience growth strategy built around clarity, local visibility, and useful content.



THE CHALLENGE

Two audiences, two different decisions.

Riders need an immediate, practical path to a motorcycle. Franchise prospects need proof, structure, and long-term confidence.

- Separate audience messages
- Clarify each conversion path
- Keep one recognizable brand voice

Riders looking for a practical next step.

Communication focuses on how the rental works, what the rider needs, and why the service can make everyday mobility simpler.

- Service clarity
- Local proof
- Customer handoff stories
- Action-led content

Franchise prospects evaluating the model.

Communication supports a longer decision with clear explanations, credibility, and a structured view of the opportunity.

- Business model education
- Operational credibility
- Local market context
- Consistent follow-up content

Give every format a clear job.

The plan coordinates local search, organic social content, reputation, referrals, and sales-support materials.

- Local SEO and listings
- Always-on social content
- Reputation and reviews
- Sales-support communication

Build the system in practical phases.

The roadmap starts with foundations, moves into recurring content and proof, and ends with a review of content response to guide the next creative cycle.

- Days 1-30: foundations
- Days 31-60: consistency
- Days 61-90: diagnosis and refinement