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DEVELOPMENT OF MEASURES TO PROMOTE RIGA CAR DETAILING COMPANY

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Abstract

The world of detailing is developing rapidly, gaining momentum every year. That is why it is important to become a true professional in this field so that competitors do not force the detailing company out of the market. Detailing is a complex of high-quality services for caring for the appearance of the body, interior, luggage and engine compartments of a car.

Key words: *detailing studio, promotional events, brand recognition, professional services, effectiveness.*

1. Introduction

Marketing is one of the fundamental activities of Promotion is about converting the changing needs of people into profitable opportunities for the organization. The goal of the promotion is to create value by offering high-quality solutions that help save time and effort that the buyer spends searching and completing a transaction, and provide society with a higher standard of living.

Detailing is distinguished by the high quality of the operations performed, which involves the use of special equipment, highly specialized high-quality chemicals, a large (up to two to three days) time investment and corresponding prices.

2. Results

According to the authors:

Promotion is activities aimed at increasing sales efficiency through a communicative impact on staff, partners and consumers.

Brand image is the image of the goods or service that is formed in the customer's mind. The term brand identity can be used as a description of the image of the brand that the marketer wants to create.

Service Marketing Mix consists of following P's:



Figure 1. Product Marketing Mix [3]

Detailing services are innovative, that is, less popular among potential consumers. Therefore, when promoting innovative services, to ensure the flow of customers, the maximum number of marketing tools are selected: groups on social networks, advertising in specialized sections of magazines, direct mail, leaflets, commercial offers, advertising on auto forums, website, SMS mailing, distribution of booklets, promotions, advertising events.

Since the result of the Detailing Center's services is an improved car, the main method of attracting the attention of potential clients to the company's services is to demonstrate the finished work. Therefore, it is very important for the company to achieve high quality of the services it provides.

A satisfied customer will show off their car to their friends and family and attract the attention of potential customers – and personal customer recommendations have the most powerful effect in developing the popularity of innovative products and services.

Successful promotional methods include:

Advertising in partner companies

Concluding partnership agreements with corporate clients is an effective method of promotion, and if the cooperation policy is properly structured, it will lead to a significant increase in the occupancy level of the studio and minimization of seasonal fluctuations. Partner companies for the detailing studio will be premium car dealerships.

Targeted advertising

Short videos showing the work process, where you can closely see how the anti-gravel film is stretched and smoothed or how the car body is polished.

Various experiments. For example, a video where a car is scratched, and after that the film is removed and the body remains in perfect condition.

Photos and videos Before/After. Visual results of work always arouse interest. When the interior of a car becomes perfectly clean before your eyes, and the seats turn into brand new car seats, it's always interesting.

3. Conclusions

The detailing industry is developing rapidly, so it is important to use effective promotion methods for a detailing studio. Competitors use the services of marketing specialists, services of Internet marketing companies, social networks, and home pages for promotion. The implementation of marketing measures to promote the Riga Car Detailing company will increase the company's revenue by attracting new customers and will increase the value of the enterprise.

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