

Who’s a Great Candidate?

Look for owners or operators who check one or more of these boxes:

1 Growth-minded

- ☐ Want to grow direct bookings, reduce dependence on affiliates, or increase fleet utilization
- ☐ Recently added vehicles or chauffeurs and need to keep them busy
- ☐ Losing airport runs, wedding/event inquiries, or corporate accounts to rideshare and competitors

2 Time-starved or overwhelmed

- ☐ Say they are too busy running dispatch and ops to “do marketing”
- ☐ Admit they don’t know what is working or where to invest
- ☐ Struggle to keep up with website updates, Google Business Profile, SEO, ads, or review responses

3 Open to Help

- ☐ Curious about paid search, local SEO, conversion-optimized websites, review generation, email/SMS remarketing
- ☐ Tried marketing before and didn’t see results
- ☐ Want a trusted partner to make the phone ring and the schedule fill up



Ideal Customer Profile

- 100+ bookings per month across most months, not just seasonal spikes
- Multiple vehicles or a mixed fleet (sedans, SUVs, sprinters, stretch) with idle capacity
- Clear service areas and productized routes (airport, hourly, point-to-point) that map well to paid search
- Prioritize customers who have completed onboarding and have been customers for 3+ months



De-prioritize

- Less than 100 bookings per month with no budget or intent to grow
- Operators that rely almost entirely on affiliate work and do not want direct bookings
- No willingness to improve online presence
- Not US/Canada based