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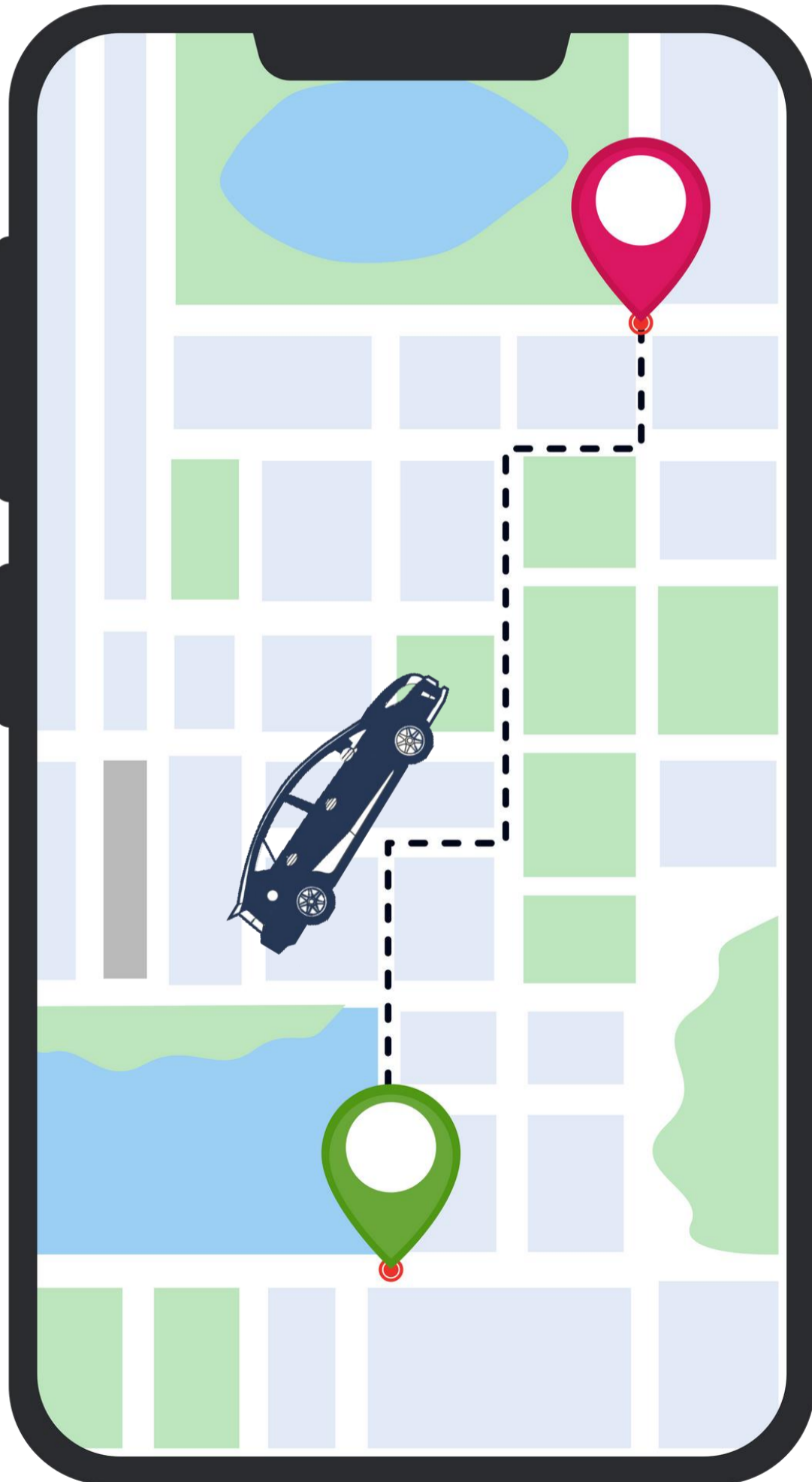
# RIDE YOUR WAY

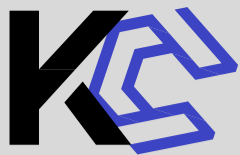
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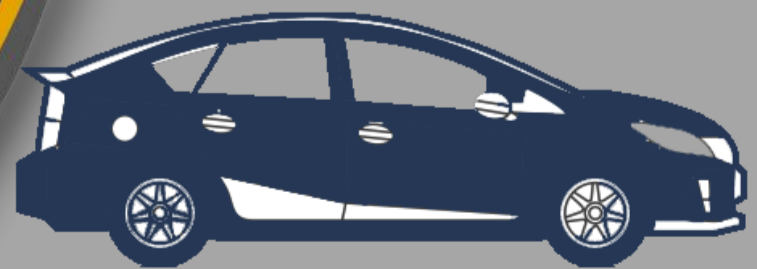


**TAP TO KNOW MORE**

*Need Roadside  
Assistance*

**Or a JumpStart**

**Give us a  
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# Kami Cabs Behind the Scenes Virtual Tour

Kami Cabs introduces Behind the Scenes Virtual, which will be posted on social media.

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News Provided by

Kami Cabs

Nov 24, 2024, 08:45 PST

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**10/20/2024** - Starting in 2025, our social media platforms will feature a series of short, videos that showcase the inner workings of our company. From vehicle maintenance and route planning to the daily routines of our drivers, these virtual tours are designed to highlight the dedication and teamwork that keep our taxis running smoothly.

"Our virtual tours give viewers a chance to see the passion and effort our team puts into every ride. It's a fun and educational way to show the human side of our business."

## Highlights of the Series Include:

- **Fleet Maintenance Excellence:** Behind-the-scenes footage of our meticulous cleaning and safety checks to ensure every ride is safe and comfortable.
- **Dispatch and Route Planning:** A look inside our high-tech operations center where rides are efficiently coordinated to save customers time.
- **A Day in the Life of a Driver:** Personal stories and experiences from our drivers, showcasing their unique perspectives on the city and their dedication to customer service.

## How to Watch

The Virtual Tours will be shared weekly on our Instagram, TikTok, YouTube, and Facebook. Follow us @kami\_cabs to stay updated and gain exclusive insights into your favourite local taxi service.



We're inviting the community to join the conversation! Comment on our posts, share your favourite videos and ask questions for our team. Each week, we'll spotlight viewer questions and stories in future episodes.

## About the Company

Kami Cabs has been serving the Kamloops community since 1973. By emphasizing quality and service Kami Cabs has been providing contractual transportation services for every ride.

<http://kamicabs.ca>



@kami\_cabs

## About Kami Cabs—

Locally owned Kami Cabs is a major part of transportation services in Kamloops all year around.

# Press Release

Kami Cabs | September 13, 2025

## Kami Cabs Launches Their Ride to Win Social Media Contest.



**The contest is open to everyone as long as you follow Kami Cabs on Social Media.**

Kami Cabs is excited to announce the launch of its first-ever "Ride and Win" Social Media Contest, designed to reward our customers for riding in style and sharing their experiences. The contest, running from September 15, 2025, to December 15, 2025, invites passengers to snap selfies during their rides and share them on social media using the hashtag #RideWithKami.

The "**Ride and Win**" **Social Media Contest** aims to strengthen the connection between Kami Cabs and our customers while enhancing our online presence. By encouraging riders to share their experiences, the contest fosters a sense of community and showcases the positive moments created during our rides. Additionally, it leverages user-generated content to increase brand visibility, engage a broader audience, and highlight the reliability and enjoyment of choosing Kami Cabs for transportation.

"We love seeing the smiles and stories of our riders, and this is the perfect opportunity to showcase them."

## How to Participate

1. **Ride with Us:** You can book a ride with Kami Cabs through our app or website or by calling one of our taxis.
2. **Take a Selfie:** Capture your ride experience—whether it's a creative pose, a scenic backdrop, or a fun moment in our cab.
3. **Share and Tag:** Post your selfie on Instagram, or Facebook, using the hashtag **#RideWithKami** and tag our official account (@kami\_cabs).
4. **Win Prizes:** Each week, the most creative photos will be featured on our social media platforms, and the winners will receive exciting prizes like free rides, gift cards, or exclusive merchandise.

<http://kamicabs.ca>



@kami\_cabs

## About Kami Cabs—

Locally owned Kami Cabs is a major part of transportation services in Kamloops all year around.

# "Ride and Win" Social Media Contest:

## Contest Objective:

- **Engage Customers:** Encourage active participation from riders and spread Kami Cabs name through word of mouth.
- **Increase Brand Visibility:** Expand Kami cabs online reach by leveraging user-generated content (UGC) with a branded hashtag.
- **Enhance Customer Experience:** Create a sense of excitement and community around Kami cabs.

## 2. How It Works:

### Step 1: Ride with Kami Cabs

Customers book and take a ride in their taxis.

### Step 2: Snap a Creative Selfie

During their ride, participants take selfies or capture fun moments inside the taxi. Creativity is encouraged, and props, poses, or scenic backdrops all add to the fun.

### Step 3: Share on Social Media

Customers post their photos on Instagram, Facebook, and TikTok using a campaign-specific hashtag (e.g., **#RideWithKami** or **#KamiCabsMoments**) and tag the company's official account @kami\_cabs.

### Step 4: Win Exciting Prizes

Entries are reviewed weekly, and winners are chosen based on creativity, humour, or quality. Alternatively, winners can be selected randomly to ensure inclusivity.

## 3. Key Features

- **Hashtag Campaign:** Centralize all posts under a unique, memorable hashtag for easy tracking and to build brand recognition.
- **Weekly Winners:** Keep the momentum alive by selecting winners weekly, encouraging ongoing participation.
- **Grand Finale:** At the campaign's end, host a special event or announcement for a grand prize winner.

## 4. Prizes

- **Weekly Prizes:** Free rides, discounts, gift cards, or branded merchandise.
- **Grand Prize:** A year of free rides, an exclusive trip or experience, or high-value tech gadgets like a smartphone or tablet.

# Implementation Plan for Kami Cabs PR Campaign

**Campaign Focus:** Increase Kami Cabs' online presence and boost brand awareness through engaging content, strategic partnerships, and customer-centric initiatives.

## Phase 1: Campaign Preparation (Weeks 1-2)

### Objectives:

- Build a cohesive brand identity and content strategy.

### Key Activities:

#### 1. Create Branding Assets:

- Develop a campaign hashtag (e.g., #RideWithKami, #KamiOnTheGo).
- Design visuals for social media posts, ads, and banners.

#### 2. Content Calendar:

- Plan a mix of content types: promotional posts, behind-the-scenes videos, and contests.

#### 3. Platform Optimization:

- Ensure all online profiles (Instagram, Facebook, TikTok, LinkedIn, Google My Business) are updated with updated visuals, bios, and links.

### Resources Needed:

- Graphic designer for branding assets.
- Social media manager for platform updates.
- Marketing strategist for goal-setting and calendar creation.

### Timeline:

Complete all preparation tasks within the first 2 weeks.

## Phase 2: Campaign Launch (Week 3)

### Objectives:

- Generate excitement and kickstart customer engagement.

### Key Activities:

#### 1. Official Announcement:

- Publish a press release to local media and online platforms.
- Share the campaign announcement across all social media platforms.

#### 2. Launch Teaser Campaigns:

- Post behind-the-scenes content of drivers, fleet prep, or office activities.
- Run initial ads introducing the campaign hashtag and goals.

### Resources Needed:

- PR team to distribute the press release.
- Social media manager to schedule and publish posts.
- Budget for ad campaigns (suggested: \$5000).

### Timeline:

Campaign launch in Week 3.

## Phase 3: Execution (Weeks 4-8)

### Objectives:

- Build sustained engagement through contests and valuable content.

### Key Activities:

#### 1. Customer Engagement Initiatives:

- **"Ride and Win" Contest:** Encourage riders to share selfies using #RideWithKami for weekly prizes.
- **Interactive Content:** Run polls, quizzes, and live Q&A sessions with drivers or company representatives on social media platforms.

#### 2. Content Marketing:

- Post 3-5 times per week, featuring:
  - User-generated content from the contest.

- Behind-the-scenes videos ("Day in the Life of a Driver").
- Fun, shareable content.

**Resources Needed:**

- Social media tools (Hootsuite, Canva).
- Budget for contest prizes (suggested: \$2000).
- Video editor for behind-the-scenes content.

**Timeline:**

Weekly execution from Weeks 4-8.

**Phase 4: Mid-Campaign Review (Week 6)****Objectives:**

- Evaluate campaign performance and adjust strategies.

**Key Activities:**

1. **Analyze Metrics:**
  - Social media engagement, hashtag usage, and website traffic.
  - Monitor ROI on paid ads.
2. **Collect Feedback:**
  - Survey participants for insights into what's working.

**Resources Needed:**

- Analytics tools (Google Analytics, Instagram Insights).
- Team meeting to brainstorm adjustments.

**Timeline:**

Review completed by the end of Week 6.

**Phase 5: Campaign Closing (Week 9)****Objectives:**

- Celebrate the campaign's success and announce winners.

**Key Activities:**

1. **Grand Finale:**
  - Announce final contest winners with a celebratory social media post.
  - Share a highlight reel of the best user-generated content.
2. **Thank You Campaign:**
  - Post a series of "Thank You" messages to participants, followers, and collaborators.

**Resources Needed:**

- Video editor for highlight reel.
- Budget for grand prizes and thank-you ads.

**Timeline:**

Campaign closing activities in Week 9.

**Phase 6: Post-Campaign Evaluation (Weeks 10-11)****Objectives:**

- Assess overall success and document lessons learned.

**Key Activities:**

1. **Performance Review:**
  - Compare metrics against initial factors: follower growth, engagement, ride bookings.
  - Calculate ROI (Return of Investment) for the campaign.
2. **Feedback Collection:**
  - Conduct customer surveys to gauge brand perception.
3. **Final Report:**
  - Summarize results and insights for future campaigns of this type.

**Resources Needed:**

- Analytics tools for comprehensive reporting.
- Team debrief meeting.

**Timeline:**

Complete evaluation by Week 11.

**Resources Needed (Summary)**

1. **Human Resources:**
  - PR manager, social media manager, graphic designer, video editor, and marketing strategist.
2. **Tools and Platforms:**
  - Social media tools (Hootsuite, Canva).
  - Analytics tools (Google Analytics, social media insights).
3. **Budget:**
  - Contest prizes: \$2000.
  - Paid ad campaigns: \$5000.

**Proposed Timeline Overview**

<b>Week</b>	<b>Activity</b>	<b>Deliverables</b>
<b>1-2</b>	Preparation	Brand assets, content plan
<b>3</b>	Campaign Launch	Press releases, promotion posts
<b>4-8</b>	Execution	Weekly contests, content creation
<b>6</b>	Mid-Campaign Review	Performance metrics, adjustments
<b>9</b>	Campaign Ends	Winners announcements, highlight reels
<b>10-11</b>	Post-Campaign Evaluation	Final performance report

# Methods for Measuring the Success of Kami Cabs PR Campaign

## Social Media Performance

### Metrics:

- Hashtag Performance:
  - Number of posts using the campaign hashtag (e.g., #RideWithKami).
  - Reach and impressions of posts featuring the hashtag.
- Engagement Rates:
  - Likes, comments, shares, and saves on social media posts.
  - Click-through rates (CTR) on links shared in posts or ads.
- Follower Growth:
  - Increase in followers on platforms like Instagram, TikTok, and Facebook during the campaign period.

### Evaluation Tools:

- Platform-specific insights (e.g., Instagram Insights, TikTok Analytics, Facebook Insights).

## Website Traffic and Engagement

### Metrics:

- Traffic Sources: Increase in website visits from social media platforms and search engines.
- Visitor Behavior: Pages per session, average session duration, and bounce rate.
- Campaign Landing Pages: Conversion rates on specific pages created for the campaign (e.g., contest rules, booking pages).
- 

### Evaluation Tools:

- Google Analytics (track traffic, referral sources, and landing page performance).

## Ride Bookings and Customer Acquisition

### Metrics:

- Ride Volume: Increase in rides booked during the campaign compared to previous months.
- New Customer Acquisition: Number of first-time riders attributed to the campaign.
- Retention Rates: Percentage of new riders who become repeat customers.

### Evaluation Tools:

- Internal CRM or booking software (e.g., Salesforce, HubSpot).