

EVOS COMPANY DURING COVID-19 PANDEMIC

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1.0 INTRODUCTION

The global pandemic of COVID-19 had changed our experiences about business dramatically, as employees, humans, citizens, customers - and our behaviours and attitudes are changing significantly as a result. COVID-19 is fundamentally reformatting what and how clients buy, which leads many businesses to close their operations around the world. However, many industries are evaluating their budgets and digital marketing strategy in today's uncertain economic situation. It means, Brands are taking risks, planning and setting up new strategies to survive, rather than close or putting the brakes on are able to benefit, makes them winner of the current situation.

1.1 BACKGROUND OF EVOS COMPANY

Looking at the background of the company. Evos was founded by Rahmonali Hamraliev, who began with selling kabab in his booth in Tashkent in the beginning of 2000s. Rahmonali Hamraliev concretize the potential conception, and the first "Evos" franchise opened in north of Tashkent in 2006. Evos popularized lavash in fast food industry of the country and now it became the leading fast food service chain in the country. Evos was one of the first Uzbek fast food chains to expand nationally, opening outlets in many regions of Uzbekistan by the 2010s.

An entrepreneur Rahmonali Hamraliyev mentioned that "EVOS opened in 2006, it all started with a small booth. We worked on ourselves, tried to cook high-quality and tasty food and finally we received the status of a fast food centre. In total, we have 7 branches in the city, and 14 in the republic" (2019).

1.2 IMPACT OF COVID-19 PANDEMIC ON EVOS

Current Covid-19 pandemic impacts national food industry including Evos company. Government close down bars and restaurants to slow the implant of the Coronavirus. Across the country, Evos' weekly traffic dropped significantly compared to the same period of the last years. Closures of bars and restaurants caused cutting down the number of employees working in different branches of the company, it also had negative impact on partner industries of the Evos like food production, ingredients suppliers, farming and so on.

Now, half a year into the Covid-19 pandemic, Evos is slowly beginning to re-establish their operation to the public. For some branches, this means to reopen their patios and dining rooms to meet visitors, while others opted opening back up fully, for just delivery and take off. It does not matter what approach, Evos' administration opt to take, one of the biggest problem is marketing to customers who spent the past months isolated at home.

Following assignment will discuss and explain the strategic objectives for the company of Evos in terms of its digital marketing strategies and identify some digital marketing strategies that can help Evos company treading with these uncertain market rules.

2.0 QUESTION 1

2.1 THE ROLE OF DIGITAL MARTETING STRATEGIES

The impact of the covid-19 pandemic has been felt all around the world. Clients behaviour and needs are changing posses new challenges to the marketers. Which means, marketing department is now becoming more responsible for business' success in every industry than it was before. First of all, the role of online marketing is to help businesses garner traffic, sales, and leads for the business by reaching individuals looking for your services or products. By itself, digital marketing is definitely the process of marketing your company online to future leads and high valued customers.

Web marketing plays an essential role in your business' grow (Marokandiy A, 2016). Identifying that over 3.5 billion individuals are on the internet and half of them are online shoppers, it means, there are dozens of occasions to reach users who are interested in your services and products. Setting digital marketing targets should be the priority as they can be the basis of businesses' entire strategy. A good digital marketing strategy help guide businesses' actions so that you are able to reach your targets. By achieving your digital marketing priority, you are also helping get your overall business objectives, while that is increasing awareness of your brand or boosting your overall sales.

Setting digital marketing goals is, on the one hand, a good way to motivate your team and yourself as well, and work towards reaching best results for your business. One the other hand, aim setting is not just saying "I want to achieve that and that" - it is how you are able to improve a strategy or plan that can help support your objectives and help you achieve them.

2.2 EVOS' MAIN STRATEGIC OBJECTIVES IN DIGITAL MARKETING

Rahmonali Hamraliyev says that Evos has three main strategic objectives of Evos company in terms of digital marketing strategies which contribute company during coronavirus pandemic. Without clear aims, Evos is basically directionless, especially at that time, and working to reach vanity metrics that can not necessarily support Evos achieve its overall business objectives.

First main objective of Evos during covid-19 pandemic is improving sales to drive traffic to digital marketing activities using modern digitals tools like a click-and-collect is another priority for Evos. According to Rahmonali Hamraliyev, millennials prefer this click-and-collect over home delivery, when it comes to food booking could translate into the dining room as more clients get used to the channel easily. In world's experience, there are loads of case

studies to hearten Evos's continued enlargement of this channel. In Tashkent, for instance, 65% of Evos restaurants proffer click and collect, and checks are 40% higher. Evos is readily developing this service, with plans covering in about 90% restaurants with click and collect by



the ending of 2020, which offers them covering over 3 million people with its services and products across the country. Second objective of the company is E-Mail. Email is still significant in digital advertising. In fact, recent researches have indicated that it is still the most effective type of web advertising for conversions. In contrast to

social media, email can allow company a much greater chances to accumulate individual information about your clients so you can market to them directly.

Recommendations for a successful email program include:

1. Usage of a good email service, which can manage data base for your business
2. Having a noticeable email join structure on your site
3. Including a link to restaurant's site and menu for each email you convey
4. Welcoming your followers to tail you on Instagram and Facebook
5. Trying not to overwhelm followers with messages. Two a month is enough.

Finally, Reputation Management is really vital for Evos company (Kutuzov A, 2007.). Each diner is a restaurant's critic. It is basic to continually review websites like Yandex and Google, Evos always identify any damaging reviews and comments to manage them rapidly and adequately. Likewise, it is vital to thank a patron people have taken the time to write compliments about restaurants services. Companion suggestions are more significant than almost any promoting today. Negative remarks can be exceptionally adverse. Keeping a watch on online reputation is basic.

Company responding feedback on its Instagram account:

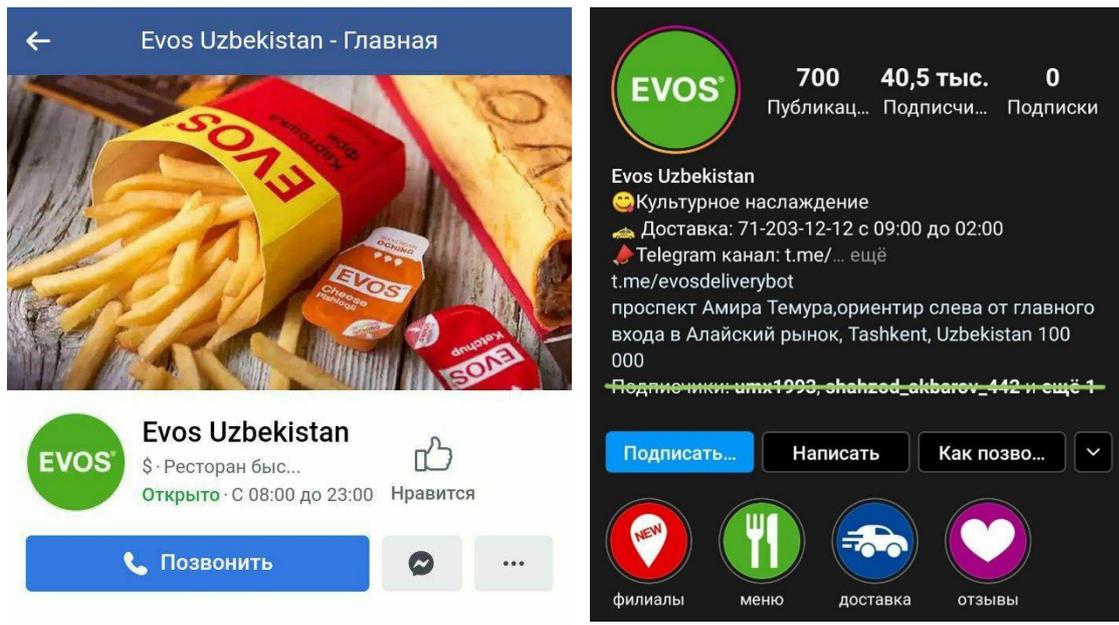


3.0 QUESTION 2

3.1 EVOS ENGAGING WITH CUSTOMERS IN DIGITAL MEDIA

Social media keeps on developing and evolve as an important ingredient to digital marketing of successful restaurant, however to successfully use it you have to comprehend what it is (2010). Social media is definitely not an adulterated publicizing stage. Consider it more as a day by day discussion you have with your neighbor. You talk about subjects important to you both, you share data, and there is always give and take. In world degree, all bars and restaurants should have a website and your website must have a fast load time. It should also be easy to navigate. Potential customers should know clearly and quickly what you offer. However, here in Uzbekistan, Websites are less popular and not effective at all. Two most significant social media platforms are Instagram and Facebook. Evos concentrate more on both two because of their huge auditory. So, Evos is also active on social media and company has its own official accounts on Facebook and Instagram. Company also uses Telegram bot to communicate with customers. Around 300.000 people follow company's accounts on social media.

Evos Uzbekistan's official accounts on FACEBOOK and INSTAGRAM:



Companies marketing department manager Rukhsora Shavkadova plans company's social media posts using three golden rules:

1. Do not sell, Inform
2. Be creative, Engage, make posts interesting
3. Keep up with the holidays, events, concerts, and so on in your community. Get involved

Rukhsora Shavkadova believes that, "building relationship with clients using social media and managing this channel in the right way is a fundamental component of the brand's prosperity". Social Media can decidedly impact deals and to a huge degree brand loyalty and connection. What is the role of social media in customer service? Social media plays a vital role in customer service. The mutual advantages of easy brand accessibility using Instagram, Twitter, YouTube and other social media allow easy customer contact, which attracts potential customers. From a businessman's perspective, usage of social media saves a ton of time and cash. What is more, Social media allows you to get a much wider group of potential customers

than any traditional methods. This type of contact is incredibly advantageous for clients as it allows rapid contact with the customer service department of the company, without the need for phone calls. It's justified, despite all the trouble for a business to utilize various social media channels simultaneously to provide clients with the freedom to pick their favored type of contact.

The final word on channels of social media is Respect! Evos respects its followers as much as you respect your friends. We always try not to over post and overwhelm auditory with useless information. Quality is important for us, not quantity. It is a rule here. As a result, we have good communication channel to discuss ideas, suggestions, feedbacks with our customers.

4.0 QUESTION 3

4.1 DIGITAL MARKETING STRATEGIES TO ATTRACK RESTAURANT CUSTOMERS

Sometimes clients need that additional small something to urge them to fill out a lead gen structure, subscribe to your email list, or buy your product. You need something to attract clients from perusing your free content to being a follower of your community. In fact, it is not just in digital marketing. Our community abuses incentives in general. Parents used to get their young to have vegetables by promising them chocolate. And marketers will also use all types of incentives at clients to get them to buy and act.

To assist me find out two really successful incentives, Marketingsherpa.com and MECLABS Institute's article illustrates number of examples of digital marketing motivating forces that worked in restaurant business (2020), which can also be useful for Evos Uzbekistan company.

1) Collaborate on special offers with local successful online businesses,

One issue that numerous restaurants run into utilizing specials, discounts, or different promotions to drive deals as the cost. So as to make and offer that is sufficiently enough to acquire new clients, you need to offer significant price reduction. Number of individuals are not ready to fun money on a dining rooms or gamble there evening out in restaurants they have never been to at the maximum. Offering get one-get-one limits and comparative deals could attract individuals, yet it may not so much bring the right correct segment. More awful, you may find that you do not really attract repeat customers. A regularly neglected however incredible arrangement is to band together with other nearby organizations like online shops, delivery services for advancements. As a cafe, you are an ideal accomplice for advancement with cinemas, online shops, and other fun spots, similar to get away from rooms. On the off chance that you are a pizza place, banding together with a nearby delivery service could be a smart thought. Ideally, individuals can buy dinner for two or four at a limited rate if they also buy event tickets in online market. Different occasions, individuals can get a discount on event tickets if they show evidence that they ate at restaurant. Try getting out of some close entertainment hot spots to check whether any of them might want to share expenses of driving more business to both of your organizations.

2) Feature your users

Permitting visitors posts, or even visitor content, on your site or in your official accounts is an incredible method to tell your clients the amount you esteem them. If a site I invested my time in came to me and approached me to compose a component for them since they valued my contribution up to now, I'd be bowled over (better believe it, I know, it does not take a lot). If you'd rather not invested your energy into reaching singular clients, attempt simply putting a catch on your site that welcomes visitor pitches or posts. Savvy bloggers will be in contact sooner rather than later and you will emit incredible vibes suggesting the amount you valued your followers.

5.0 QUESTION 4

5.1 EFFECTIVE DIGITAL MARKETING INCENTIVES ARE A WIN FOR ALL INVOLVED

My recent studies show that international restaurants start collaborating with successful online platforms experienced dramatic increase in the number of their auditory and its daily income as well. Taking as an example, local rival company of Evos in the same industry Les Ailes starts cooperating with olx.uz which is the biggest online second-hand shopping platform in Uzbekistan. As a result, number of people following their Instagram account improved by more than 16.000 active users during Covid-19 pandemic. Same with the Evos company, collaborating with internet giants like Stadion.uz, Daryo.uz and Mediapark.uz can let them to cover significant number of people with promotion of their services. Around 100.000 individuals use Daryo.uz platform to read daily news, imagine how many people can be introduced with Evos restaurant's services. It will definitely increase company's revenue twice during the next few weeks.

Moreover, permitting visitors posts motivates individual, they are now not just a client, they feel themselves as a part of the Evos family. People feel how company values them. They will start bringing their peers and friends for having fun and taking photos. Instagram and Facebook users post their photos on their own social media accounts which serves as a free promotion for the company. To illustrate, if Evos motivates its visitors to take photos in their dining rooms to post them tagging company's official accounts on social media, around 40-50 customers' contents can cover approximately 10.000 individuals a day, great! Isn't it? It also improves number of individuals following company's website and increases overall income of the company.

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