

## Driver Guide for Pitching TripCam Ads to Local Businesses

*“How would you like to advertise your business in an Uber OR Lyft vehicle?”*

1. First think about businesses that you already suggest to your passengers. Consider the bars, restaurants, hotels, and other businesses that your passengers often ask about.
2. When you enter a business, ask for the manager or owner.
3. If the business is busy, either wait for customers to be serviced or offer to come back later. Only discuss TripCam ads when a manager or owner is not distracted by other customers waiting to be serviced.
4. Make it clear that you are an Uber or Lyft driver and that you often suggest the business to your passengers. That way, the manager or owner immediately understands that you picked to talk with them because of an existing interest in their business. It benefits them to advertise in front of passengers who are already interested.
5. TripCam Ads is budget based (flat rate of \$1 per day). Each time a business creates a new ad they are starting an advertising campaign. A campaign is the name for an ad that has its own budget. The budget determines how many days an ad will be displayed (for example a \$10 budget will display for 10 days).
6. The TripCam Companion App lets you easily refer a business in just a few seconds.

When a business manager or owner indicates they are interested, use the Companion App referral feature to enter their name, number, and email address. Once you hit submit, they will get an email that clearly identifies you as the driver who referred them and a link to create their first ad campaign in your vehicle.