

## MARKETING MATTERS

### A Practical Guide to Effective Transit System Marketing

Wednesday, October 8, 2008

Workshop Sponsored by the  
Ohio Department of Transportation

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## WORKSHOP FORMAT

- Introductions
- General Remarks
- Workshop Goals
- Today's Schedule
- Webinar Participants
- Questions
- Let's Go!

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## Webinar Participants - Contact Information

- To Pose Questions and Offer  
Comments and Ideas
- Email Address:
  - Kim White, Training and Compliance  
Officer, ODOT, Office of Transit

**Kim.White@dot.state.oh.us**

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## Workshop Preview

- Base Marketing Goals on Needs and Opportunities
- Seizing Marketing Opportunities
- Advertising Made Easy
- Make The Media Work For You
- Marketing Resources
- Finding Time To Market
- Building A Plan For Success

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## Section 1 – Base Marketing Goals on Needs and Opportunities

- Your Service Is Your Product
- You and Your Team Are The Sales and Marketing Agents For The Product
- Understand Who Your Customers Are (and Aren't)
- Find Out What Your Customers Think and Why
- Implement Marketing Activities Based on Needs and Opportunities

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## Section 2 –Seizing Marketing Opportunities

- Community and Business Partnerships – Case Studies
- Identify Activities and Events
- Plan Your Media and Messages
- Create Your Plan and Budget
- Implement. Learn. Retool. Repeat.

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### Section 3 - Advertising Made Simple

- Cost-Effective Options
- Negotiating Trade Outs
- Writing and Designing Effective Ads
- Create and Execute Your Advertising Plan

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### Section 4 – Make The Media Work For You

- The Media Can Be Your Friend
- Craft Your Media Messages
- Rules For Working With Media Outlets
- Develop Your Media Tools
- Develop A Midnight Plan
- Take Charge of Your Image

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### Section 5 - Local, State and National Marketing Resources

- Local Media and Marketing Information
- Marketing Case Studies and Best Practices
- Marketing Tools
- ODOT Staff and Officials
- Local and State Government Representatives

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## Section 6 - Finding Time To Market Your Transportation Product

- Create The Big Picture – Your 2009 Marketing Plan
- Establish Your Marketing Goals
- Select Projects and Activities To Meet Those Goals
- Make Advertising and Media Relations Part of Your Marketing Plan

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## Section 7 - Build Your Communications Plan For Success

- Create A Marketing Calendar
- Turn Marketing Dollars Into Marketing Sense
- Get Your Team On Board Your Marketing Bandwagon
- Measure Results, Regroup and Move Forward
- Preview Questions – Let's Go!

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## Section 1 – Base Marketing Goals on Needs and Opportunities

- Good Service Is Your Best Sales Tool
- Your Fleet
- Your Staff
- Customer Information Resources
- Facilities
- Fare Media
- A Community Partner, Ally and Friend

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### Enlist Your Staff In Marketing Efforts

- Everyone Can Contribute
- Share Information
- Discover Staff Skills and Use Them
- Give Staff Responsibilities/ Accountability
- Communicate Parameters – Goals, Timeframe, Resources and Results
- Provide Feedback and Encouragement

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### Who Are (and Aren't) Your Customers?

- Create and Sustain Feedback Mechanisms
- Close The Loop
- Create A Survey Plan
- Select Content, Formats and Fielding Strategies
- Boil Down The Feedback
- Fix What's Wrong and Emphasize What's Right

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### Make Use of Existing Information

- US Census Data – Community, County and State
- Community Statistics
- Economic Development Entities
- Ridership Demographic Information
- Ridership Satisfaction Survey Results

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## Understand Your Audiences Needs

- Material Formats for Persons With Disabilities
- Content and Format Needs for Low English Proficient Citizens
- Language Translation Needs
- Sources and Resources For Meeting These Needs

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## Passenger Survey Contents

- How Often Do You Ride?
- How Long Have You Ridden?
- Why Do You Ride?
- Will You Continue To Ride?
- Do You Have A Car and License?
- Driving Versus Transit
- Demographics
- Open End Request For Feedback

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## Survey Contents – Measure Perceptions

- Reliable, Convenient?
- Quick, Economical?
- Punctual, Safe?
- Easy To Use?
- Information Accessible and Understandable?
- Friendly Operators, Clean Vehicles?

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## Survey Contents – Usage Triggers

- Early Morning Service?
- Late Evening Service?
- More Frequent Service?
- Fare Increase?
- Fare Discounts?

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## Survey Formats

- Telephone – Short and Sweet
- On Board – One Page, Clear and Easy
- Intercept – Design, Train and Deploy
- Mail-Back - Real Short, Add Incentives
- Informal Mechanisms – Customers
- Informal Mechanisms – Staff

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## Fielding Customers Surveys

- Sample Size Calculations ([www.raosoft.com](http://www.raosoft.com))
- Vary Day of Week/Time of Day
- Publicize Survey Plans and Results
- Offer Motivation
- Test Them Before Fielding
- Prepare For Recording Results

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## Understand Your Data

- Consistent Perceptions
- Consistent Misconceptions
- Demographic Trends
- Price Sensitivities
- Barriers To Entry
- Baselines/Benchmarks For Future Surveys

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## Base Marketing Goals on Marketing Needs and Opportunities

- Where are You Missing The Bus?
- Create Marketing Messages That Confirm Positive Perceptions
- Create Marketing Messages That Correct Misconceptions
- Reach Out To Audiences Who Aren't Riding
- Remove Barriers To Entry
- Questions – Section 1 Material

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## Section 2 – Seizing Marketing Opportunities

- Four Case Studies
- Marketing Messages
- Marketing Mediums – Print and Print Design
- Marketing Mediums – Web Site Design
- Your Marketing Plan and Budget

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Seizing Marketing Opportunities

- Opportunity/Challenge – Low Youth Ridership
- Offer Transportation for Field Trips
- Provide Low Cost Fare Cards for Summer Months
- Garage and Vehicle Tours
- School Contests – Reading, Writing, Riding

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Seizing Marketing Opportunities

- Challenge/Opportunity: Attract Senior Riders
- Outreach and Events
- Customer Gifts
- Frequent Rider Contest With Game Cards and Prizes

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Seizing Marketing Opportunities

- Challenge/Opportunity: Low Work Commuter Ridership
- Participate in Job Fairs
- Mail Information Packs To Local Employers with “Try Transit” Passes
- Conduct Try Transit Week with Low Price Fare Card

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## Seizing Marketing Opportunities

- Opportunity/Challenge: Low Choice Ridership
- Schedule Racks in Stores, Malls and Restaurants
- Create Logo/Phone/Web Site Art for Businesses
- Trade Advertising Space with Local Points of Interest

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## Marketing Messages

- Messaging Driven By Research, Experience, Input
- Incorporate Messaging Into Events and Materials
- Strengthen Good Perceptions
- Correct Misconceptions
- Stay On Message Over Time
- Avoid Complacency

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## Marketing Mediums - Print

- Buy A Digital Camera and Use It
- Create Photo Reference Library
- Design Your Print In House
- Most Printers Can Use Basic Files
- Use Digital Copy Centers
- Stick with Matte Paper Stocks
- Off Set Print - Economical for Big Jobs

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## Marketing Mediums – Print Design

- Minimum 10 Point Font (12 is better)
- Stick with Highly Readable Font Styles
  - Times Roman, Arial, Helvetica and Gothic Book
- Avoid *Italics* and **Bolded Text**
- Say NO TO ALL CAPS
- Avoid Reverses– Use Dark Type on Light Backgrounds

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## Schedule and Map Design

- No More Than 8 Colors for Routes
- Use Names and Numbers, Too!
- Vary Line Patterns
- Show Branches in Dashed Lines
- Always Lay Out Schedules Left To Right
- Skip Row or Add Shading
- Use AM/PM Designations

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## Web Site Design

- Build Your Site So That You Can Manage It!
- Core Information – Route Maps, Schedules, Fares, Ride Guide, Contact Information
- Feedback Mechanism
- Reciprocal Links To Other Providers
- Content Management – Make Someone Responsible!

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## [ Create Your Marketing Plan ]

- Use New or Existing Research
- Identify Full Range of Resources
- Create Measurable Marketing Goals
- Select Projects and Activities
- Create Organizational Support and Assign Responsibilities
- Implement, Monitor and React

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## [ Create Your Marketing Budget ]

- Inventory of Staff Skills
- Outside Sources of \$ and Support
- Internships and School Support
- Trade Out and Cooperative Opportunities
- In-Kind Services
- Assign Resources to Projects
- Section 2 – Questions

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## [ Section 3 – Advertising Made Simple ]

- Many Low Cost and Free Opportunities
- Use Your Best Assets
- Design In House – You Can Do It!
- Integrate Marketing Messages Into Your Ads
- Blend Advertising and Marketing Strategies

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## Advertising Made Simple

- Cost-Effective Options
- Local Weeklies
- Displays at Stores, Malls and Restaurants
- Company Newsletters
- Senior Publications
- High School and College Papers
- Pizza Boxes, Placemats and Medicine Bags

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## Advertising Made Simple

- Negotiate Trade Outs and Expand Your Budget
- Seek Trade Outs That Support Goals
- Obtain Simple Agreements in Writing
- ODOT Has Policy and Contract Samples (Get Your Board To Approve)
- Utilize Vehicles, Facilities and Print
- Make One Sales Pitch - Bundle

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## Advertising Made Simple

- Write and Design Effective Ads
- You Can Do It In House
- Create Series of Standard Size Ads
- Incorporate Marketing Messaging
- Use Print Design Guidelines
- Action Ads and Image Ads
- Blend Ad Plan & Marketing Plan
- Section 3 - Questions

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## Section 4 - Make The Media Work For You

- The Media Is Your Friend (Sometimes)
- One Spokesperson and One Back Up
- Know What You're Talking About
- Know The Media Players
- Develop A Midnight Plan
- Take Charge of Your Image

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## Make The Media Work For You

- Craft A Strong Media Message
- Get The Facts & Communicate Them
- Incorporate Your Marketing Messages
- Pitch Story Ideas and Bridge Them
- Get Out In Front of Negative Stories
- Preview Projects and Activities
- Correct Errors (Or Try To)

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## Make The Media Work For You

- Rules For Working With The Media
- Tell The Truth
- Don't Lie
- Use Simple Terms/Avoid Jargon
- Plan Your Sound Bites
- I Don't Know is OK
- No Comment is Not OK
- Do Not Go Off The Record

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## Make The Media Work For You

- Public Speaking – 5 Guidelines
- You Know Something Worth Hearing
- Text Structure
- Preview, Points, Review
- Notes, Not Scripts
- Practice Prevents Panic
- Questions – Section 4

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## Section 5 - Local, State and National Marketing Resources

- [www.dot.state.oh.us](http://www.dot.state.oh.us)
- [www.ohiopublictransit.org](http://www.ohiopublictransit.org)
- [www.apta.com](http://www.apta.com)
- APTA AdWheel Program
- APTA TCRB Program
- Other Transit Agencies

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## Local, State and National Marketing Resources

- Your Marketing Toolkit
- Photo Library
- Graphic and Design Capabilities
- Print, Banner and Other Vendor Lists
- Media and Advertising Materials

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### Local, State and National Marketing Resources

- Promotional Items
- Seek Trade Outs/Cooperative Items
- Select Items For Audiences
- Add Your Contact Information
- Use Your Items Effectively/Efficiently

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### Local, State and National Marketing Resources

- Transportation Staff and Officials
- Establish and Maintain Relationships
- Invite Folks Early and Often
- Obtain Accurate Bios/Recent Photos
- Promote Their Participation
- Make Them Look Good
- Section 5 - Questions

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### Section 6 - Finding Time To Market

- Identify Objectives, Select Projects, Create a Timeline and Track Measurable Goals
- Increase Senior Ridership by 5%
- Distribute 500 Summer Youth Passes and Obtain 25% usage
- Increase Work Commuters by 5%
- Establish 10 New Points of Marketing Material Distribution
- Obtain Four News/Feature Stories

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## Finding Time To Market

- Increase Senior Ridership by 5%
- Appropriate Promotional Gifts - January
- Transportation To Events – February and October
- Frequent Rider Contest – September

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## Finding Time To Market

- Distribute 500 Summer Youth Passes and Obtain 25% usage
- Obtain School Approval
- Write Articles and Ads for Schools
- Print Passes and Deliver To School
- Schedule Bus/Facilities Tours
- Participate in School Assemblies

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## Finding Time To Market

- Increase Work Commuters by 5%
- Contact 20 Largest Employers Along Your Routes
- Deliver Schedule Displays
- Participate in Two Local Job or Employment Events
- Target Seasonal Employers

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## Finding Time To Market

- Obtain Four News or Feature Stories
- Map Out Story Ideas – One Per Month
- Invite Reporters to Ride Along or Preview New Vehicles
- Invite Political Figures To Events
- Invite State Official To Events
- Share Your Successes Through ODOT Newsletter
- Questions – Section 6

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## Section 7 - Build Your Plan For Success

- Create Your Marketing Calendar With Your Staff by Quarter
- Define Roles and Responsibilities
- Print Things Together To Save \$\$\$
- Use Vehicles and Facilities To Promote Events
- Plan Way Ahead
- Obtain Advance Publicity

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## Build Your Plan For Success

- Ten Schedule Displays \$ 85
- Customer Gifts (1k @ \$.50 pp) \$ 500
- Quarterly Event Flyers – Print \$ 500
- Senior Ride Contest Tix – Print \$ 200
- Senior Ride Contest Prizes \$ 200
- Summer Youth Passes – Print \$ 100
- Image Banner For Events \$ 300
- Digital Camera \$ 200

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## Build Your Plan For Success

- Get Your Team On Board
- Involve Your Staff In The Planning
- Find and Use Their Advertising, Marketing and Sales Skills
- Provide Incentives
- Give Them Ownership
- Report Results

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## Build Your Plan For Success

- Measure, Retool and Move Forward
- Implement Mechanisms To Measure Results
- Keep Doing What is Working
- Abandon or Retool What Is Not
- Base Next Plan On Lessons Learned

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## Workshop Review

- Base Marketing Goals on Needs and Opportunities
- Seizing Marketing Opportunities
- Advertising Made Simple
- Make The Media Work For You
- Marketing Resources
- Finding Time To Market
- Building A Plan For Success

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## Thank You!

- Questions, Ideas and Feedback
- ODOT Contact
  - Kim White, Training and Compliance Officer,  
ODOT, Office of Transit  
**Kim.White@dot.state.oh.us**
- [www.clearviewstrategies.com](http://www.clearviewstrategies.com)
- Good Luck!
- Happy Marketing!

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