

5. Marketing Strategy Worksheet

Fundamental Communications

These are strategies that every transit agency needs to utilize in order to identify its services and provide directions for using them.

① Branding

- Name and Logo
- Vehicle Graphics
- Bus Stop Signage (for fixed routes)

① Passenger Information

- Passenger Guide
- Website
- Telephone Information/Reservations

Additional Strategies

From these strategies, select those that are most appropriate for your community, transit system, objectives and target markets.

② Additional Passenger Information

- Information at the Bus Stop
- Google Transit
- Real-time Information

PRIORITIES

- ① Fundamental
- ② Recommended
- ③ Optional

For each strategy you select for your marketing plan, consider:

- Objective _____
- Target market _____
- Message (Benefit and Information) _____
- Resources required for implementation _____

Strategies for Building Awareness, Image and Support

Non-Paid Communications Channels

- ① News Releases
- ② Website Posts
- ② Email Announcements or Newsletters
- ② Public Speaking
- ③ Social Media (Facebook or Twitter)
- ③ Radio PSA's
- ③ Videos

Paid Media Advertising

- ② Transit Advertising
- ② Newspaper
- ② Posters
- ③ Radio
- ③ Television
- ③ Direct Mail
- ③ On-Line Advertising

Targeted Strategies for Generating Ridership

- ① Gatekeeper Outreach
- ② Permanent Information Displays
- ② Customized Information (audience-specific)
- ② Bulletin Board Posters and Flyers
- ② Website Links
- ② Orientation Packets
- ② Email blasts
- ② Newsletter Articles
- ② Travel Training
- ③ Fare Programs