Strategies for Marketing-Public Transportation

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Sources: (National RTAP, WWW.nationalrtap.org/toolkits/marketing-Toolkit/, 2020)
The Fundamental Building Blocks

• Branding

• Passenger Information
“A brand is a set of expectations, memories, stories and relationships, that taken together, account for a consumer’s decision to choose one product or service over another.”
- Seth Godin
Branding

• Name
• Logo
• Vehicle Color & Graphics
• Bus Stop Signage & Facilities
YOUR Safety

YOUR Mobility

YOUR Economic Opportunity
Passenger Information

• Printed Guide

• Website

• Google Transit (or similar planning applications)

• Real Time information
Building Awareness, Image & Support

- Non-Paid Communication Channels
- Paid Advertising
Non Paid Communication Channels

YOUR Safety
YOUR Mobility
YOUR Economic Opportunity
Non Paid Communication Channels
ITD PT Website
Paid Advertising
National ‘Dump the Pump’ Day

- 3rd Thursday of every June
- Encourages people to ride Public Transportation instead of driving and save money.
- Sponsored by APTA and public transportation systems across the country.
- Joining in on these type of activities can allow you to capitalize on national coverage occurring at the same time.
Community Events

You build a community with bricks and mortar but most of all with people.
Generating Ridership
Gatekeeper Outreach

- Employment Programs
- Support organizations for persons with disabilities
- Social service agencies/human service organizations
- Schools and colleges
- Senior centers and complexes
Incentives

• Raffles at community events to win a free monthly bus pass
• Free one-week pass to students
• Rewards for regular riders – buy 11 monthly passes, get the 12th free
• Free rides during a local community event
Fare Programs

• Prepaid Fare Programs

• Specialized Fare Media

• Fare media to Social services and Schools
Sharing past marketing efforts

• Have you ever went through re-branding?

Maybe your agency had to re-name itself, create a new logo, or change up their design and graphics. Please share your experience and what it taught you.
Sharing past marketing efforts

• What is the best or worst marketing campaign you have been part of, why was it the best/worst, and what was your biggest takeaway from that initiative?
Sharing past marketing efforts

• Have you used paid advertising as a mechanism for marketing?

If so, what has that taught you, and how did it work or not work to reach your overarching goals?
Sharing past marketing efforts

• What has been the best marketing strategy for your agency, and why?

Maybe a community event you hosted raised awareness on your services. Maybe a certain incentive or fare program has increased ridership of a specific demographic.
That’s all Folks!