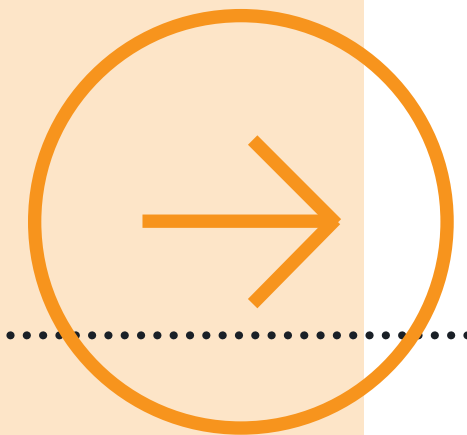




# Marketing Launch Guide



## Start Here



### **Service success equals riders on the service.**

This simple equation is at the heart of our commitment to providing guidance in your marketing efforts. As you begin to navigate this document, keep in mind that not one size fits all when establishing a marketing strategy for your service, so some of these tactics may not be applicable. This is not an exhaustive list of opportunities so feel free to get creative. Let's start spreading the word about your service!

# 1

## PROJECT KICKOFF

### CHECKLIST

☐

Allocate resources for the following roles:

☐

Meet with service stakeholders to get a better understanding of their goals/KPIs for the service and create a marketing budget that you think will help you achieve those goals

☐

Marketing point-of-contact

☐

Outreach point-of-contact

☐

Communications/Press point-of-contact

☐

Design point-of-contact

### TIMELINE

☐

Get budget approval from necessary personnel

Define project roles, marketing budget and KPIs

These roles may be filled by one person or an entire team. Regardless of resources, these are the areas within marketing that will need to be focused on.



# 2

## PRE-LAUNCH

### CHECKLIST

☐

Pick a service name, logo, and branding (if applicable)

☐

If the new service will live under your larger transit agency brand, pick a name and tagline to show differentiation between your existing services

☐

For messaging purposes, define the service up-front – what it is, and what it is not. This will serve as the foundation for the project and will set expectations, and ultimately determine adaptation of riders

### CHECKLIST

☐

Spend time getting buy-in and educating dispatchers and administrators on the ins and outs of the service



Arm dispatchers with a script/Q&A document for any service inquiry phone calls they receive from riders.

CONT'D


☐

Once branding and messaging is complete, start designing print materials. Consider the following assets:

☐

Consider using a messaging framework to guide your internal conversations

☐

Create branded landing page to host service information, FAQs, etc.

☐

App Download Cards

☐

Flyers and Brochures

☐

Direct Mailers

☐

Door Hangers

☐

Bus Signage

☐

Posters

☐

Ensure you're sending these assets to the printer at least 60 DAYS out to ensure there is enough time to distribute externally.



Focus on Branding, Messaging & Design, Internal Communication

### 3 30 DAYS PRE-LAUNCH

#### CHECKLIST

☐

Prepare press releases for the announcement and/or launch of your service

☐

Send press releases to local media outlets and create relationships with various members of the press

☐

Schedule news interviews and ride alongs

#### TIMELINE

☐

Identify community groups within your service area to partner with. Consider the following organizations:

☐

NPOs

☐

City organizations

☐

Elderly communities

☐

HOAs

☐

Employment centers



#### Public Relations and Partnerships



Be sure to embargo press release about the launch of your service until the actual day riders will be able to use it.



Create a "kit" for these partners that contains your service messaging and branding. Supply flyers and brochures that they can distribute.

### 4

### TWO WEEK PRE-LAUNCH

#### CHECKLIST

☐

This is a great time to deploy your digital marketing efforts to tease the service's arrival and focus on high-level educational content

☐

Digital marketing efforts to consider:

☐

Social media

☐

Digital advertising

☐

Email

☐

Launch a boots-on-the-ground blitz

Visit the partners you identified during the 30-day pre-launch phase to ensure they have the necessary materials to help market your service to their audience

Stop by any restaurants, hotels, shopping centers, etc. that are in your service zone to drop off flyers



#### Start educational/teaser marketing and in-person outreach



You'll want to avoid pushing people to download the app before your service is available. Save that for print marketing materials.

CONT'D





5

## LAUNCH DAY

### CHECKLIST

☐

Announce the launch of service on all platforms

☐

Host a media event/press conference and invite members of the local media to go on a ride-along

☐

Be on standby to answer questions coming in through phone calls and social media

### TIMELINE

☐

Join first day riders on the service to answer any of their questions and provide them with flyers to pass along to their friends

Make a splash!



Consider inviting a local government official to speak at an event to increase buy-in from the community.



6

## POST LAUNCH EFFORTS

### CHECKLIST

☐

Create a content calendar to continue to market your services after launch

☐

Ensure you're keeping the lines of communication open with the media. Consider these post-launch service-related stories to share with your media contacts:

☐

Host trainings with special groups within your service zone to cover how to download and use the TransLoc app to book a ride

- ☐ Expansion of service area
- ☐ Change in hours of service
- ☐ Change in fare of service
- ☐ Rider stories

Continued focus on rider acquisition and retention



## Service success equals riders on the service.

Interested in how the TransLoc marketing team can support your efforts further through expertly crafted packages for budgets of all sizes? Reach out to us at: [mktgservices@transloc.com](mailto:mktgservices@transloc.com)

 **TransLoc**