

Marketing Strategies for Rural Transit

Presented By

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Marketing on a Shoestring Budget





(Although with the cost of shoes, even shoestrings may cost more than we can afford!)







What is on your rolling billboards?





Speaking of Billboards, are you using that space?





Time for you to do a survey!

- Who knows about you?
- Does your front desk know about you?





Ready

Set

Go!

(Oh, wait.... nobody has the time to do this!)





But...your local community college or university has the help you need!

(There are 16 colleges and universities in Montana, including local branches)







Let's talk interns!







Marketing Class Projects?





LOGO DESIGN

- How does it relate
- Is it easily recognizable





Easiest, Cheapest Marketing Requirement...

Website!!





Easiest way to create one:

www.GoDaddy.com





System Naming...Will people remember?

 Will they find it when looking for "transit"





www.OnYourMarkTransportation.com

https://onyourmarktransportation.com/





When did you last visit your website?

- Do you have lots of pictures?
- Driver application online? A page just for driver information?
- Are routes clearly labeled?
- Are you using SEO?





Do you have a blog?

- Short little articles catch attention
- Explanation of how to ride
- Information on rules
- Suggestions on using your system





Of course, you need social media

- Facebook
- Instagram
- LinkedIn
- Tik Tok
- Twitter















Are you a member of your local Chamber of Commerce?

- "The Google of Small Towns"
- Many opportunities to be involved in your community
 - Stuff a bus
 - School Supplies
 - Local Food Bank
 - Coat Drive





Training program for your local police, fire and ambulance services. "Emergency Training day"





Community Service Clubs

- Kiwanis
- Rotary
- Lions Club
- Optimists

All are looking for guest speakers
Great places to look for drivers, as well





Morning News shows

- Radio
- TV
- Podcasts





Newspapers

Press Releases about <u>everything!</u>





Churches and Senior Centers on Routes?

- Again, guest speaking opportunities?
- Locations to leave flyers?
- Don't assume that everyone knows you are there





What large Schools or Businesses are on, or more importantly, just off your route?

Can you provide any additional services or schedules?







Email campaigns?

Direct Mail?

(Yes, people do still read snail mail)

Flyers?





Have you ever thought about running with the Big Dogs?







You can be on the National Network and many have done that!





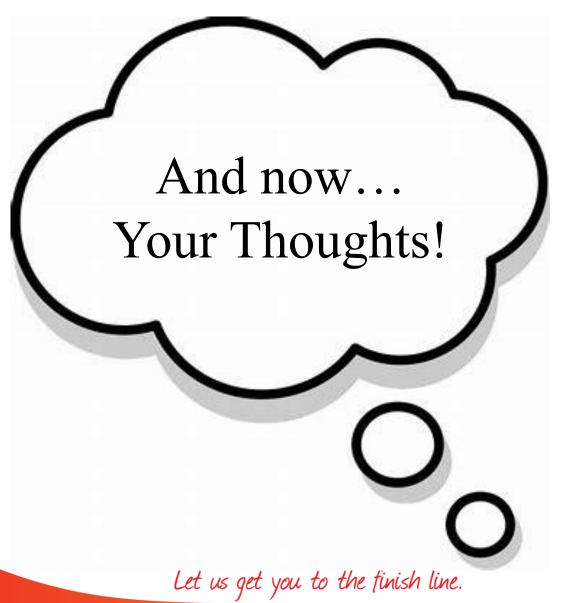
Speaking of BIG....

amazon

• FTA says as long as you don't dislodge riders, you can carry packages













Let us get you to the finish line.

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