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Are You Marketing Savvy?

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What Is Marketing?

- ▶ Is a philosophy
- ▶ Stresses the importance of customer satisfaction
- ▶ Includes all the activities required to implement the philosophy

Marketing Includes the 4 "Ps"

- ▶ Price
- ▶ Place
- ▶ Product
- ▶ Promotion

And the 5th "P"

- ▶ Public Relations

Marketing Is Price

- ▶ Setting the basic fare structure
- ▶ Identifying seasonal price offers
- ▶ Identifying individual discounts
- ▶ Special event activities

Marketing Is Place

- ▶ Identifying stops
- ▶ Designing and maintaining physical facilities

Marketing Is Product

- ▶ Designing & maintaining rolling stock
- ▶ Managing tangible evidence of service

Marketing Is Promotion

- ▶ Advertising
- ▶ Personnel selling
- ▶ Sales promotion
- ▶ Publicity

Marketing Is Public Relations

- ▶ Building a relationship with your customer
- ▶ Creating positives for your brand
- ▶ Creating positives for transit

Why Marketing?

- ▶ Marketing is pervasive in society
 - ▶ There's often a barrier to transit use (real or perceived) - marketing serves as a source of information

Why Marketing?

- ▶ Marketing is important to individual transit organizations
 - ▶ Is an important input to the design of transit service
 - ▶ Is an important tool in regulating demand
 - ▶ Is an important input in the level of support for your transit service

Why Marketing?

- ▶ Marketing is important in the internal management effort
 - ▶ Internal marketing programs (resources and experience - why/what you do)
 - ▶ Employee satisfaction affects customer satisfaction (direct link)

Why Marketing?

- ▶ Marketing is important in the internal management effort
 - ▶ Developing a marketing orientation
 - ▶ On the system
 - ▶ On the product
 - ▶ On the value of the product
 - ▶ To satisfy customer's wants/needs

Marketing & Promotion Go Hand in Hand

- ▶ What are the objectives?
 - ▶ To inform
 - ▶ To persuade
 - ▶ To remind

Marketing & Promotion Go Hand in Hand

- ▶ Who is the object?
 - ▶ Customers
 - ▶ Potential Customers
 - ▶ Employees
 - ▶ Other publics

Developing A Marketing Plan

- ▶ Supports the annual goals of the agency
- ▶ Focuses on a specific time frame
- ▶ Has focus areas
 - ▶ Increase ridership
 - ▶ Increase awareness
 - ▶ Improve image
 - ▶ Educate public on benefits
 - ▶ Change perception of safety and security

Developing A Marketing Plan

- ▶ Mentions media mix to reach goals
- ▶ Identifies snapshot of riders in service area (population, age group, workforce, spending habits, vehicle miles traveled)
- ▶ Employs market research to support goals
 - ▶ Rider - non rider perceptions
 - ▶ Performance ratings on service elements

Developing A Marketing Plan

- ▶ Identifies tactics for specific campaigns
- ▶ Identifies a budget for each tactic

Developing A Marketing Plan

- ▶ Remember the important things that help you market your service
 - ▶ Service
 - ▶ Frequency
 - ▶ Direct Routes
 - ▶ Travel Time
 - ▶ Convenience of bus stops

Developing A Marketing Plan

- ▶ Remember the important things that help you market your service
 - ▶ Safety
 - ▶ Bus stops
 - ▶ Lighting
 - ▶ Transit Center
 - ▶ Patrols - safety detail

Developing A Marketing Plan

- ▶ Remember the important things that help you market your service
 - ▶ Information
 - ▶ Easy access
 - ▶ Online
 - ▶ By phone/cell phone (apps)
 - ▶ At bus stops

Developing A Marketing Plan

- ▶ Remember the intangibles that help you market your service
 - ▶ Mobility
 - ▶ Access
 - ▶ Air Quality
 - ▶ Alternatives to Congestion

Developing A Marketing Plan

▶ Know Where You Stand

▶ SWOT Analysis

- ▶ What are your strengths? (leadership, funding, service area, value to community, population growth)
- ▶ What are your weaknesses? (transit perception, empty buses, equipment quality)
- ▶ What are your opportunities? (business relationship, funding, image, fuel costs, environment)
- ▶ What are the threats? (the car, the economy)

Developing A Marketing Plan

- ▶ Putting the campaign together
 - ▶ What's your strategy for achieving the objective?
 - ▶ What initiative will you use?
 - ▶ What market segment will it interest?
 - ▶ What tactics will you use?
 - ▶ What will your key messages be?
 - ▶ How will you measure the campaign or plan's effectiveness?

Developing A Marketing Plan

▶ Budgeting

▶ Putting a pencil to the ideas

- ▶ You know the objective
- ▶ You know the strategy
- ▶ You know the initiative
- ▶ You know when to market it
- ▶ Estimate the dollars for it

Developing A Marketing Plan

- ▶ Don't forget to "herd the cats"
 - ▶ Keep management in the loop
 - ▶ Keep employees in the loop
 - ▶ Keep your board in the loop
 - ▶ Keep your riders in the loop

Developing A Marketing Plan

- ▶ Future trends - changing dynamics
 - ▶ Social media
 - ▶ Blogs
 - ▶ Facebook
 - ▶ Twitter
 - ▶ More than the traditional tactics
 - ▶ Blending old and new

Questions?

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