Marketing Strategies for Rural Transit

Presented By

On Your Mark Transportation, LLC
Mark L Szyperski, President/CEO

Let us get you to the finish line.
Marketing on a Shoestring Budget

Let us get you to the finish line.
(Although with the cost of shoes, even shoestrings may cost more than we can afford!)

Let us get you to the finish line.
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!)

Let us get you to the finish line.
But...your local community college or university has the help you need!

(There are 119 colleges and universities in Illinois, including local branches)

Let us get you to the finish line.
Let's talk interns!

Let us get you to the finish line.
Marketing Class Projects?

Let us get you to the finish line.
LOGO DESIGN
○ How does it relate
○ Is it easily recognizable

Let us get you to the finish line.
Easiest, Cheapest Marketing Requirement...

Website!!

Let us get you to the finish line.
Easiest way to create one:

www.GoDaddy.com
System Naming...Will people remember?
  o Will they find it when looking for “transit”
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

Let us get you to the finish line.
Of course, you need social media

- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter

Let us get you to the finish line.
But Also “Google My Business”

Let us get you to the finish line.
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

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

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Community Service Clubs

- Kiwanis
- Rotary
- Lions Club
- Optimists

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

Let us get you to the finish line.
Morning News shows

- Radio
- TV
- Podcasts
Newspapers

- Press Releases about everything!
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?

Let us get you to the finish line.
Have you ever thought about running with the Big Dogs?

Let us get you to the finish line.
You can be on the National Network and many have done that!

Let us get you to the finish line.
Speaking of BIG….

- FTA says as long as you don’t dislodge riders, you can carry packages

Let us get you to the finish line.
And now…
Your Thoughts!

Let us get you to the finish line.
Let us get you to the finish line.

Mark L Szyperski, President/CEO

Mark@OnYourMarkTransportation.com

615-669-0107

www.OnYourMarkTransportation.com

Let us get you to the finish line.