Optimizing, Evaluating, and Using Social, Digital, and Mobile Marketing for Transit and TDM
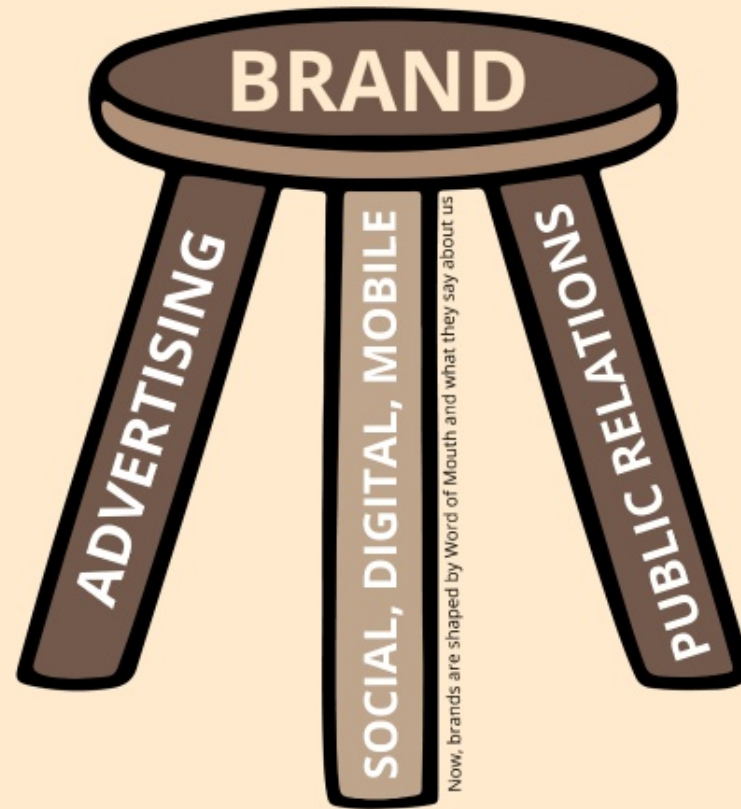
AGENDA

1. Digital, social, & mobile branding

2. Digital marketing trends

3. Social & digital strategy

4. Social media development- RIDE Solutions

5. Q&A

OUR

BRAND

THEIR
BRAND

...SING

SOCIAL, DIGITAL, MOBILE

Now, brands are shaped by Word of Mouth and what they say about us

...TIONS

Optimizing, Evaluating, and Using Social, Digital, and Mobile Marketing for Transit and TDM

EXAMPLES

PORTLAND TRIMET

Background

TriMet provides bus, light rail and commuter rail service in the Portland, Oregon region.

TriMet's Brand Position is strongly rooted in the Portland community.

They are the 24th largest U.S. metro area, but 11th in transit ridership.
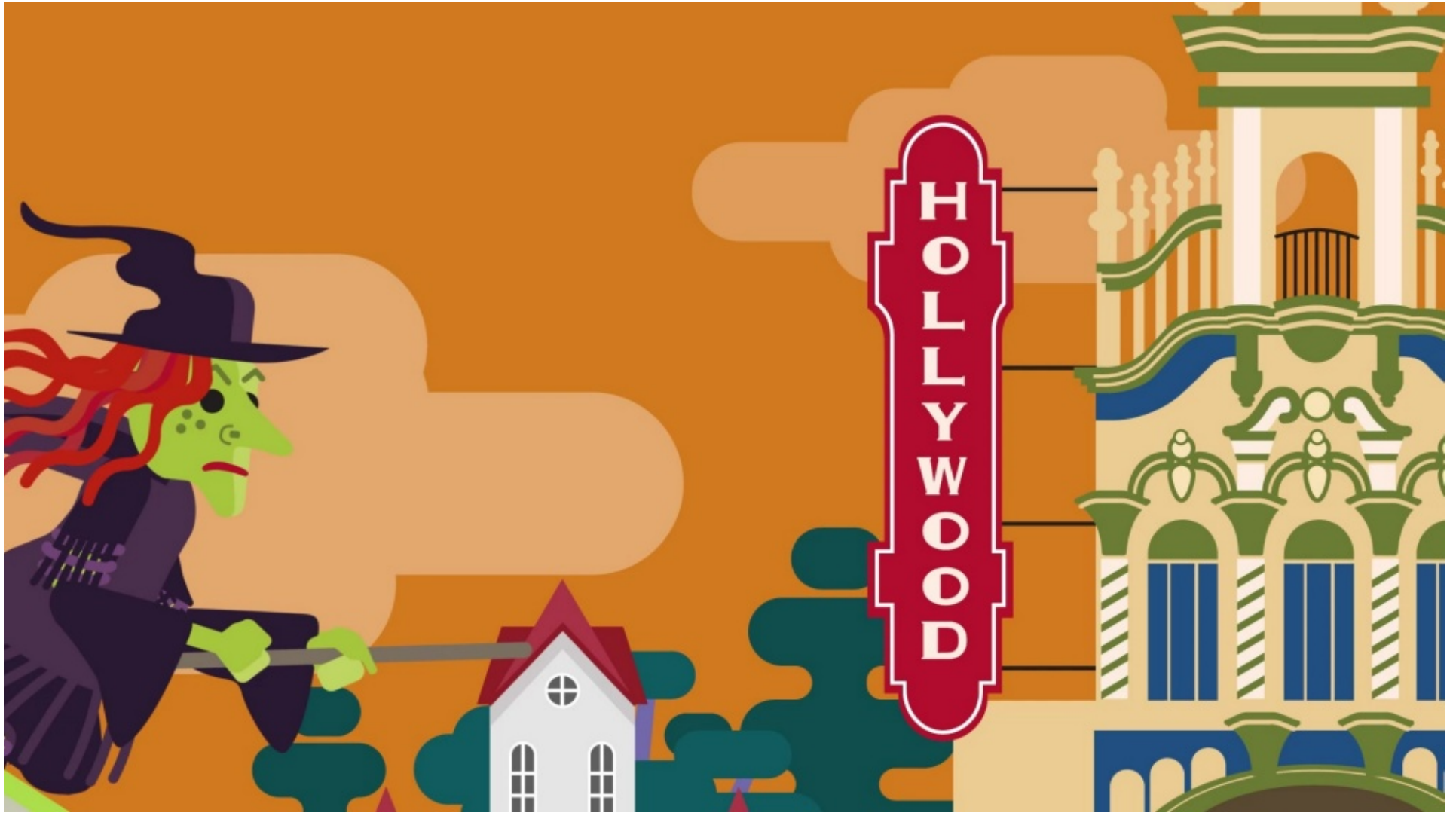
TRI🌀MET

PORTLAND TRIMET

Challenge

With **6% of ridership being school trips,** TriMet wanted to expand its efforts to keep school-age kids safe around and on the TriMet System.

With increasingly distracted pedestrians combined with young people's attention spans becoming shorter and shorter in today's **digital age**, the existing youth safety materials were outdated.

TriMet was tasked to develop a **fresh, new, engaging approach** to youth safety.

PORTLAND TRIMET

Results

Pulsar achieved TriMet's vision of **fresh, modern and engaging youth safety communications**, fully produced with a very cost-efficient budget.

We also recommended ways to extend characters in experiential communications to further engagement among a wider youth audience.

UBER

Background

Uber expresses their Brand Position while showing us why we should use their service, as well as why we should work for them.
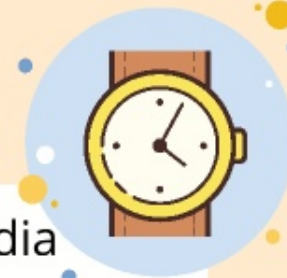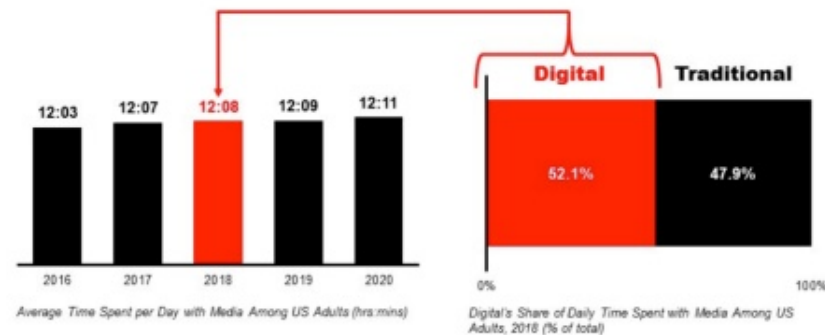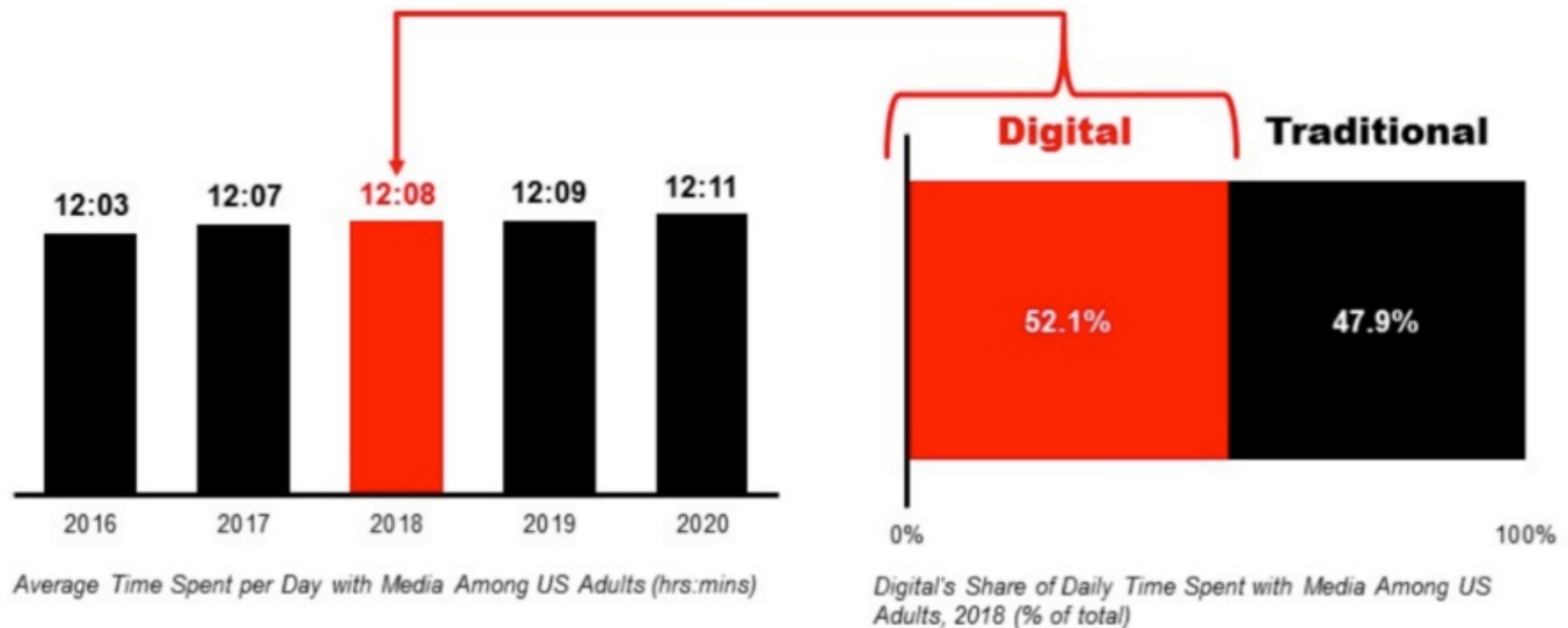
Uber

Optimizing, Evaluating, and Using Social, Digital, and Mobile Marketing for Transit and TDM

DIGITAL MARKETING TRENDS

driven by digital video consumption.

12:03 — 2016
12:07 — 2017
12:08 — 2018
12:09 — 2019
12:11 — 2020

Average Time Spent per Day with Media Among US Adults (hrs:mins)

Digital 52.1% | **Traditional** 47.9%

0% — 100%

Digital's Share of Daily Time Spent with Media Among US Adults, 2018 (% of total)

Average Time Spent per Day with Major Media by US Adults, 2016-2020

hrs:mins

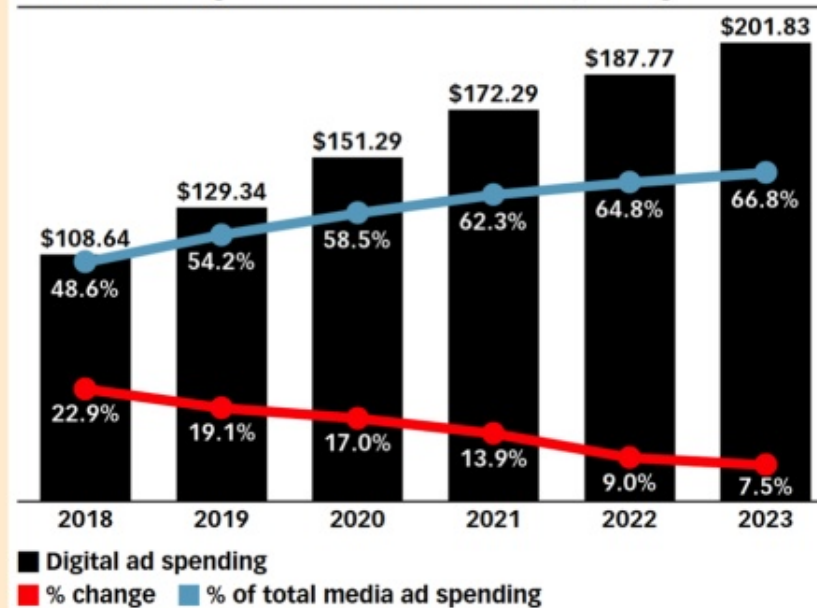|	2016	2017	2018	2019	2020
Digital	**5:45**	**6:03**	**6:19**	**6:31**	**6:41**
—Mobile (nonvoice)	**3:08**	**3:25**	**3:37**	**3:46**	**3:52**
——Audio	0:43	0:48	0:52	0:55	0:58
——Social networks	0:34	0:41	0:44	0:47	0:49
——Video*	0:31	0:34	0:38	0:41	0:43
——Other	1:10	1:11	1:13	1:13	1:13
—Desktop/laptop**	**2:05**	**2:02**	**2:00**	**1:58**	**1:57**
——Video*	0:24	0:24	0:24	0:24	0:23
——Social networks	0:11	0:10	0:09	0:09	0:09
——Audio	0:07	0:07	0:06	0:06	0:06
——Other	1:24	1:21	1:20	1:20	1:19
—Other connected devices	**0:31**	**0:36**	**0:42**	**0:47**	**0:51**
TV***	**4:05**	**3:56**	**3:45**	**3:36**	**3:31**
Radio***	**1:27**	**1:25**	**1:23**	**1:22**	**1:21**
Print***	**0:25**	**0:23**	**0:21**	**0:20**	**0:20**
—Newspapers	0:14	0:13	0:12	0:11	0:11
—Magazines	0:11	0:10	0:09	0:09	0:09
Other***	**0:21**	**0:20**	**0:20**	**0:19**	**0:19**
Total	**12:03**	**12:07**	**12:08**	**12:09**	**12:11**

www.eMarketer.com

WHERE IS THE MONEY GOING?

Digital Ad Spending in the US, 2018-2023
billions, % change and % of total media ad spending

	2018	2019	2020	2021	2022	2023
Digital ad spending	$108.64	$129.34	$151.29	$172.29	$187.77	$201.83
% of total media ad spending	48.6%	54.2%	58.5%	62.3%	64.8%	66.8%
% change	22.9%	19.1%	17.0%	13.9%	9.0%	7.5%

■ Digital ad spending
■ % change ■ % of total media ad spending

Digital Ad Spending in the US, 2018-2023
billions, % change and % of total media ad spending

Year	Digital ad spending	% change	% of total media ad spending
2018	$108.64	22.9%	48.6%
2019	$129.34	19.1%	54.2%
2020	$151.29	17.0%	58.5%
2021	$172.29	13.9%	62.3%
2022	$187.77	9.0%	64.8%
2023	$201.83	7.5%	66.8%

■ Digital ad spending
■ % change ■ % of total media ad spending
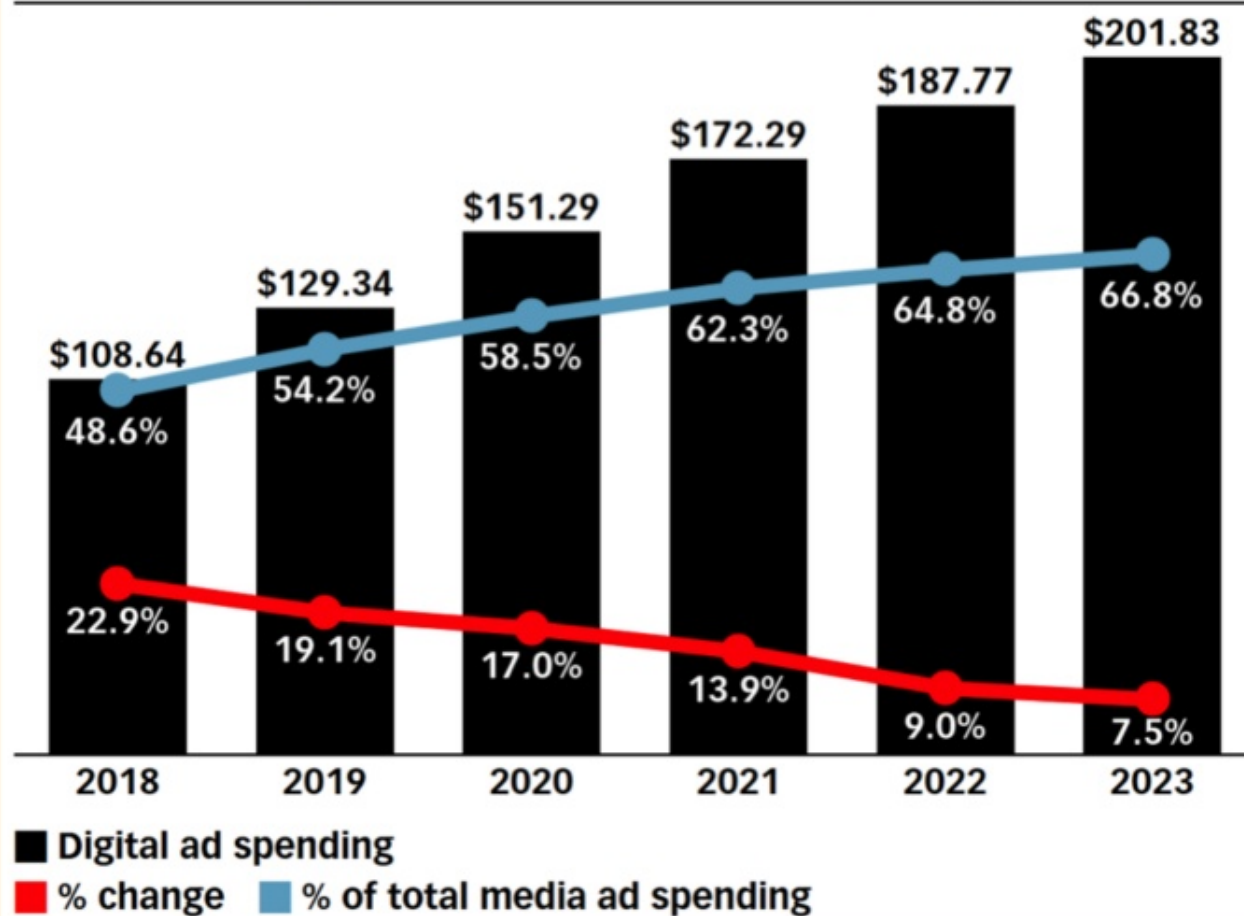
Digital Ad Spending in the US, by Format, 2019-2023
billions

	2019	2020	2021	2022	2023
Display	$70.06	$81.38	$92.53	$100.71	$107.91
—Video	$36.01	$42.58	$49.02	$53.99	$58.39
—Banners and other*	$25.94	$30.20	$34.23	$37.12	$39.70
—Rich media	$5.28	$5.44	$5.85	$6.00	$6.10
—Sponsorships	$2.84	$3.16	$3.44	$3.60	$3.72
Search	$53.73	$63.90	$73.31	$80.43	$87.15
Lead generation	$2.59	$2.84	$3.05	$3.15	$3.24
Classifieds and directories	$2.19	$2.34	$2.49	$2.53	$2.56
Email	$0.49	$0.55	$0.61	$0.65	$0.68
Mobile messaging	$0.28	$0.28	$0.29	$0.29	$0.29
Total	$129.34	$151.29	$172.29	$187.77	$201.83

www.eMarketer.com

Ciência e a Tecnologia, Conselho Directivo, à data de 27 de Junho de 2012.

WHAT'S MOST IMPORTANT GOING FORWARD?

Voice Search

- **50%** of all searches will be **voice** by 2020 per comScore.
- Mobile voice searches are **3X more likely to be local-based** than text searches per Search Engine Watch.
- **40%** of adults use voice search at least once a day according to Location World.
- **46%** of voice search users look for a **local business daily** according to Bright Local.

When did you first start using voice search/commands?
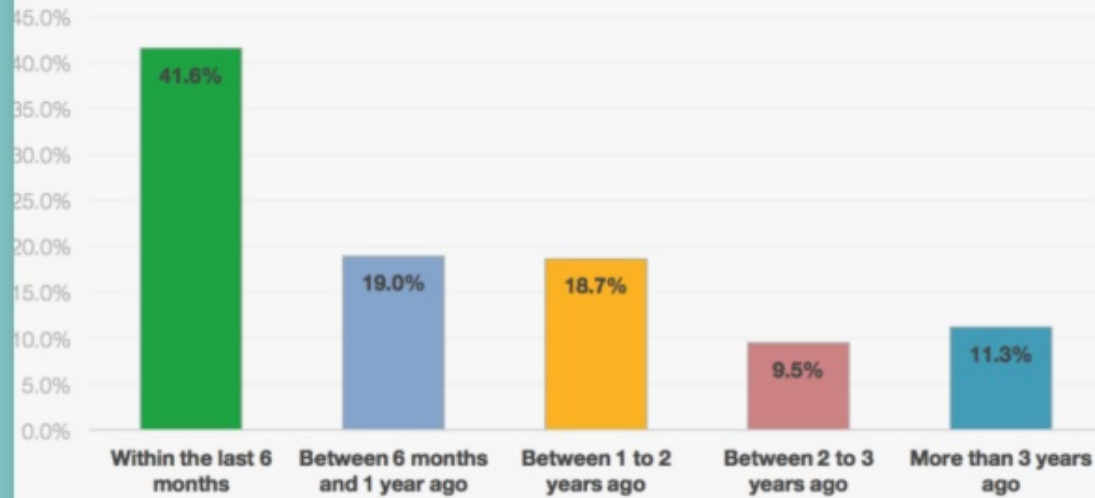
Source: MindMeld 018

GOOGLE TRENDS FOR "NEAR ME" SEARCHES
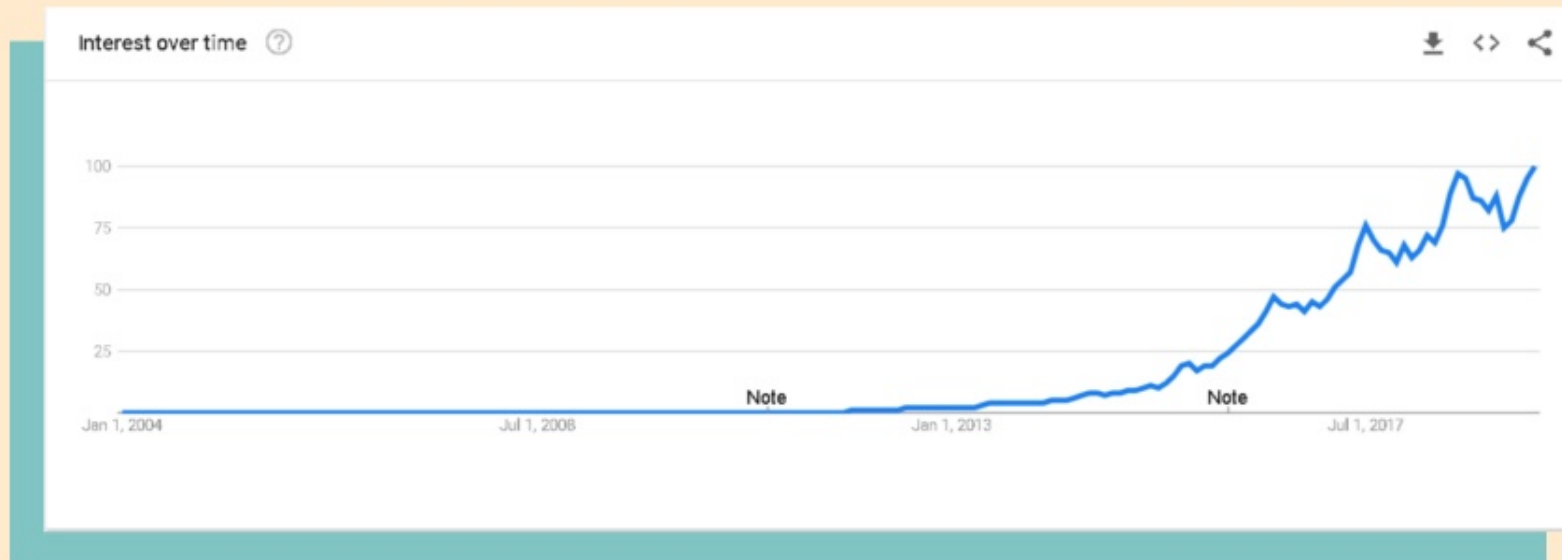
THE USER EXPERIENCE IS CRITICAL
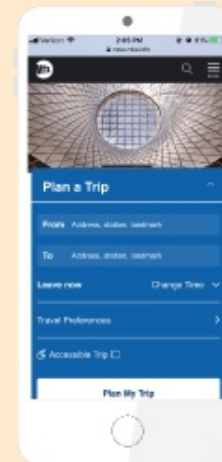
If content is not optimized, user will leave..

1

79%

WILL SEARCH
FOR ANOTHER SITE TO
COMPLETE THE TASK
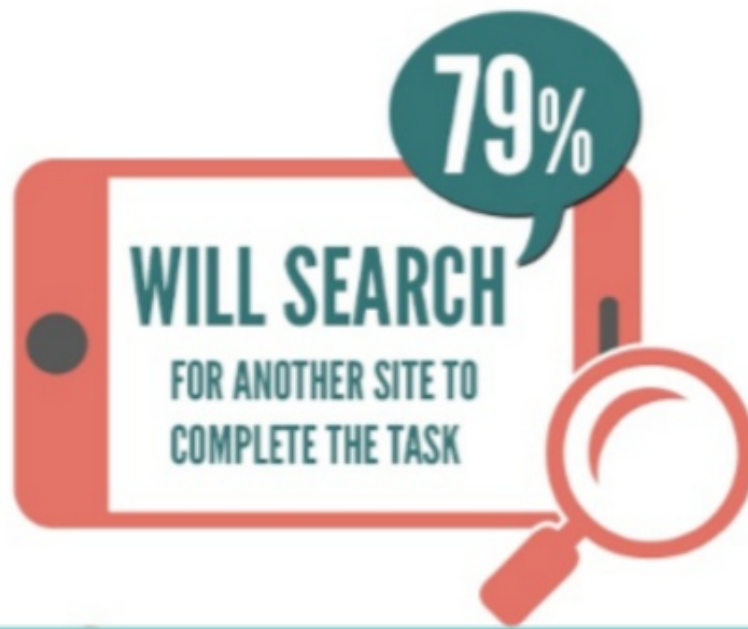
5X

MOBILE USERS ARE
FIVE TIMES MORE LIKELY TO
ABANDON THE TASK
IF THE SITE ISN'T OPTIMIZED FOR MOBILE.

OLD

NEW

THE USER EXPERIENCE IS CRITICAL

27

90%

86%

90% of users reported they stopped using an app due to poor performance and **86 %** deleted or uninstalled at least one mobile app because of problems with its performance.[17]

32

By **2020**, customer experience will overtake price and product as the key brand differentiator.[9]
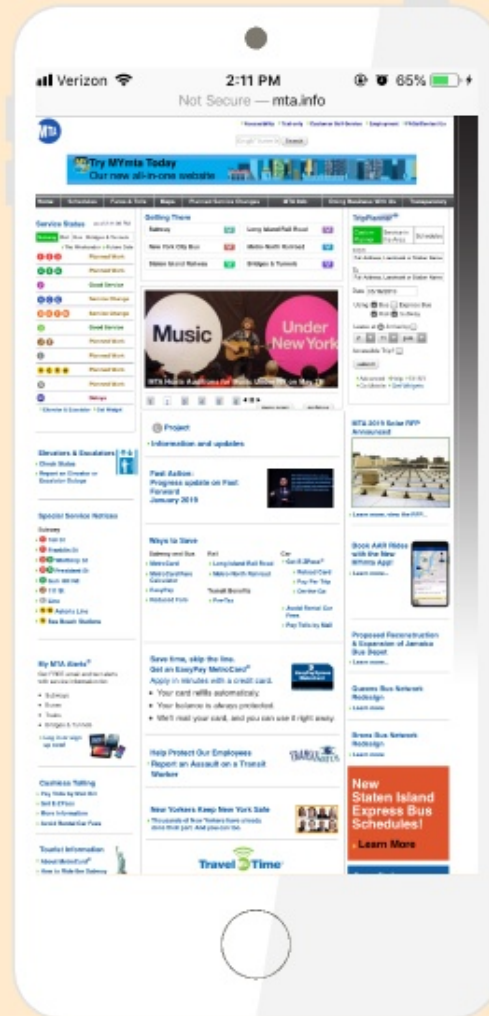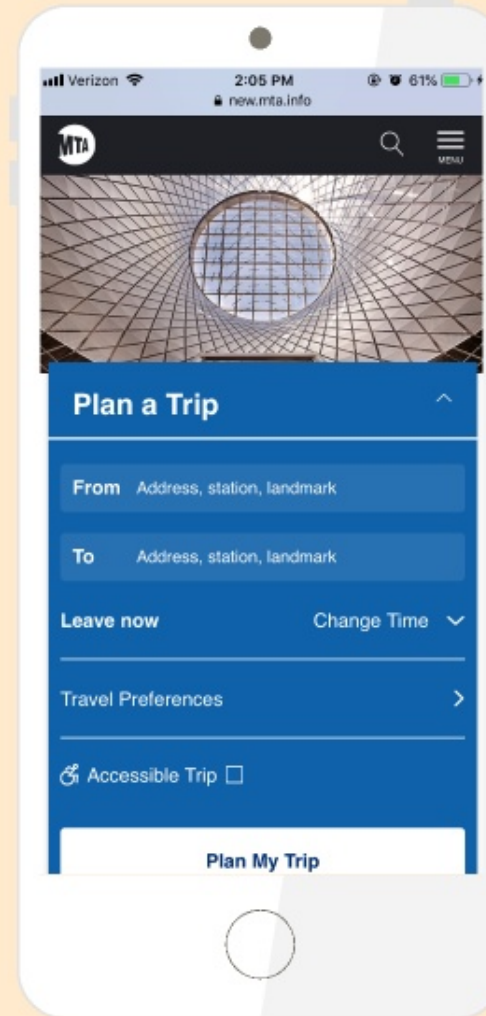
WHAT DO WE DO ABOUT IT?

Take a walk in your customer's shoes

+

Align your budgets and efforts to the behaviors of the audiences that matter most

+

Pay off on all of the things you're saying to your customers

+

Use data to continuously improve marketing and user experience

+

Take a walk in your customer's shoes

Align your budgets and efforts to the behaviors of the audiences that matter most

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SOCIAL & DIGITAL STRATEGY

OVERVIEW

Social Media Usage Shift

- Just like digital and mobile, the social media environment is changing as well

- Crucial to stay abreast of **performance and metrics**

- See how audience **behaviors** are changing

- Social media still a landscape that **shifts quickly**

Understand Your Audience

- One audience may use social media very differently than another

- They use **different platforms in different ways**

TRUE OR FALSE?
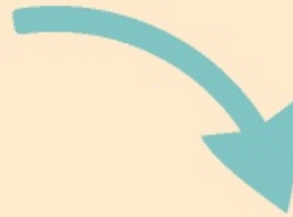
Social networking is **free** and that's why it has grown so quickly as a marketing channel

WHAT'S CHANGED?

Social media networks are now more **pay-to-play**

THE GOOD

Users are more **accepting** of ads, and are willing to participate with them

THE BAD

Organic reach has become more difficult (and costly) for brands

HOW DO WE USE IT?

- **Facebook** provides best-in-class **targeting capabilities** for any self-serve platform
- **Behavior-based targeting** is now accessible with limited technical knowledge
- Website analytics and customer lists (**First-party data**) is extremely valuable, and Facebook allows you to capture & use this value
- **Facebook** makes money because they've created the best tools for advertising online: lean into their system and **let it work for you**

WHY DO YOU NEED TO USE IT?

You don't own your brand anymore, it is shaped by the people who talk about it on social

Your audience is on social media, go where they are
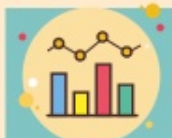
The data you receive is crucial

It can be a very cost-efficient media outlet

WHAT ELSE CAN WE DO?

SEM - Search Engine Marketing

GoogleAds is the next obvious option
- The approach is fundamentally different than social, but crucial to a well-rounded digital advertising program

Search and display are the two most crucial components to the Google ecosystem
- Search is likely the **most relevant** to your audience
- Display is best for more **broad-reaching retargeting** efforts

WHAT NOT TO DO
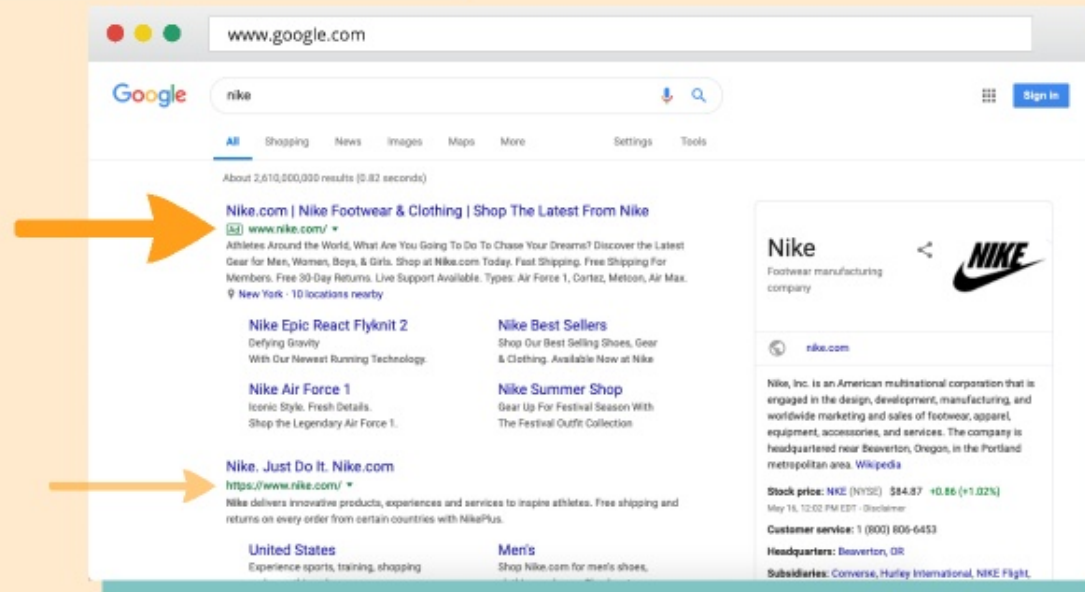
GoogleAds

Don't **pay** for a keyword that **organically** shows your brand in search results

RELEVANT SERVICES
Go where your customers want to go

HOW DO WE KNOW IT'S WORKING?

When deciphering a campaign's performance, we look at **two elements**:

How well are the **ads** performing? ✓	How well is the **site** (or app) performing? ✓

HOW DO WE KNOW IT'S WORKING?

Ad Performance

Facebook's Ads Manager is a fantastic resource, especially when using the **"Breakdowns"** feature – this will tell you all the statistics you need to know at a glance, broken down by a number of criteria including device type (desktop, phone, tablet, Apple vs. Android, etc.), age, gender, location, or time of day (among others).

HOW DO WE KNOW IT'S WORKING?

Ad Performance

Crucial stats to measure **ad performance:**

1 **CTR** - are people clicking on your ad?

2 **CPC** - is it expensive to get people to click on your ad?

3 **CPM** - how expensive is it to target your audience?

4 **Relevance Score** - does the ad resonate with your audience?

5 **Video Watch %** - if using video, are people watching a significant portion?

Note that while there are benchmarks for performance, it varies significantly across industries and campaigns. You should **define what success means** for each of these, or use **each campaign as a benchmark.**

HOW DO WE KNOW IT'S WORKING?

Site Performance

Crucial stats to measure **site performance**:

1 **Bounce Rate** - do users leave rapidly when they arrive?

2 **Pages per Session** - how many pages does your average visitor view?

3 **Avg Session Duration** - how long does an average user stay on your site?

4 **User Flow** - what path do users take once they've landed on your site?

5 **Referral Sources**- how did users find your site?

Viewing how users who have gone through a **paid campaign vs. organic traffic** will inform how to evaluate your own site: how can you keep users on your site longer? Are there pages that could be A/B tested? Is there a feature or component that's missing in the user's journey?

WHAT DOES THIS ALL MEAN?

-Lots of details

Digital and social advertising is a crucial component of your advertising mix
- Relatively low cost
- **Targeting**

Data, analytics, and market information are not as readily available in other mediums

Knowing your audience is most crucial
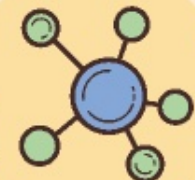
Analytics determines **what's working** and what's **not**
- **Not** Set & Forget

Optimizing, Evaluating, and Using Social, Digital, and Mobile Marketing for Transit and TDM

SOCIAL MEDIA DEVELOPMENT

RIDE SOLUTIONS

WHAT IS **RIDE** SOLUTIONS?

Transportation Demand Management agency
- Promote **alternatives** to SOV travel like transit, carpool, bike, walk, and telework
- Essentially a marketing agency for **transportation choice**

RIDESolutions
Connecting the Region's Commuters

WHAT ARE OUR GOALS?

TDM goals vary by region.

Quality of Life

Mobility

Economic Development

Larger motivations than congestion
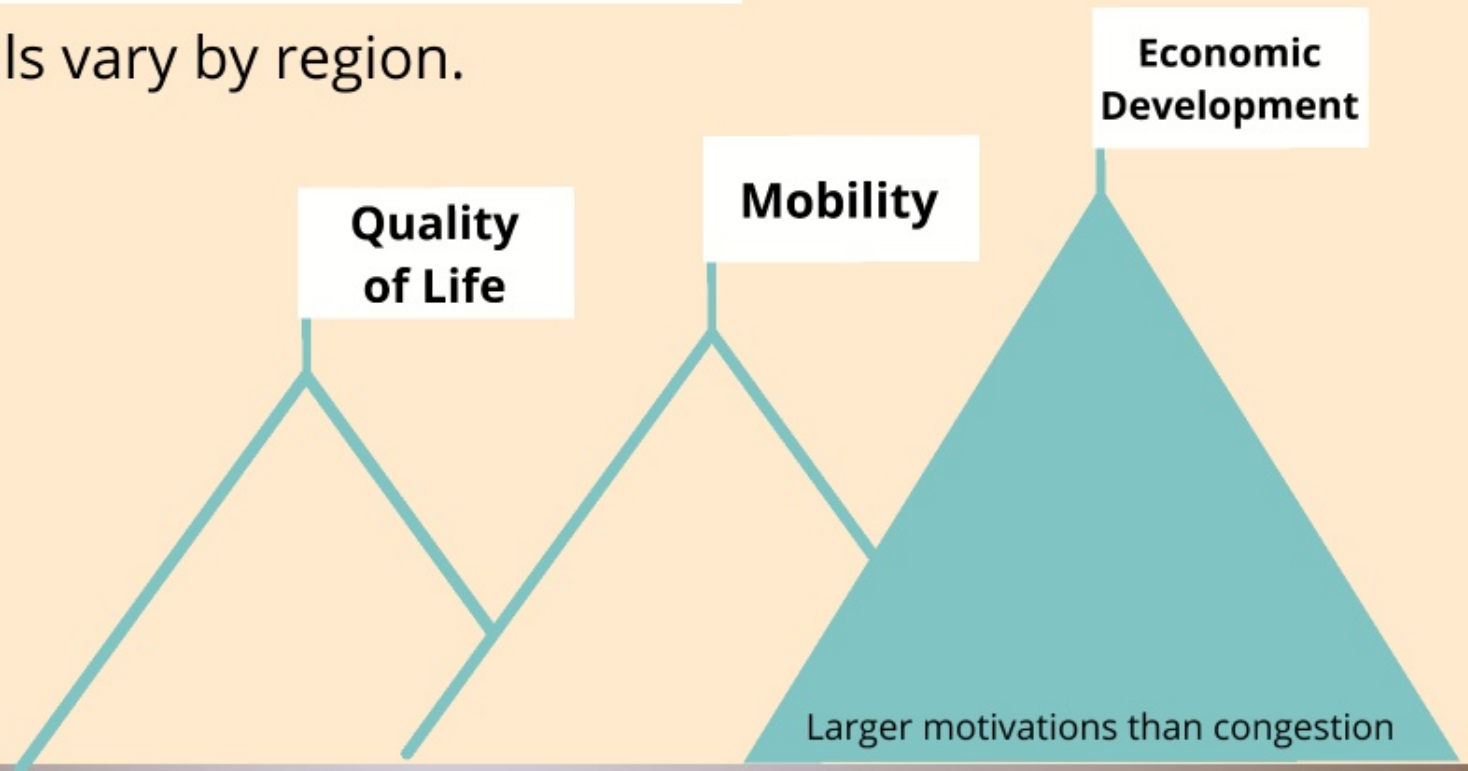
WHO DO WE SERVE?

Transit Agencies We Assist

- Valley Metro (Greater Roanoke Transit Company)
- Smart Way Bus
- Greater Lynchburg Transit Company (GLTC)
- Blacksburg Transit
- Radford Transit
- Pulaski Area Transit
- Danville Transit
- Piedmont Area Transit
- Mountain Express

WHY SOCIAL MEDIA?

Small Program, Small Budget, Big Needs

- Staff: 1 FTE, 4 PT across four regions
- Area size of Massachusetts with **varying mobility needs**
- ~$100k marketing budget doesn't go far

Branding and Awareness

- Between 2001 and 2006, four different directors with four different visions
- Needed to establish and communicate a **coherent, consistent identity** for the program
- Community needed to **trust** our services and **understand** our goals

HOW DO WE USE SOCIAL?

Focus on Conversation
In the beginning

- Relatively **few links** to registration page or calls to action (no sales)

- Focus on **sharing/engaging** in news stories about the community to fully place ourselves as a **local program** – not necessarily TDM related

- Discussed **broader, softer benefits** of TDM
  - neighborhood vitality, sustainability, quality of life, outdoor recreation

- Used **traditional public relations** efforts (press releases, editorials, etc.) to **support** social media conversation

Voice

- Decide on a **personality** that will guide your social shares and content, and **define how your audience sees you**.

- Voice may be somewhat platform dependent, but we try to be **consistent** across platforms as much as possible.

- **Our case**: Local, neighborly, a little irreverent, proud of our community and its accomplishments, aware of its past and where it needs to go better.

Keeping Up with the Times

- We started with Facebook before there were things like Groups and Pages.

- Constant **analysis** of new tools and features of existing tools. Avoid the temptation to jump into a new thing just because it's a new thing.

- Successful engagement with our base now allows for more "sales" messaging.

- Our new challenge: **Video**

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  accomplishments, aw[are]
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Conversation

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☐ Our new challenge: **Video**

SUCCESSES

- Despite not using social as a direct sales platform, Facebook is still our **#2 referrer** after Google to the website
- Activity on social regularly i**mpacts our traditional media pick-up** – often reporters reach out to us prompted by social media post to do follow-up stories
  - Be careful you don't conflate media attention with reach – **traditional media is highly fragmented** and doesn't go where it used to go
- **Awareness in the region has increased**; people are generally aware who we are and what our goals are.

"I had no idea you were a government agency."

John Bryant, Roanoke Natural Foods Co-Op

CHALLENGES

- **"Free"** social increasingly a thing of the past, though **organic engagement** still critical.
- Social ads, though, are highly targetable, measurable, and relatively cheap.

- **Platform demographics** are changing.
- "Facebook is old people internet."
- How do we reach young people?

- **Agency staff** ability to keep up with, pivot on, and maximize efficiency of tools.
- "The other RIDE Solutions guy who works with Tim."

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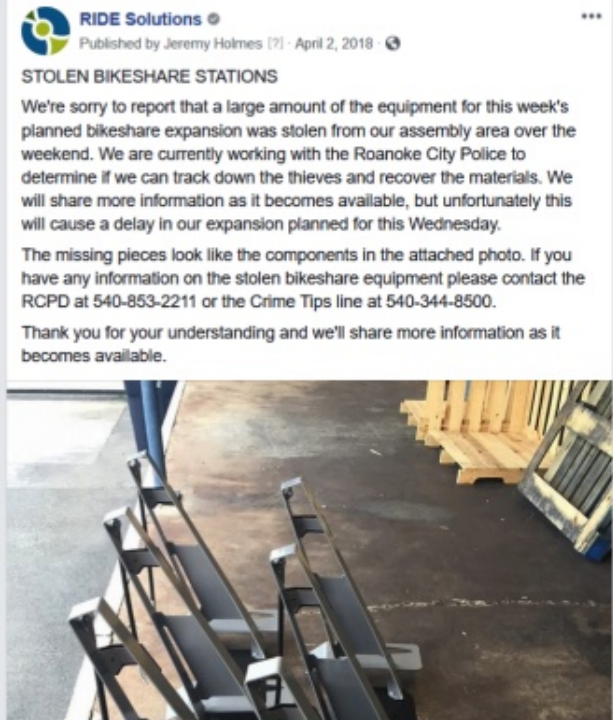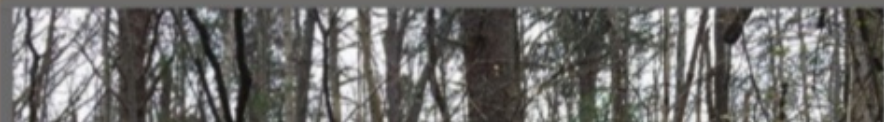
EXAMPLE

ridesolutionsva
Fishburn Park

ridesolutionsva Looks like someone had a @zagsterbikeshare adventure this weekend. Thanks to @jmgillespie_ for giving us a heads up on this missing bike. Unfortunately, the bike was wrecked beyond repair and will have to be replaced. If you see rogue zagsters around town, please drop us a line at info@ridesolutions.org or DM us. And please make sure your bike is securely locked when you end your rental so no one can have an adventure of their own on your dime!

5w

bikerjen73 Can you check the record of who checked out a specific bike or are they tagged

Liked by **marleerrich** and **35 others**

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THANK YOU

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Roanoke Valley-Alleghany
Regional Commission
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