

## Marketing the Program

### Voiceover Script and Notes

Slide 1:



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Music

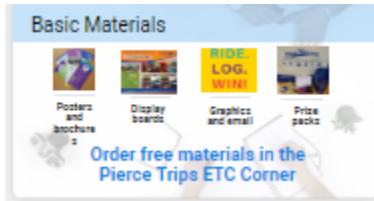
Slide 2:



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You need to promote your program at least once per month. Use a mix of media options and find ways to target your message. For example, send a vanpooling email to employees in the same ZIP code. Or host a transportation booth at your Benefits fair or summer BBQ. And be available to point employees to services.

Slide 3:



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Employee Transportation Coordinators can access a host of free materials in the ETC Corner of the Pierce Trips website. Pierce Trips offers everything from posters, brochures, campaign materials, tabletop displays, sample graphics, sample emails and prize packs that you can use to incentivize participation.

Slide 4:



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Slide 5:

**Question**

Where is the best place to look for marketing materials and ideas?

Ready?

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Music

Slide 6:

**Answer**

Your Pierce Trips Team can provide most of what you need to promote your program.

Begin by looking in the ETC Corner at [www.PierceTrips.com](http://www.PierceTrips.com)

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Your Pierce Trips team is here to help. Not sure where to begin? We can brainstorm ideas with your team.

Slide 7:

**Communication Strategies**

- 1 Have fun, make a splash, be seen
- 2 Interview and recognize top commuters
- 3 Create challenges
- 4 Joint promotions with Wellness and Sustainability



Notes: \_\_\_\_\_

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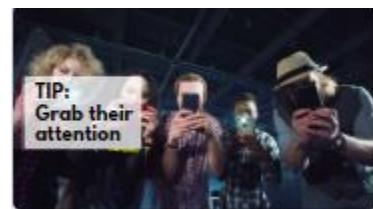
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Don't go it alone. Find a co-ETC or form a small committee. Create fun opportunities such as challenges to win a pizza party or go around and hand out treats to smart commuters. Design a smart commuter wall with photos of bus riders with quotes on why they ride the bus. Or ask managers to host a carwash for carpoolers.

Slide 8:



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Slide 9:

**Tip**

Start with low hanging fruit



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Slide 10:



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Pierce Trips offers several campaigns a year. Milestone Rewards is year-round, and participants can earn gift cards for using smart transportation options. Our monthly campaigns vary by year, but we often offer Love to Ride in February, Bike Month in May, Ride Transit in June and Wheel Options in October.

Slide 11:



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Slide 12:



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Take time to develop a monthly marketing plan. Think about what you will market, who can help and what mix of media will you use. For example, which campaigns and services will you highlight? Will you combine forces with the Wellness or Sustainability teams? Can you host a transportation booth this year?

Slides 13-15

Questions, Contact, Completion form

Music