

Section 5311 Rural Transportation Provider 21 Counties in Southeast Missouri

Demand Response, Paratransit, Fixed Route
Local and Long-Distance

KEY CONSIDERATIONS



ROI

What is the budget for marketing?

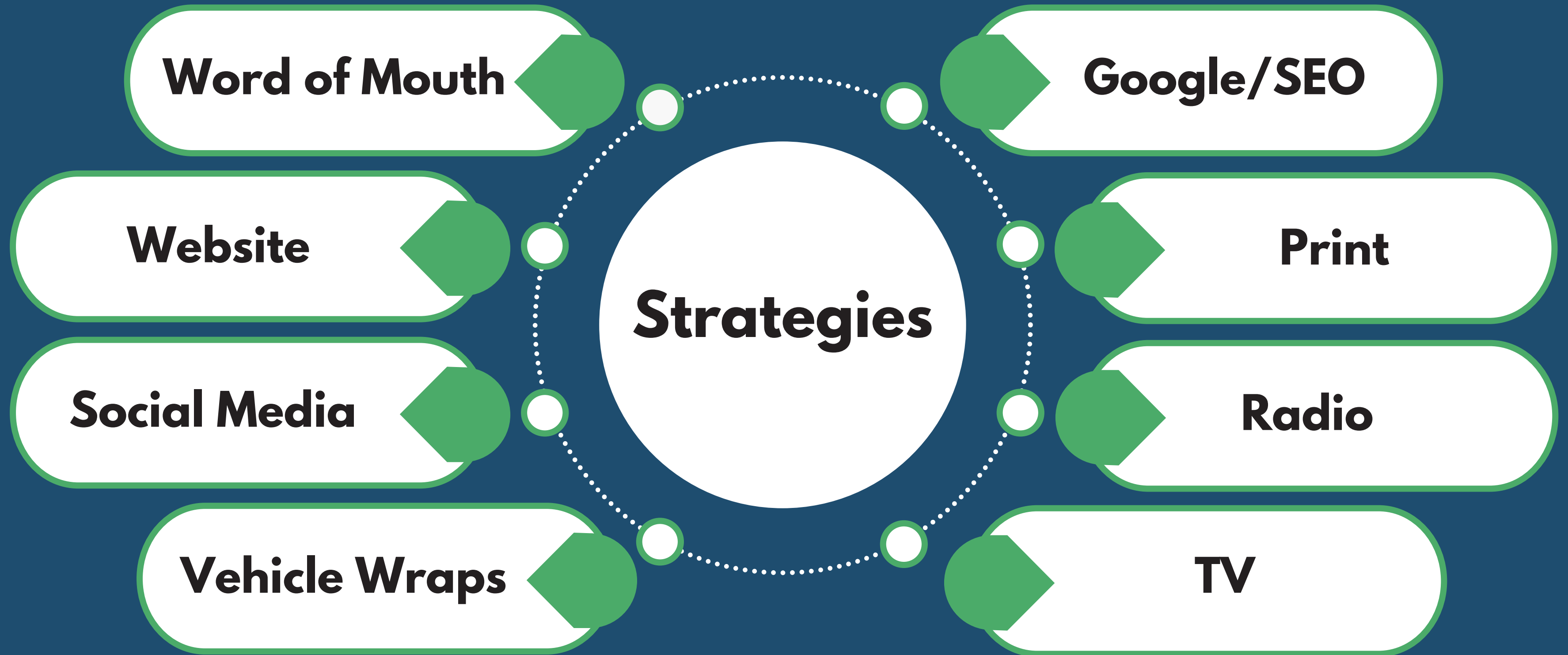
Will there be a return on investment, or is it trackable?



Target Demographic

General public with a focus on those who would need us the most: low-income, seniors, and individuals with disabilities.

MARKETING STRATEGIES



WHAT
DOESN'T
WORK

WHAT
WORKS

WORD OF MOUTH	SOCIAL MEDIA	VEHICLE WRAPS	GOOGLE/SEO
• People trust recommendations from friends and family • Free	• It's real and personal • Can be free	• Constantly moving advertising, reaching a variety of people • One-time cost	• Great for general searches for transportation • Using Thryv makes this easier • Minimal Cost
• Could receive negative recommendations	• Limited reach • May not hit target demographic	• Lack of SMTS contact information • May only be recognized by those already familiar with the service	• Takes time to set up

WHAT DOESN'T WORK

WEBSITE

- Can customize all information
- Easy to find
- Minimal cost

- Takes time to set up, especially when trying to coordinate with Google search keywords

PRINT

- Newspapers and brochures can be great for targeted campaigns
- SMTS published brochures

- Newspapers covers small area
- Limited number of people still read
- Expensive

RADIO

- Hits a wide range of demographics
- Local stations are typically received as trustworthy

- Target demographic doesn't drive, which is most frequent use of radio
- Can be expensive

TV

- Target demographic likely watches TV frequently

- Can be very expensive
- Difficult to see results or ROI

Biggest Takeaway:

Marketing is ever-evolving, and strategies should be evaluated and changed as needed.