



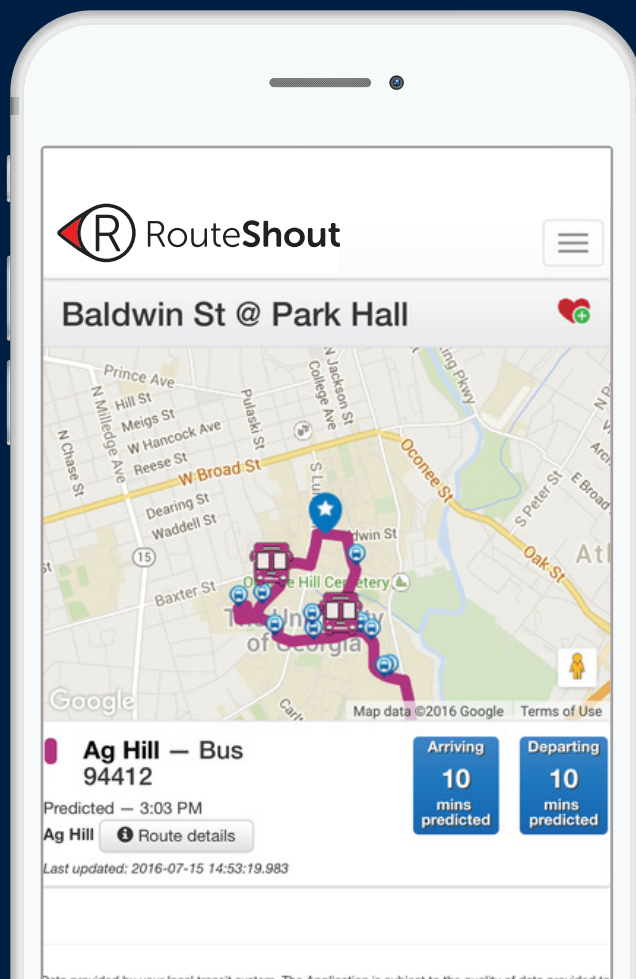
# Marketing Toolkit

## RouteShout 2.0

# Contents

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Intro.....	3
Launch Plan.....	4
Digital Assets.....	7
Print Collateral.....	14
Contact.....	18



# Intro

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The Routematch Marketing team wants to help you spread the word about the value of your newest mobile app.

We've put together a comprehensive Marketing Toolkit to save you time and resources all while enabling your team to better connect with your riders. At your disposal are various marketing assets for print, web, radio, TV, and social media as well as templates for a marketing launch plan, press release, and email communication.

Wording and images may be adjusted as needed, with the exception of the RouteShout logo.





# Launch Plan

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Put a strategy behind the launch of your new mobility app using our marketing launch plan. This week-by-week timeline will help organize your agency's marketing efforts or serve as a guide for your marketing strategy.



# Launch Plan Overview

[Agency Name] will launch RouteShout 2.0 on [Date] to the public.

The below is the Marketing timeline to promote the launch.

## Goals:

1. Promote as many sign ups of RouteShout 2.0 as possible for a strong foundation for user adoption
2. Generate excitement within the rider community

### Week 1

1. Identify areas of distribution of flyers and driver cards for engaging riders
  - Major stations
  - AGENCY headquarters
  - On buses
  - At business partner locations (e.g. pizza, theater, etc.)
  - At any senior centers or other community centers
2. Plan on date to notify internal staff
3. Identify key stakeholder communications (Mayor, board members, etc.)

### Week 2

1. Identify and gather ad specs and create ad for local newspaper
2. Gather shelter signage specs and create signage for shelters and buses (back or side of buses or inside buses)
3. Identify social media outlets
4. Identify radio station/public service announcement outlet

### Week 3

1. Finalize signage for bus shelters
2. Send flyers to printer
3. Create list of social media distribution
4. Connect with web master or interactive marketing resource to give them information about video

# Launch Plan Overview *(Continued)*

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## Week 4

1. Create text and insert images for AGENCY web site
2. Develop press release for RouteShout 2.0 launch
3. Determine staffing for distribution of RouteShout 2.0 flyers
4. Reach out to press for interviews

## Week 5

1. Post tracker and text to AGENCY website
2. Send memo to partner sites
3. Flyers in hand
4. Bus Signage in hand
5. Internal AGENCY staff briefing
6. Submit ads to newspaper

## Week 6

1. Reach out to radio station for interview
2. Finalize press release for distribution
3. Line up signage for shelters
4. Distribute flyers at senior centers, business partner locations
5. Line up social media distribution
6. Prepare talking points for media interview

## Week 7

1. Launch RouteShout 2.0!
2. Take pictures
3. Issue press release
4. Media
5. End of week follow up and discussion of next steps for phase 2



# Digital Assets

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The fastest and most convenient way to promote your new mobility app is to do it online. Spread the word tactfully using the digital components included in this section. You'll find everything from email and press release templates to social media posts, videos and more! We've also included examples of ways to effectively leverage these components to gain better traction online.



# Press Release Template

Use our press release template as a framework for announcing the launch of your new mobile app. Feel free to tweak as necessary.

Insert YOUR AGENCY logo here



## **[YOUR AGENCY NAME] Provides Free “RouteShout 2.0” Bus Tracking Mobile App for [NAME OF CITY OR COMMUNITY] Riders**

**[DATE] – [CITY, STATE] – [AGENCY NAME]**, based out of **[CITY, STATE]**, has announced the launch of a new mobile application to help riders track their buses on their smartphone or through the **[AGENCY]** website on an interactive map. The RouteShout 2.0 app can be downloaded on iPhone and Android devices at no cost from the Apple Store or Google Play.

The new tool is available today to **[YOUR AGENCY]** riders and for **[NAME OF ROUTES]**. **[YOUR AGENCY]** riders will now be able to more conveniently plan trips, reduce wait times at bus stops, and be notified of any schedule or route changes in real-time wherever they happen to be through their smartphone.

“**[YOUR AGENCY]** is very excited to offer this tool to our riders,” says **[NAME]**, General Manager at **[YOUR AGENCY]**. “We want to provide all our riders who rely on us every day with the latest transit technology so they can get to work, appointments, and school on time. This helps riders better plan their day and helps us support them.”

In addition to being able to follow buses to see how far they are from a bus stop, riders can also use the “Locate Me” GPS function within RouteShout 2.0 to determine closest bus stop and save favorite routes and stops for quick look-ups. When emergencies, route changes or weather conditions occur that may affect service, riders can also subscribe to receive notifications.

The RouteShout 2.0 traveler information system is provided by Routematch Software, an Atlanta-based transit technology company that works extensively with transit agencies.

### **About [YOUR AGENCY]**

(Insert your press release boiler plate here)

### **About Routematch**

RouteMatch Software is the leading provider of passenger transportation technologies that help transform rider experiences and engage communities. The company is headquartered in Atlanta, GA and works with more than 600 transit agencies across the U.S. and internationally, providing quality software and award-winning customer service. A team of more than 160 professionals who are passionate about transit address industry needs such as routing, scheduling, dispatching, billing, reporting, [CAD/AVL](#), [demand response](#) and fixed route integration, [traveler information](#) services, [mobility management](#), business analytics, and [automated fare collection](#). Additional information about RouteMatch’s ITS technologies are available at [routematch.com](http://routematch.com) or by calling RouteMatch toll-free at (US) 1-888-840-8791.

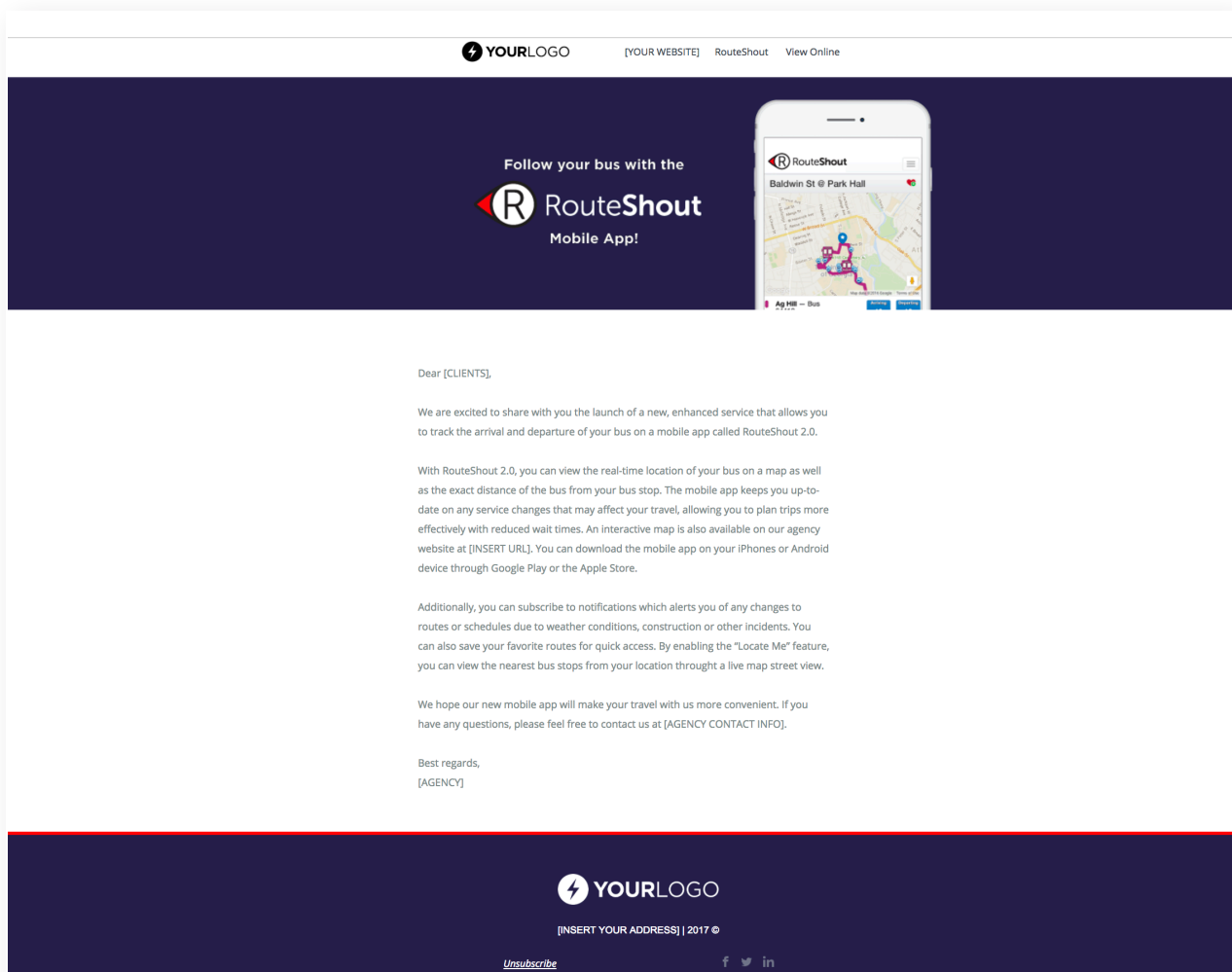
### **Media Contact**

(Insert the contact information for a representative from your agency)



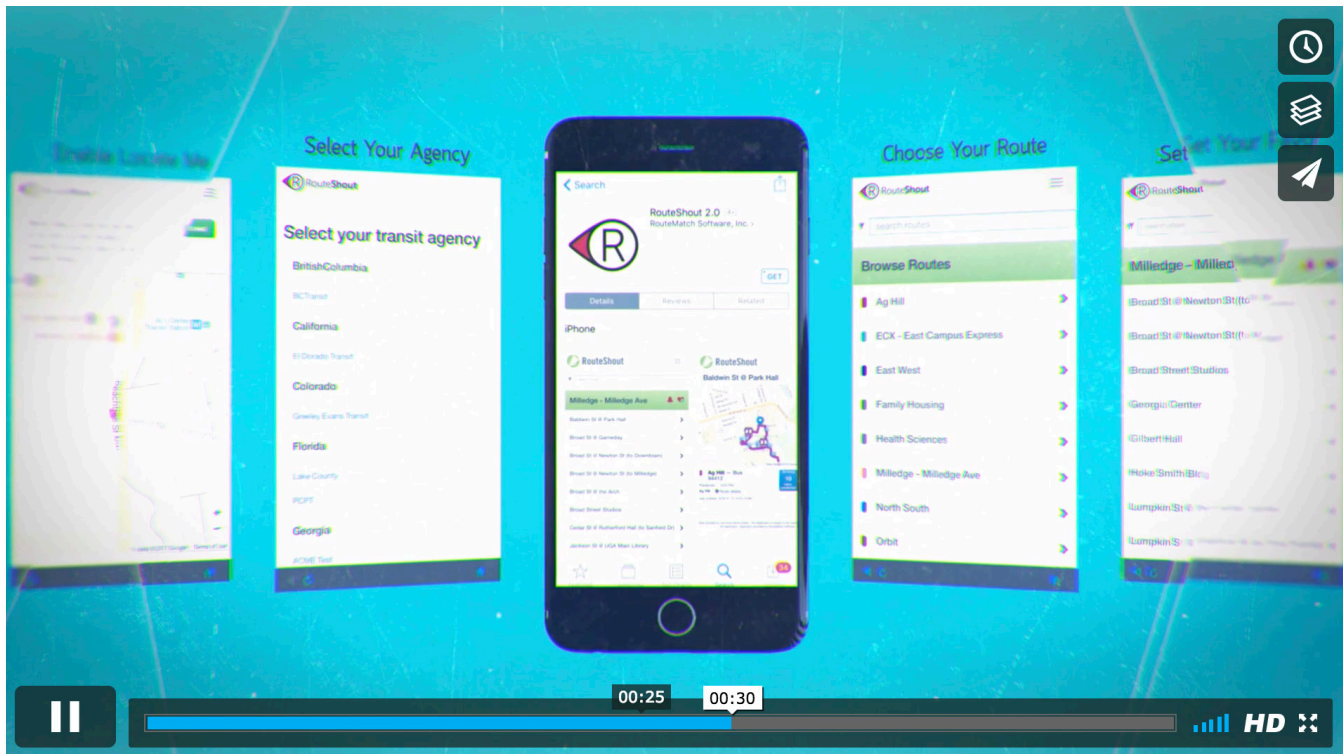
# Email Template

Emails are one of the fastest ways to share news with your customers. Send out a mass communication announcing the launch of your mobile app using the email template provided. We also recommend attaching one of our pre-designed flyers to your email. Feel free to tweak as necessary.



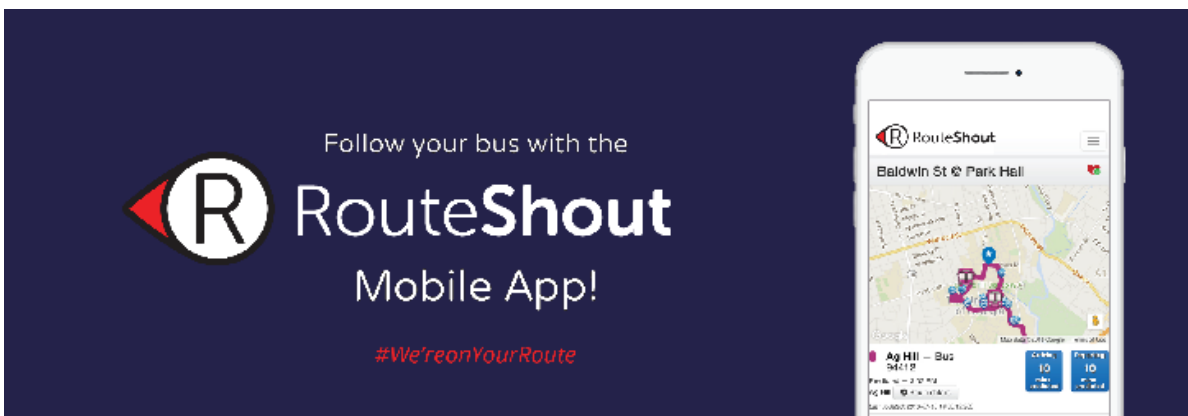
# Video

Videos are a powerful tool to capture the attention and interest of your customers. Here's a 60-second commercial to help promote your new mobile app.



# Web Banners & Buttons

Web Banners are a great form of online advertising to attract visitors to download the new mobile app. You can embed the banner directly on your website or include them in the signature of your emails.

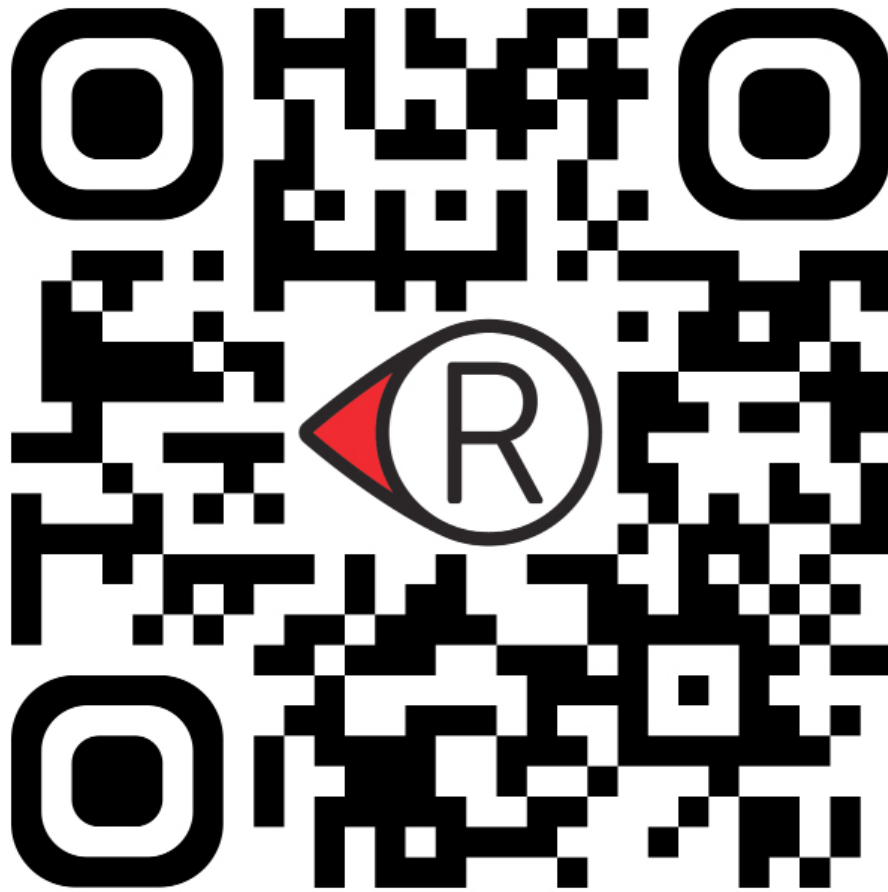




# QR Codes

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Including QR codes in your print material is a convenient way to share information. When customers scan the QR code with their smart phones, they're instantly taken to the download page for the mobile app.




# Social Media

Social media is the easiest way to build awareness and engage your customers. We've crafted a few sample posts and graphics to get you started.

**Routematch**  
Published June 15 at 9:40am

Get alerts about schedule changes, service disruptions & delays straight to your phone with our new Mobile App! [routeshout.com](http://routeshout.com) #we'reonyourroute



Follow your bus with the RouteShout Mobile App!

**RouteShout**

*#We'reonYourRoute*

261 people reached

Like Comment Share

Veronica Requejo, Daurine Anderson Petersen and 7 others

Write a comment...

**Routematch**  
Published June 15 at 9:40am

Riding with us just got easier with our new Mobile App! Check it out for yourself at [routeshout.com](http://routeshout.com) #we'reonyourroute



**RouteShout**

Download

**We're on Your Route**

261 people reached

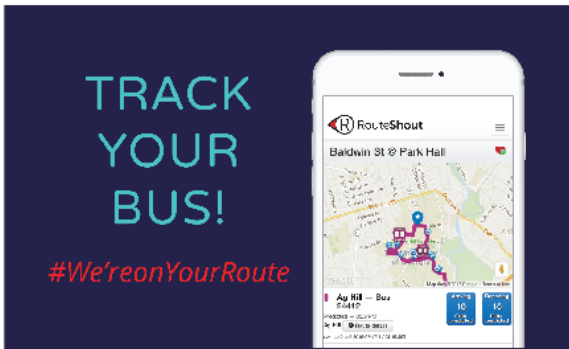
Like Comment Share

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Write a comment...

**Routematch**  
Published June 15 at 9:40am

We've launched a new Mobile App that lets you track the location & ETA of your ride in real time. Learn more at [routeshout.com](http://routeshout.com) #we'reonyourroute



**TRACK YOUR BUS!**

*#We'reonYourRoute*

261 people reached

Like Comment Share

Veronica Requejo, Daurine Anderson Petersen and 7 others

Write a comment...

# Print Collateral

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In a time where everything is shared digitally, your print collateral will certainly stand out! We've included a variety of print assets, including flyers, handout cards, and stickers, to help you advertise the launch of RouteShout 2.0. Don't be afraid to get creative with how you use these items.





# Flyers

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Flyers are an affordable and versatile form of advertising that can be used for wide distribution. Post the flyers at bus stops, hand them out to individuals, or distribute them by mail or email.

Insert YOUR AGENCY logo here



## Catch the Bus with RouteShout 2.0 Mobile App!

Taking the bus? Download the RouteShout app and know when the bus is arriving- so you can plan your trips to work, to school, or anywhere you need to go on our bus routes.

### How does it work?

- Download the RouteShout 2.0 app
- Enable Locate Me in Settings
- Select your agency
- See your bus arrival and departure times by route, address or location

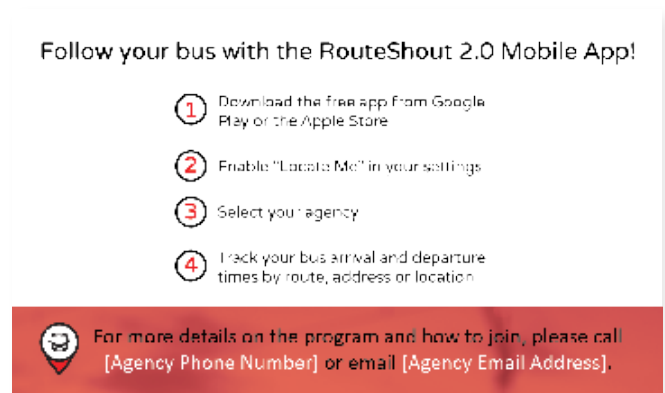
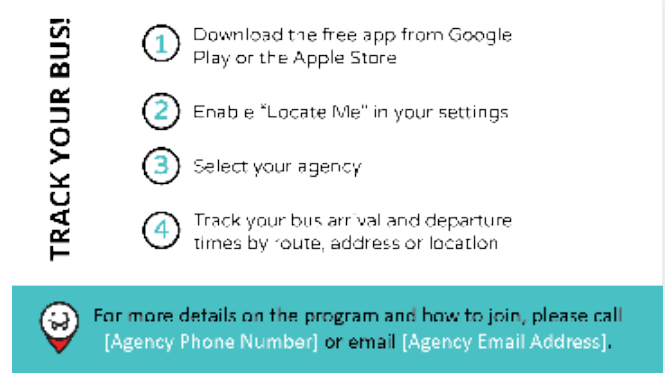
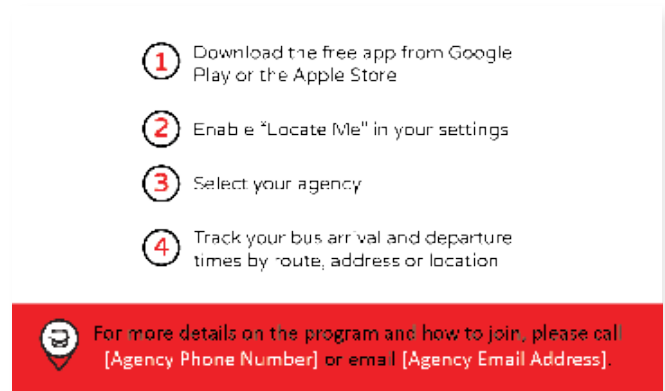


With RouteShout, you can now sneak in a coffee or a few extra minutes before hopping on the bus.



# Handout Cards

These handy handout cards contain all the essential details to pique your customers' interest. Have your drivers pass out the cards as your riders board the vehicle.



# Stickers

What better way to reach your riders than to hold ads on your own vehicles? Place the stickers on your vehicles so your riders can download the mobile app as they head to their destination.





# Contact

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For assistance with marketing objectives, files, or implementation, please contact Routematch Marketing.

[marketing@routematch.com](mailto:marketing@routematch.com)