

MARKETING YOUR TRANSIT AGENCY  
SUCCEFULLY  
DAVID R. IRVIN - TRANSIT DIRECTOR

# DO YOU KNOW YOUR TRANSIT?





# CONTENTS

## SIMPLE AS 1,2,3

**KNOWING WHO YOU ARE, YOUR MISSION .....1**  
**WE ARE SPECIAL .....2**  
**BRAND MARKETING .....3**





# MISSION

2

## MISSION STATEMENT

The mission of Northern Transit Interlocal (NTI) is to provide safe, accessible, affordable, efficient, reliable and clean public transportation for the residents and visitors of North Central Montana. NTI, Toole County Transit, Glacier County Transit and Pondera County Transit coordinate to provide service as Golden Triangle Transit.



Knowing who you are as a Transit.  
Understanding your demographic and the public that you serve. Who are you serving? Why would they want to ride the transit?

At NTI we got involved.

- Presenting your transit to local public leaders. (Example – City Council, Commissioners, Chamber of Commerce)
- Reach out to local small business
- Get the general public involved





BRANDING YOUR TRANSIT  
Creating a Brand that  
represents who you are!



## Simple 1, 2, 6??

Keep your brand simple!

- People will remember your Brand. Why a Brand and not a LOGO?
- Everyone knows NIKE
- Six Reasons to Create a BRAND
- 1 – Differentiate from who you are
- 2 – People remember a good BRAND
- 3 – The service you provide will BRAND the passengers you serve
- 4 – To give you an advantage over another competitor who has a LOGO and not a BRAND
- 5 – Your employees who believe in your mission are your BRAND
- 6 – INCREASE YOUR BUSINESS!





## **BRAND MARKETING**

Now that you have a Brand, we want to advertise (tell the world) who we are!

Local Radio, Television, & Newspapers are common advertising platforms that are \$\$\$EXPENSIVE\$\$\$

### **Effective AD platforms at little or NO COST!**

Brochures/Schedule of Routes and Information about your Transit

Newsletter – Send out a monthly newsletter with your drivers to pass on to passengers. Introduce a staff member every month (the more they know about your transit gives passengers confidence in your service)

FACEBOOK/INSTAGRAM (SOCIAL MEDIA)– Excellent sources to get your BRAND out to the public. Facebook and Instagram allow you to target your marketing demographic. Tell your Story!

### **BRANDING THE COMMUNITIES, YOU SERVE!**

ADVERTISING ON YOUR FLEET!

Small businesses are Community minded – YES advertising on a bus works in RURAL TRANSIT.