



# Marketing Strategies for Rural Transit

Presented By

*On Your Mark Transportation, LLC*

Mark L Szyperski, President/CEO



*Let us get you to the finish line.*



# Marketing on a Shoestring Budget

*Let us get you to the finish line.*



(Although with the cost of shoes, even shoestrings may cost more than we can afford!)



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# What is on your rolling billboards?

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Speaking of Billboards, are  
you using that space?

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# Time for you to do a survey!

- Who knows about you?
- Does your front desk know about you?

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Ready

Set

Go!

(Oh, wait.... nobody has the time to do this!)

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But...your local  
community college or  
university has the  
help you need!

( There are 16 colleges and  
universities in Montana,  
including local branches)



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# Let's talk interns!



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# Marketing Class Projects?

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# LOGO DESIGN

- How does it relate
- Is it easily  
recognizable

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Easiest, Cheapest Marketing  
Requirement...

***Website!!***

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Easiest way to create one:

[www.GoDaddy.com](http://www.GoDaddy.com)

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# System Naming...Will people remember?

- Will they find it when looking for “transit”

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[www.OnYourMarkTransportation.com](http://www.OnYourMarkTransportation.com)

<https://onyourmarktransportation.com/>

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# When did you last visit your website?

- Do you have lots of pictures?
- Driver application online? A page just for driver information?
- Are routes clearly labeled?
- Are you using SEO?

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# Do you have a blog?

- Short little articles catch attention
- Explanation of how to ride
- Information on rules
- Suggestions on using your system

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# Of course, you need social media

- Facebook
- Instagram
- LinkedIn
- Tik Tok
- Twitter



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# Are you a member of your local Chamber of Commerce?

- “The Google of Small Towns”
- Many opportunities to be involved in your community
  - Stuff a bus
    - School Supplies
    - Local Food Bank
    - Coat Drive

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Training program for your local police, fire and ambulance services. “Emergency Training day”

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# Community Service Clubs

- Kiwanis
- Rotary
- Lions Club
- Optimists

All are looking for guest speakers  
Great places to look for drivers, as well

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# Morning News shows

- Radio
- TV
- Podcasts

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# Newspapers

- Press Releases about everything!



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# Churches and Senior Centers on Routes?

- Again, guest speaking opportunities?
- Locations to leave flyers?
- Don't assume that everyone knows you are there

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What large Schools or Businesses  
are on, or more importantly, just off  
your route?

Can you provide any additional  
services or schedules?

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Email campaigns?

Direct Mail?

(Yes, people do still read snail mail)

Flyers?

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Have you ever thought about running with the Big Dogs?



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You can be on the National  
Network and many have  
done that!

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# Speaking of BIG....

# amazon

The Amazon logo, consisting of the word "amazon" in a bold, black, lowercase sans-serif font, with a yellow curved arrow underneath it that starts under the 'a' and ends under the 'n', pointing to the right.

- FTA says as long as you don't dislodge riders, you can carry packages

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And now...  
Your Thoughts!

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