



Rider Communication Checklist for Launching the TransLoc App


Get your riders ready for the new TransLoc app with this simple checklist. It includes recommended marketing steps to help ensure smooth adoption and clear communication. Use the free marketing materials provided in this toolkit to share the news and keep your riders informed.



CHECKLIST

1 UPDATE & EDUCATE

- Add the TransLoc app button or QR code to your website.
- Update all app links and URLs on your website and social media.
- Add transloc.com/app as a resource on your site and banners.

 [Click here to download the TransLoc App and the QR Code.](#)

Note: TransLoc offers customizable marketing materials through the Rider Marketing Toolkit.

2 INFORM

- Tell your admin and dispatch staff about the app change.
- Share the FAQ from the Migration Marketing Kit with staff.
- Post an internal message announcing the switch to TransLoc.
- Add an app change message to call-in scripts.
- Give drivers TransLoc app flyers.
- Notify community groups that rely on your service about the app change.

