



# TransLoc Marketing Launch Guide

## Service success starts with riders on board.

This guide walks you through practical steps to promote your service before, during, and after launch. Use the checklists to stay organized. Adapt as needed as every community is different.

### 1. Kickoff: Define the Basics

- Set service goals and KPIs.
- Assign key roles:
  - Marketing lead
  - Outreach contact
  - Design/communications support
- Confirm marketing budget and available resources.

### 2. Pre-Launch Setup

- Choose service name, logo, and brand elements (if needed).
- Create messaging: what the service is, what it's not, and key benefits.
- Prepare marketing assets:
  - Flyers and brochures
  - App download cards
  - Posters, signage, and door hangers
  - Service landing page (FAQs, updates)

- Train dispatchers and admins on service details and FAQs.
- Submit print orders at least 6–8 weeks before launch.

### 3. 30 Days Before Launch

- Draft and schedule press release.
- Contact local media for interviews and ride-alongs.
- Identify and partner with local groups:
  - Campuses and learning centers
  - Nonprofits
  - HOAs
  - Senior centers
  - Employment centers
- Provide partners with outreach kits (flyers, branding materials).

## 4. 2 Weeks Before Launch

- Start educational and teaser campaign:
  - Social media posts
  - Digital ads
  - Email updates
- Distribute flyers in community hotspots (restaurants, shopping centers).
- Avoid telling riders to download the app until launch day.

## 5. Launch Day

- Announce the service on all channels (web, social, press).
- Host a media or community event (ride-along if possible).

- Assign staff to answer questions on calls and social media.
- Ride along and engage with riders directly; hand out flyers to share.

## 6. After Launch

- Create a content calendar to keep promoting the service.
- Share updates with media:
  - Rider stories
  - Schedule or area changes
- Train partners or communities on using the app and booking rides.
- Continue engagement through social media and local touchpoints.

### Impact Summary

- Builds rider awareness early, reducing confusion and missed rides.
- Improves rider adoption through clear messaging and easy access to information.
- Strengthens community relationships with proactive outreach and partnerships.
- Reduces inbound calls and service questions, saving staff time.
- Ensures smooth launch with consistent communication across all touchpoints.
- Maintains momentum and rider retention through structured post-launch engagement.

### Questions or Support?

We're here to help. Email [marketing@transloc.com](mailto:marketing@transloc.com) to connect with our team.

