


RED SHOES INC.
COMMUNICATION • MARKETING • PR




Valley Transit
Connecting the Fox Cities

MARKETING UPDATES


WEDNESDAY, MAY 23, 2018

INTRODUCTION TO RED SHOES




- 2008 start up
- 8 employees
- Recipient of numerous industry awards; partnerships
- Red Shoes PR to Red Shoes Inc.
- From PR to marketing and strategic communications
- Our point of difference: doing what's best for the client and their business
- Clients: Miron, Faith Technologies, Werner Electric, Catalpa Health, Fox Valley Hematology and Oncology, Prospera Credit Union, Women's Health Specialists, Tundraland, Fox Cities Marathon and more


MARKETING PARTNERSHIP



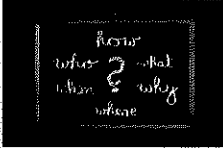
- Began partnership in January, 2018
- Crisis Communication Plan
- Integrated Marketing Plan
- Ongoing Marketing Consulting and Support



CRISIS COMMUNICATION PLAN



- A crisis communication plan supports an operational crisis plan
- Outlines communications processes and protocols
- Plan is holistic in its approach and provides conversations and actions to take place before a crisis occurs
- Crisis Response Team identified five potential crisis scenarios



CRISIS COMMUNICATION PLAN


Scenarios:

1. Natural disaster and perilous weather
2. Accident or catastrophic mechanical failure
3. Bus violence
4. Discrimination
5. Internal situation (embezzlement, sexual harassment or misconduct)



INTEGRATED MARKETING PLAN

Overall Marketing Goal:
 Increase ridership by promoting brand awareness and value of Valley Transit in the Fox Cities community.



INTEGRATED MARKETING PLAN

Strategies:

1. Develop Valley Transit's core marketing and communication building blocks
2. Develop, execute and manage integrated marketing campaigns
3. Enhance and improve technology to enhance bus riding experience
4. Increase fixed-route bus ridership
5. Build relationships with state and federal legislators and local municipalities

ONGOING MARKETING SUPPORT

- Consulting
- Advertising
- Content Creation
- Social Media
- Rider Communication
- BIG Ideas



ADVERTISING

Don't spend your summer playing taxi



TO DAY YOUR PASSES \$22

SAVE YOUR GAS MONEY

Valley Transit gets you where you need to go.

Do you know FIVE ways to save Valley Transit fare charges with a correct transfer?

2018-2019 BARTLETT PASSES


Monday - Friday
6:15 a.m. - 10:30 p.m.
Saturday
7:30 a.m. - 10:30 p.m.



SOCIAL MEDIA


Valley Transit

Check out our new Passes for just \$22! You'll save money on gas and get where you need to go.




Valley Transit

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SOCIAL MEDIA

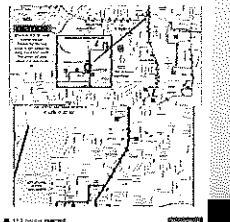
Valley Transit

WEATHER UPDATE: Due to the snow, all Valley Transit services, including ALL buses and van transportation, are closed today (Saturday) and tomorrow (Sunday). We apologize for any inconvenience and appreciate your patience and understanding as our number one priority is the safety of our riders. If you have additional questions, please call (320) 632-5300.

1,204 people reached

Valley Transit

ROUTE CHANGES DURING HOLIDAYS: Due to ongoing construction, we have had route changes for Saturday and Sunday. The following routes are affected:



SOCIAL MEDIA

Measurements:

Comparison by Month	January 2018	May 2018
Total Fans	1,082	1,151
Impressions	562	25.5k
Average Daily Users Reached	12	867
Total Engagements	1	313

