




MARKETING UPDATES

SEPTEMBER 24, 2019



REFRESHER ON RED SHOES

- 2008 start up
- 9 employees
- Recipient of numerous industry awards
 - Lisa Cruz recognized in 2019 by PR News as Top 100 Women in PR in the country
 - A national finalist in public affairs for work done in economic development
- Red Shoes PR to Red Shoes Inc.
- Our point of difference: strategic communication and doing what's best for the client and their business
- Clients: Faith Technologies, Werner Electric, Heart and Vascular Institute of Wisconsin, Women's Health Specialists, Community Blood Center, Fox Cities Marathon, YMCA and more

HOW WE GOT STARTED



Began partnership with Valley Transit
in January 2018

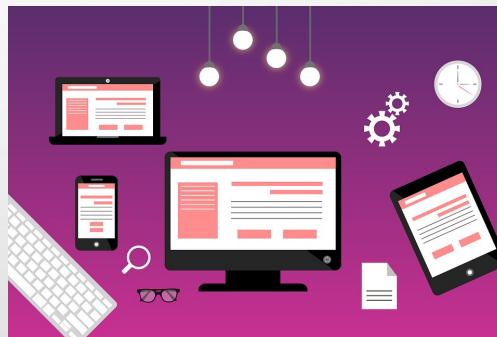
1. Crisis Communication Plan
2. Integrated Marketing Plan
3. Ongoing Marketing Consulting
and Tactical Support



SERVICES PROVIDED



- Consulting
- Crisis Support
- Advertising / Design
- Social Media / Content Creation
- Media Relations / PR
- Rider Communication
- BIG Ideas



CRISIS



Highlights:

- Monitored all mentions of Valley Transit during the May 15 incident
- Maintained contact with Appleton Police Department PIO and City of Appleton PIO regarding communication plan
- Drafted ongoing media statements
- Managed and streamlined media requests

Valley Transit
Published by Lindsay Kalsow [?] · May 15 · 🌟

We know that many of you have questions and concerns about an incident that took place this evening at the Transit Center. Due to the ongoing investigation, we ask our followers to look to the Appleton Police Department for all updates.

Appleton Police Department
May 15 · 🌐

May 15, 2019 7:27 PM
Appleton Officers and Firefighters responded to the Valley Transit Center this evening for a medical call. While processing the incident, ...

[See More](#)

ADVERTISING



Examples:

- Greater Valley Guide
- Fox Valley Technical College Student Handbook
- Appleton Area School District Newsletters
- Radio advertising on WIXX for Octoberfest and Mile of Music
- TV advertising on WFRV for Flag Day Parade and Christmas Parade

30-DAY YOUTH PASSES ONLY \$22

Don't spend your summer playing taxi
Let us take your kids to and from their activities. All summer long, Valley Transit offers 30-day youth passes for just \$22!

PARENTS: Track your children's buses in real time with Valley Transit's new app. Personalize their routes, plan their trips and read announcements on service updates.

Valley Transit
Connecting the Fox Cities
For more information, visit myvalleytransit.com

APP LAUNCH

Process:

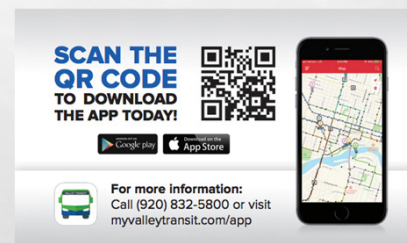
- Drafted creative concepts and creative brief
- Strategic recommendations for launch
- Marketing plan (tactics, budget, timeline)
- Implementation
- Monitoring analytics



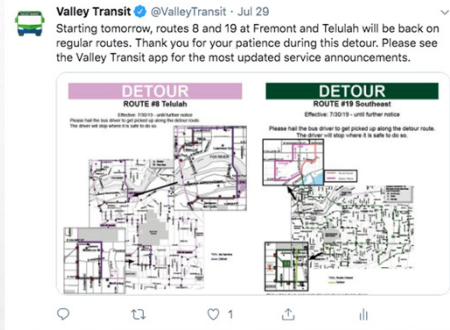
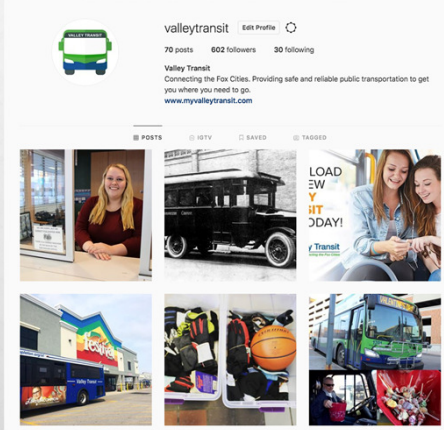
APP LAUNCH

Highlights:

- 2,217 downloads to date
- Provides riders with real-time bus tracking
- Provides riders with prompt service updates



SOCIAL MEDIA



SOCIAL MEDIA GROWTH



Facebook Measurements:

Comparison by Month	January 2018	September 2019 (9.23.19)
Total Fans	1,038	1,880
Impressions	2,934	681,557
Average Daily Users Reached	58	1080.12
Total Engagements	81	51,762

MEDIA RELATIONS



Highlights:

- App launch
- Mile of Music
- Bus grants

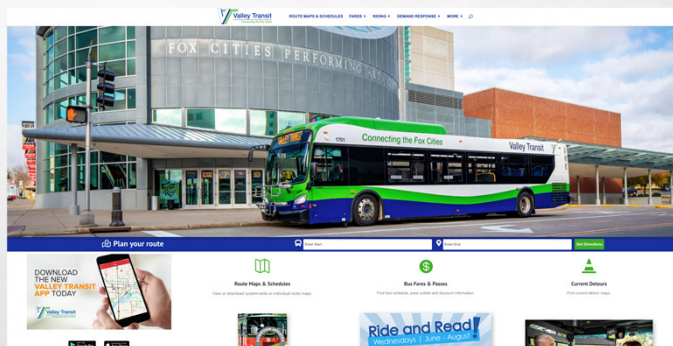


WHERE WE ARE GOING



- New buses
- Updated website
- Continued PR work
- Recruitment
- Community Outreach

*Supporting mobility coordinator efforts,
Fleet Farm, US Venture, Non-profits,
Education*



RELATIONSHIP WITH VALLEY TRANSIT TEAM

Highlights:

- Regular meetings with Valley Transit leadership
- Regular contact with the staff noting route changes
- Established relationships with City of Appleton and Appleton Police Department *Update



RED SHOES INC.
COMMUNICATION • MARKETING • PR

ANY QUESTIONS?
THANK YOU

