



## THE TRANSLOC APP

# Marketing Checklist



### Start here.

To help you on the road to success with the TransLoc app, we have created a checklist of recommended marketing tactics to ensure seamless rider adoption of the new app. Use the [complimentary marketing materials found here](#) to spread the word about TransLoc.



*TransLoc offers customizable marketing materials through the Rider Marketing Toolkit. [Click here to learn more.](#)*



Get in touch with us online or email us at: [marketing@transloc.com](mailto:marketing@transloc.com)

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## UPDATE & EDUCATE

### CHECKLIST

Add the TransLoc app button or QR code to your website to direct riders to the app store. [Both can be found in here.](#)

Update all copy and URLs on existing digital platforms (website, social media sites, other online forums) to reflect the change in apps

Add [transloc.com/app](http://transloc.com/app) as an additional resource on your website, email banners, social media sites, etc.

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## INFORM

### CHECKLIST

Infrom your admin and dispatch staff about the app change and arm them with the FAQ from the Migration Marketing Kit

Utilize any internal communication pieces to announce the switch to TransLoc app

Add a message about the app switch to any scripts being used for call-ins

Arm drivers with TransLoc app flyers that [can be found here.](#)

Alert any community groups/organizations that rely heavily on your service that an app change will be occurring