



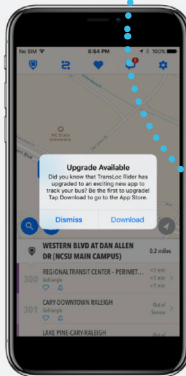
Marketing Checklist



Start here.

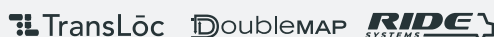
To help you on the road to success with the TransLoc app, we have created a checklist of recommended marketing tactics to ensure seamless rider adoption of the new app. Don't forget to reference the Migration Marketing Kit for additional resources.

Our team is available to answer any questions you may have. Email us at marketing@transloc.com for further assistance.



You'll be able to message riders directly within the TransLoc app.

FORD MOBILITY



1

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 the Migration Marketing Kit

☐

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 as an additional resource on your website, email banners, social media sites, etc.

2

INFORM

CHECKLIST

☐

Inform 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 from TransLoc Rider to TransLoc app

☐

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

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Arm drivers with TransLoc app flyers that can be found in the Migration Marketing Kit

☐

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