



# ROOT Marketing Campaign

Joint Board Meeting

November 8, 2021

# ORCA Pre-launch marketing



- Ridership
- Business
- Regional alignment



# Ridership campaign



Website

Informational website, [myORCA.com](https://myORCA.com)

Brochures

Online and print, to support customers

Transit ads

Campaign on regional transit systems

PR

Press releases and engagement

Community

Ongoing community engagement meetings

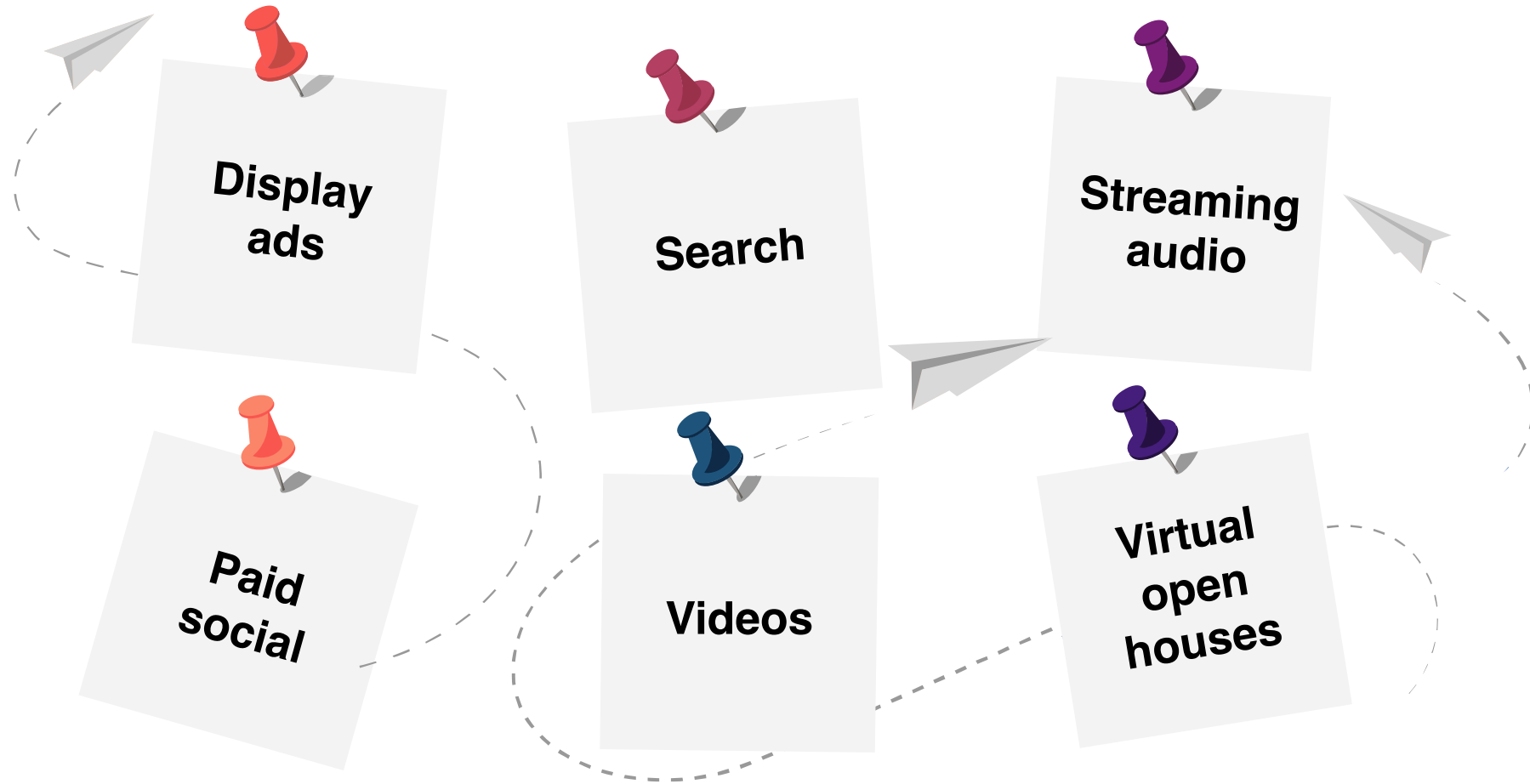
Social media

@TheORCACard on Facebook, Twitter, LinkedIn

# Additional marketing



To build momentum in 2022



# Business outreach



## Lead Agent Responsibilities

- Call campaigns
- 1:1 customer emails
- Giving presentations
- Training customers
- Providing data to ROOT

## ROOT Marketing Responsibilities

- Website alerts
- USPS Mailers
- Email campaigns
- Presentation content
- Employee communications

# Regional alignment



<b>Web</b>	Providing agencies with web content kits to promote ORCA, including for newsletters and blog posts.	
<b>Social</b>	Creating @TheORCACard regional accounts on Facebook, Twitter, LinkedIn and YouTube. Providing social content calendar platform so agencies can review and repost ORCA content to their accounts.	
<b>Change management</b>	Supporting customers with content to help them navigate temporary changes to ORCA during transition and the new ways they will use the system.	
<b>Outreach</b>	Providing information and updates to community groups across the region.	

**Thank you.**



Friendly. Practical. Trustworthy.