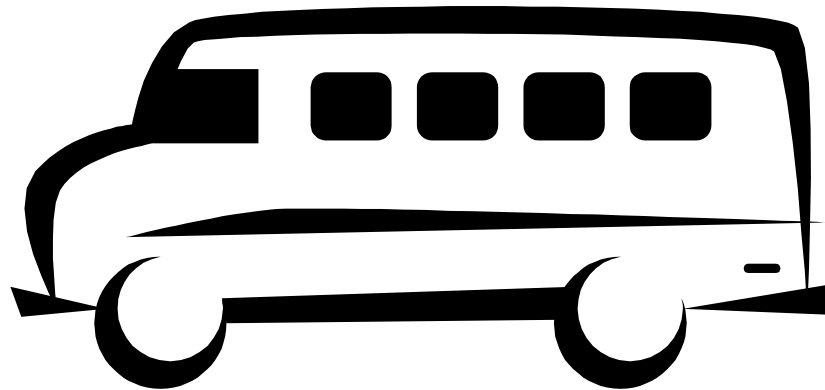




# Vanpool Marketing





# Marketing

## Define Marketing

An attitude or a philosophy

- Customer service
- Customer satisfaction

Set of activities used to implement this philosophy

- Planning
- Research
- Promotion
- Monitoring





# Marketing Definition

## 1935 -2004

- Marketing is the process of planning, and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. (National Association of Marketing Teachers)





# 2004 Definition of Marketing

- Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing relationships in ways that benefit the organization and its stockholders. (American Marketing Association)





# 2008 Definition of Marketing

- Marketing is managing profitable customer relationships.
  - Understand the customers needs
  - Design customer driven programs
  - Build customer relationship



# Marketing

## Why should I start a Vanpool Program

- WIIFM?
- What's in it for the Company?
- AQMD?
- Community?





# Marketing

WIIFM?

- Accomplishment
- Looks good in the eyes of management
- Looks good on my resume
- Gives me a challenge
- Doing part of my job





# Marketing

## What is in it for the Company?

- Reach AVR Goals
- Reduce traffic at the worksite
- More productive employees
- Reduces tardiness
- Tax benefits





# Marketing

What is in it for the Community?

- Less traffic
- Cleaner air
- Reduces energy consumption
- Less land is needed for parking
- Better quality of life





# Marketing

## Questions

- What are my first steps?
- How do I contact a vendor?
- What vendor do I contact and when?
- Where do I find vanpool riders?
- Who are our potential riders?





# Marketing Process

- Analysis
- Planning
- Execution
- Monitoring





# Analysis – Market Research

- Density Map
- Zip Codes
- Does vanpooling make sense?





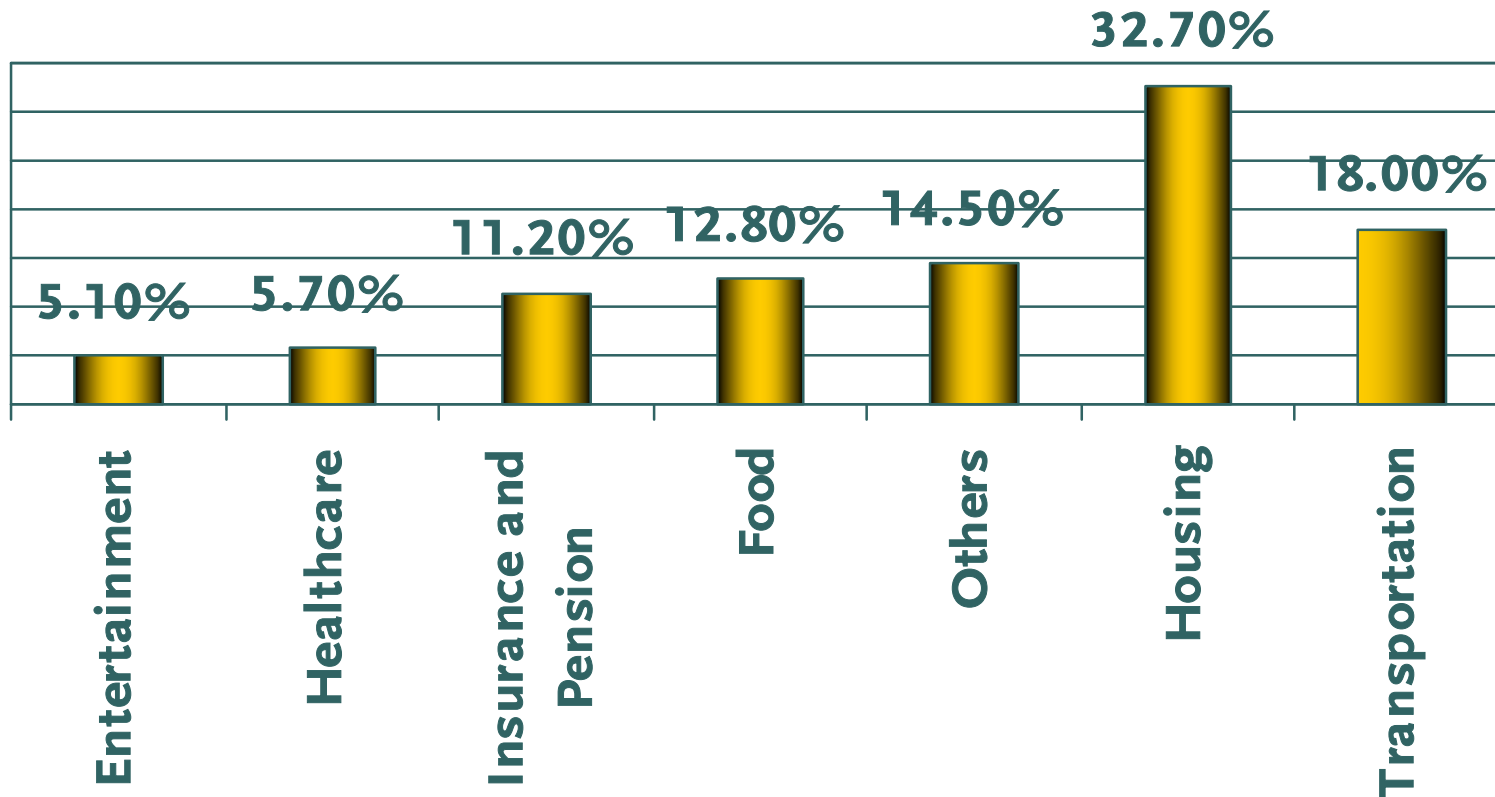
# Company Analysis

- 3% Transit
- 15% Carpool
- 75% Drive alone
- 2% Walk or Bike
- 5% Fall into more than one category



# According to Consumer Index Survey

Annual Household Expenditures 2005 Consumer Expenditure Survey



Source: *Consumer Expenditure Survey Anthology, 2005*, Report 981, U.S. Bureau of Labor Statistics, April 2005

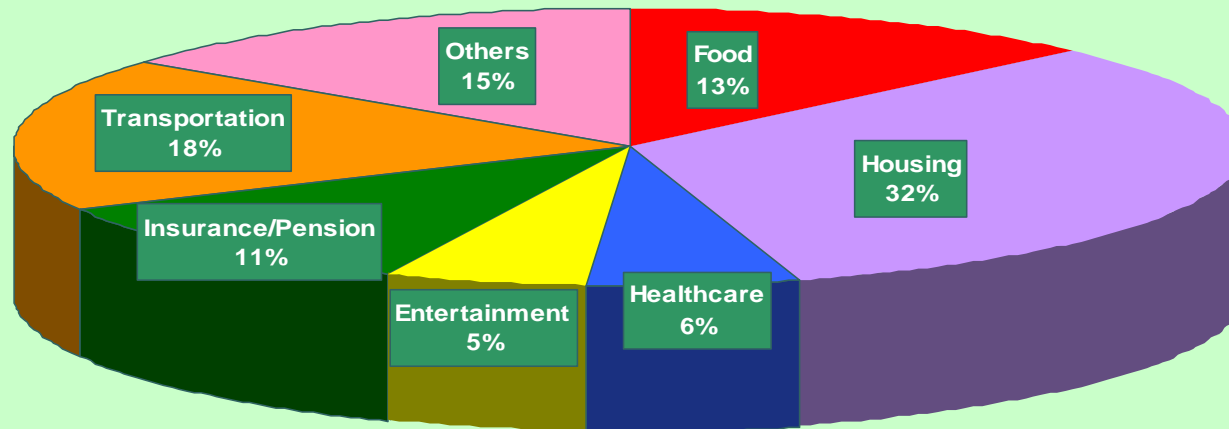
[www.bls.gov/cex](http://www.bls.gov/cex)



# According to Consumer Index Survey

## 2005 Consumer Expenditure Survey

Total Annual Expenditures by Major Category



Source: *Consumer Expenditure Survey Anthology, 2005*, Report 981, U.S. Bureau of Labor Statistics, April 2005

[www.bls.gov/cex](http://www.bls.gov/cex)



# According to AAA

Ever wonder how much you're really paying to drive your car every year?

**\$9,641.00**

That's how much a person driving a medium sedan 15,000 miles a year can expect to pay, excluding loan payments.



\*\*National average cost per mile for 2008: 54.1 cents\*\*

Source: American Automobile Association, 2008 Your Driving Costs - <http://www.aaapublicaffairs.com>



# Planning

- Buy in from manager
- Set your Goal
  - What's it going to take?
    - Budget
    - Time
    - Resources
    - Deadlines



# Marketing Plan Activity

## Do you need to write a marketing plan?

- There is more than one person in your marketing department.
- The manager you work for likes written documents.
- You are not getting the budget you feel necessary to achieve your goal.
- You are thinking about targeting multiple market niches.
- You have other job responsibilities.
- You are often pressured to make hasty decisions on marketing.

**If you check more than 2 items, then you need to write marketing plan.**



# Planning

- Policies and Procedures
- Plan (provide information customer needs)
- Research (ask other companies to share)
- Implement (finished product)
  - Is it clear?
  - Consistent?
  - Provide answers to questions
- Monitor (get feed back from other)





# Planning

- Quarterly newsletter
- Monthly e-blast
- Monthly update bulletin board
- Yearly survey
- October and May Rideshare Fairs
- December recognition luncheon





# Marketing Plan

- What do I want to accomplish? (objective)
- Who do I target? (research)
- How do I get the word out? (promotion)
- The day of the event (execution)
- Measure of effectiveness (monitoring)



# Execution

- WIIFM (what you are offering)
- Lunch
  - Coffee
  - Ride in a van
  - T-shirt
  - Pre-taxed incentive
  - An easier way to get to work



# Invite the buyers

Needs	Wants	Luxury
Food	Big Mac	Filet Mignon
To tell time	Swatch	Rolex
To commute to work!	Option	Chauffer to work





# Monitoring

- Time to Evaluate
- What is working?
- What is not working?
- Do you have competition?





# Marketing Plan Activity

- Your plan should include
  - Objective
  - Analysis
  - Marketing issues
  - Your strategy to market your program
  - Your action plans
  - How you are going to measure your effectiveness

