



## advanced marketing techniques:

broadening the scope of TDM marketing

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2013 Florida Commuter Choice Summit & Southeast TDM Symposium

## tdm advanced marketing techniques

### Session goals

- Provide a stronger understanding of marketing
- Identify tools for conducting a simple strategic market analysis
- Facilitate solutions through collaboration
- Identify resources for additional training

## tdm marketing – the primary challenge

**There is a fundamental misunderstanding about what marketing is.**

**So, what exactly is marketing?**

## tdm marketing – the 4 Ps

The most basic definition of marketing involves four component parts, referred to as the 4Ps. They are:



This is commonly referred to as the **marketing mix**.

**tdm marketing – the 4 Ps**

Sequencing of the 4(5) Ps is critically important.



**tdm marketing -- the mix**

tdm marketing mix - PEOPLE



**PEOPLE**

It always starts with your customers – the individuals and/or groups whose need you are filling with your product or service.

tdm marketing mix - PEOPLE

To whom are you **selling**? And what **needs** do they have?



commuters?

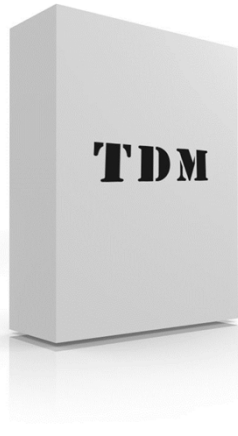


policy makers?



employers?

tdm marketing mix - **PRODUCT**



**PRODUCT**

the service, privilege, or physical item being offered by your business for "purchase" by consumers

tdm marketing mix - **PRODUCT**

What are you **selling**?

traditional TDM products	benefits as products
Ridematching Vanpools Public transit services Car & Bike Sharing Emergency ride home Incentive programs	Cost savings Clean air Congestion Reduction Healthy living Peace of mind "Feel good" factor

tdm marketing mix - PLACE



## PLACE

the distribution method(s)  
which facilitates purchase or  
use of your product

tdm marketing mix - PLACE

For transit, the **place** is easier to find.



← Make purchase of  
this product a good  
experience.

For CAPs and TMAs, the **place** is less clear.

## tdm marketing mix - PLACE

### Common market-places for TDM services



- Information hotlines
- Employment sites
- Transportation Fairs
- Commuter stores
- Websites
- Facebook
- Kiosks

## tdm marketing mix - PRICE

### PRICE

the cost associated with the purchase and subsequent use of your product



## tdm marketing mix – the TDM pricing dilemma

If . . .

1. car ownership is **expensive**,
2. most of your services are **free**,
3. commute options **benefit** the planet,
4. and ridesharing, riding the bus, biking, and walking are **cheaper** than driving alone,

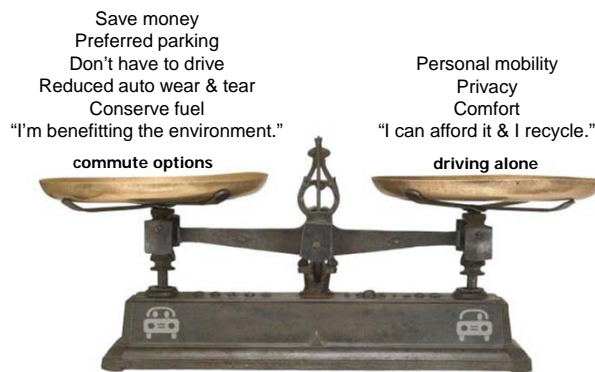
then . . .

why aren't more people using commute options?

Because price is not just about **money**;  
it's about overall **value**.

## tdm marketing mix - PRICE

understanding **value**





## tdm marketing mix - PRICE



Consumers make choices based on the perceived "value" of the product to them -- not necessarily the monetary cost alone.

## tdm marketing mix - PROMOTION



### PROMOTION

the communication methods used to inform consumers about the availability of your product and to increase their interest

## tdm marketing mix - PROMOTION

### Common practices for promoting tdm products & services

<b>public relations</b>	Press releases, sponsorships, partnerships, exhibits, workshops/seminars, job fairs, customer service
<b>sales</b>	Employer outreach, transportation fairs
<b>advertising</b>	Billboards, direct mail, television, radio, newspapers, newsletters, brochures, posters, and other visual or auditory promotional strategies

## tdm marketing mix – Quick Tangent



**Emergency ride home programs**

**Car-sharing and bike-sharing**

**Other incentive programs**

**Where do these services actually belong in the 4P framework?**

**the 4 Ps – Is that all?**

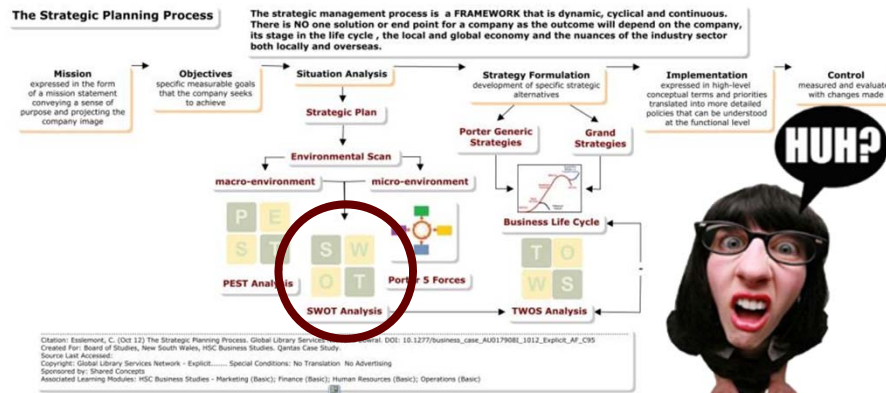
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**tdm marketing – so what now?**



## tdm marketing – STRATEGIC MARKETING

### the strategic planning framework



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## tdm marketing – STRATEGIC MARKETING

### the strategic planning framework SIMPLIFIED!

- Know what you want to accomplish (mission)
- Set measurable/actionable goals
- Analyze your environment (SWOT)
- Develop strategic alternatives
- Implement simple tactics
- Measure and reassess

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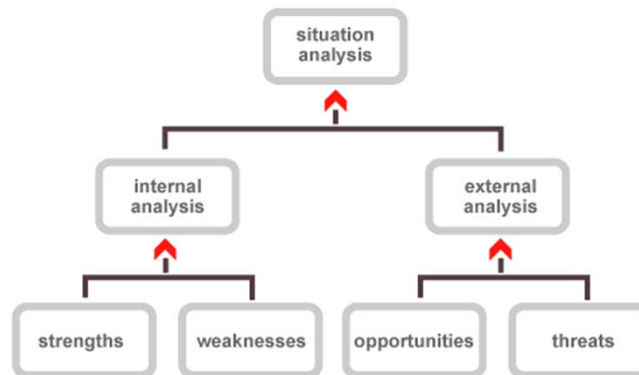
## tdm marketing – SWOT Analysis

### What is SWOT?

A **SWOT** analysis is a planning and assessment tool to help evaluate the **strengths**, **weaknesses**, **opportunities**, and **threats** involved in development of a product and subsequent placement, pricing, and promotion.

## tdm marketing – SWOT analysis

### SWOT analysis: understanding the environment



## tdm marketing – SWOT analysis

### SWOT analysis: an example



#### strengths (*internal*)

- unique selling propositions
- competitive advantages
- unique capabilities
- location
- value, price
- process

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## tdm marketing – SWOT analysis

### SWOT analysis: an example



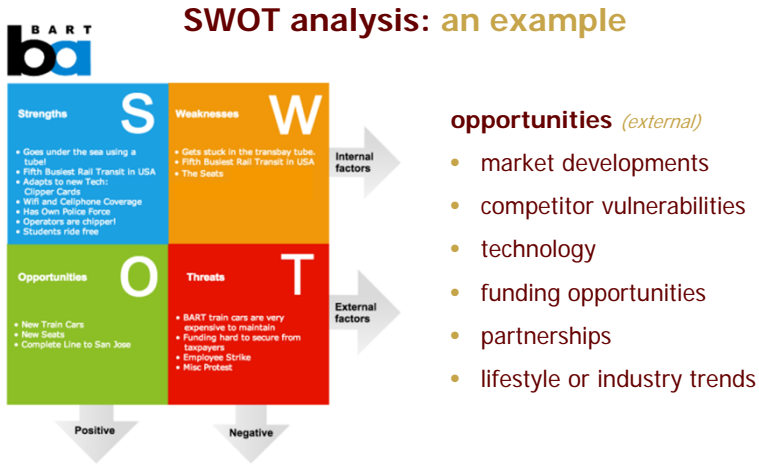
#### weaknesses (*internal*)

- gaps in capability
- reputation, reach
- known vulnerabilities
- commitment
- leadership
- cash flow

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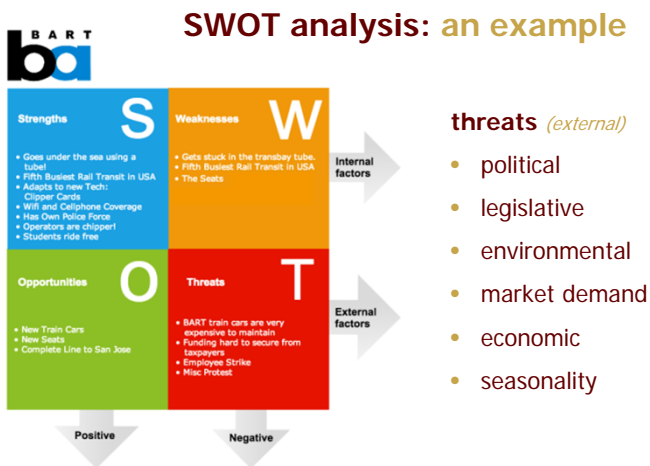
## tdm marketing – SWOT analysis



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## tdm marketing – SWOT analysis



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tdm marketing – group exercise

mode **SWOT** analysis  
& scenario planning

group exercise: **conducting a mode SWOT analysis**





## group exercise: conducting a mode SWOT analysis



- This is a generalized, fictitious scenario but represents a highly plausible challenge for TDM agencies.
- Conduct your analysis based on the mode you have been provided within the scenario.
- Remember, strengths and weaknesses are internal; opportunities and threats are external.
- You have 20 minutes to identify 3 strengths, weaknesses, opportunities, and threats based on the particular commute mode assigned to your group. **Of course, you can come up with more.**
- If critical data is missing (*and it probably is*), you may make assumptions but share how you made those assumptions with the group.
- You will share your SWOT analysis with the rest of the group.

## group exercise: conducting a SWOT analysis



	Bike	Carpooling	Vanpooling	Public Transit
S				
W				
O				
T				

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**tdm marketing – applying to the 4Ps**

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### Applying the 4Ps framework

#### Micro-Level Applications:

- Build your products around your strengths
- Don't design solutions that highlight your weaknesses
  
- Macro-Level Application: Look at the four modes
  - which is the most viable?

### the 4Ps framework

- **Product** → customer + need = product?
- **Place** → where?
- **Price** → product + place = how much?

only then....

**Promotion** → tell them about it!

## concluding comments & next steps

## key takeaways



- marketing strategy is **complex** and **highly customized**
- marketing is **more** than promotion (**last step**)
- marketing begins with **environmental scanning**
- **internal and external analysis is critical**
- **strategic initiatives should come from SWOT**



## available technical assistance



tdm<sup>pop</sup>.org



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the Marketing Institute

- The Institute is currently developing a program with FDOT to conduct more in-depth, reality-based marketing workshops.
- They will be provided at no charge to FDOT Districts.
- The curriculum of each workshop will be developed in consultation with the District who will coordinate with their agencies.
- Customized marketing assistance will be available to individual agencies.

## Need more info?

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