

# Customer Service/Marketing

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# Presentation Outline

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- Opportunities and Constraints
- Marketing Tools and Examples
- Looking for Opportunities to Engage
  
- Take Aways—
  - Strengthen Your Understanding of Customers by Creating Avatars
  - Use the PESO Model to Connect with Audience

# 2021 Context Opportunities and Constraints



# Star Tribune Editorial 9-20-21

Sustainable Transportation Advisory Council created in 2020 made up of 22 leaders from public, private, nonprofit promotes equity, environmental justice and economic development.

MnDOT adopted several recommendations including

- set a preliminary goal of a 20% reduction in vehicle miles traveled statewide by 2050, and
- prioritize transit and high-occupancy vehicles on MnDOT roads.

ALL SECTIONS |  MINNESOTA |  StarTribune

Home Local Sports Business Opinion Variety Obituaries Classifieds

## Transportation policy must lead way to low-carbon future

We must envision a future that's not centered around cars.

By Margaret Anderson Kelliher, Chris Clark, Ash Narayanan and Emma Struss

SEPTEMBER 20, 2021 — 5:45PM



ELIZABETH FLORES, STAR TRIBUNE

Rush hour traffic lit up the I-35E as it made its way northbound toward downtown St. Paul in the rain, Sept. 12, 2019.

Let's establish four key facts right away:

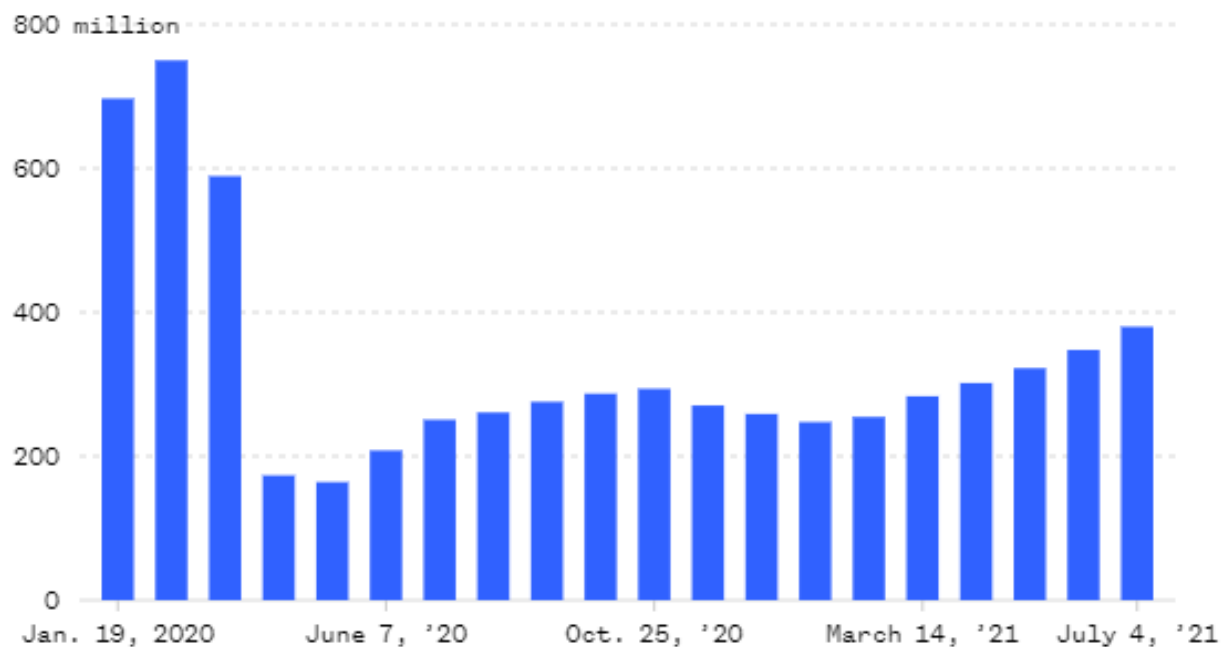
1. Minnesota's climate is changing. Warmer winters and more extreme precipitation threaten our health, our natural resources, our wildlife, our economy and our way of life. This impacts all of us, but it is those who have lower incomes — Minnesotans who are Black, Indigenous and people of color, and farmers and others with livelihoods connected to our land — who will be hurt the worst.
2. Greenhouse gas emissions (GHG) from human activity are a significant driver of climate change.

# Slowly Regaining Riders

## Public transit ridership across the country

According to data from more than 100 transit systems, the rebound in transit use is still a long way from bringing daily ridership back to pre-pandemic levels.

■ Estimated rides per four week span, for the weeks preceding the date.



Source: American Public Transportation Association, Transit app

Graphic: Aadit Tambe / NBC News

# Other Impacts

- Funding changes
- Workforce shortage
- Community may not look the same post COVID



# Transportation Needs Continue

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Two types of riders:

- Transit dependent
  - Referral sources
- Choice



# Avatars—Know Your Audience

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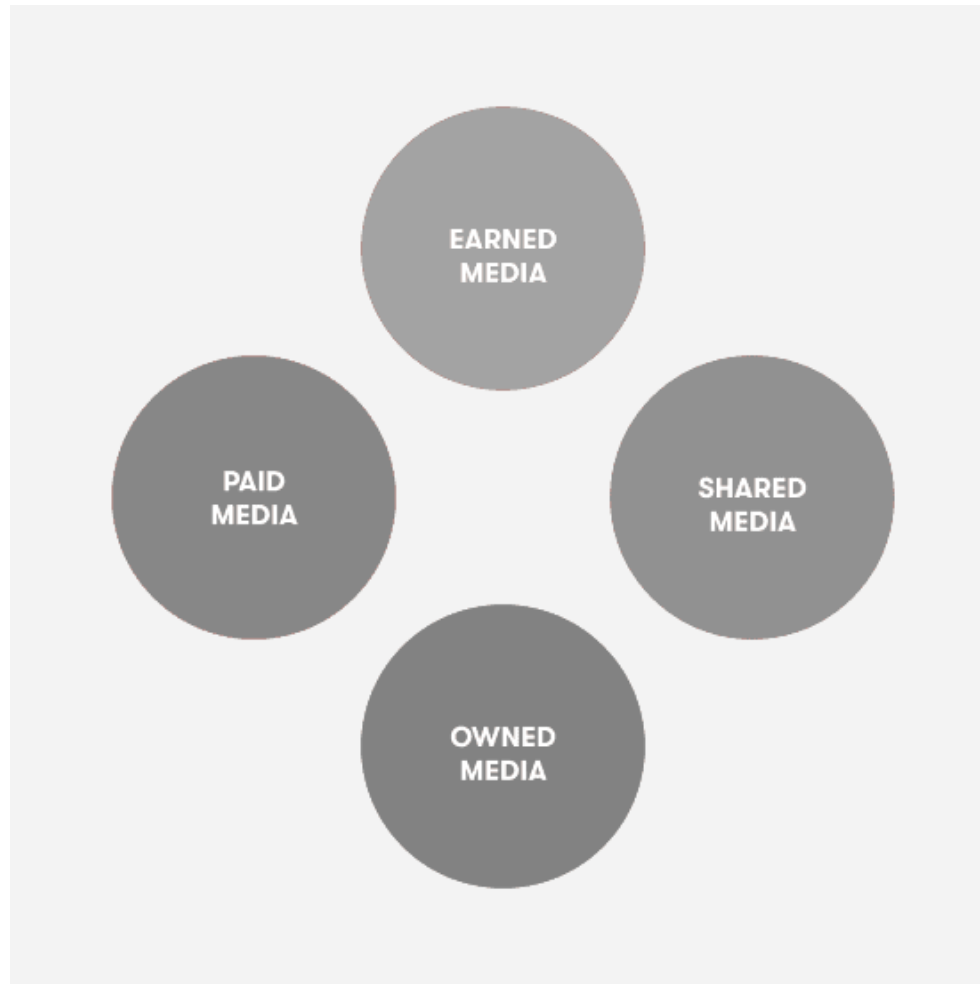
- Who is your ideal rider?
- Where are they?
- What kind of challenges do they face?



# The PESO Model for Marketing:

Paid      Earned      Shared      Owned

# PESO Model



# Today's Focus

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- Digital ads -- Paid
- Looking for opportunities to tell your story -- Earned
- Samples from MnDOT sponsored pilot marketing plans

# Digital Advertising is King



SEARCH & CONTEXTUAL KEYWORD TARGETING,  
CATEGORY CONTEXTUAL TARGETING  
& SITE RETARGETING



ADDRESSABLE GEO FENCING

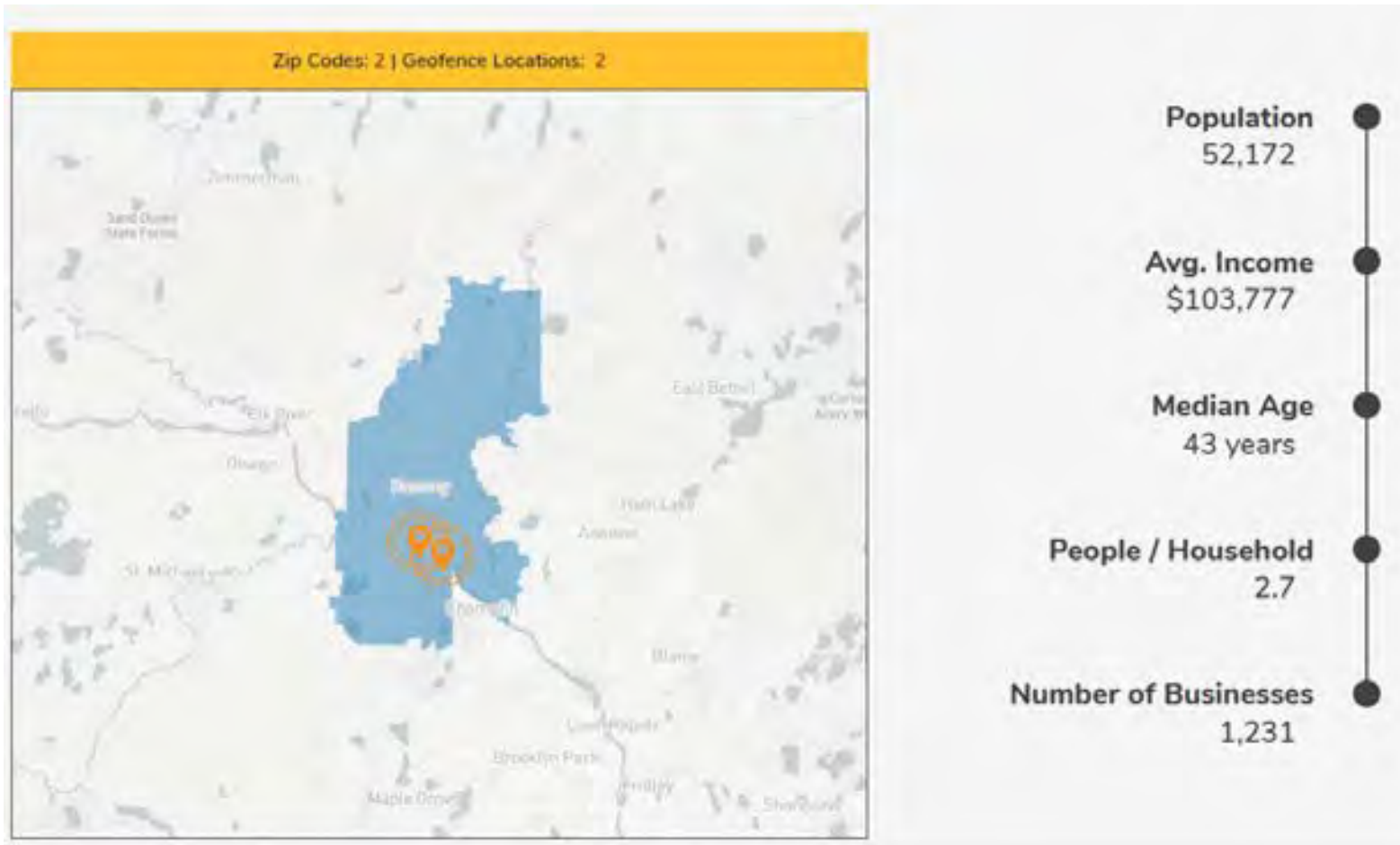


GEOGRAPHICAL TARGETING

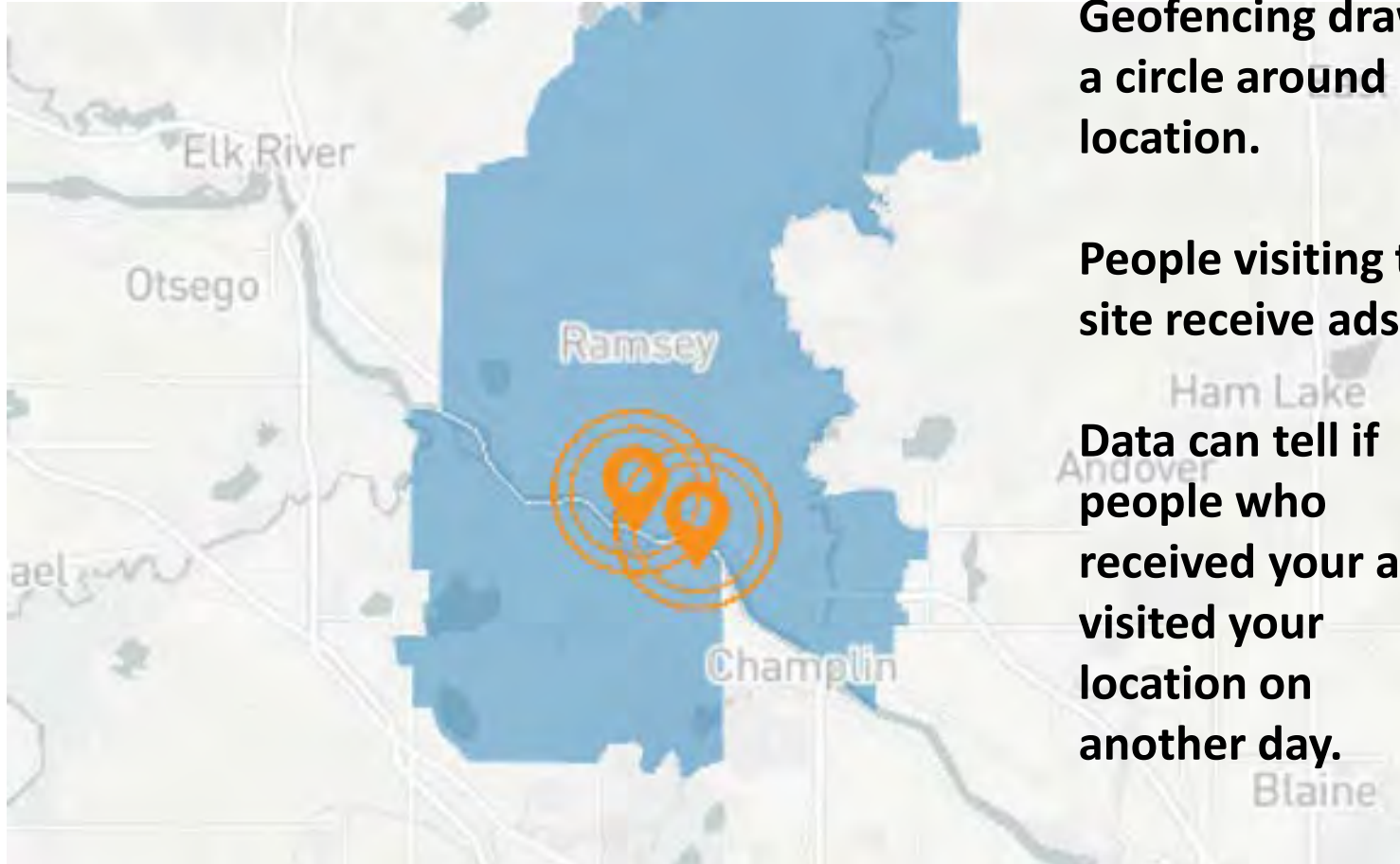


OTT/CTV VIDEO

# Paid – Geofencing and Geotargeting Ads



# Paid



**Geofencing draws a circle around a location.**

**People visiting the site receive ads.**

**Data can tell if people who received your ad visited your location on another day.**

# Paid –Connected TV

- Time spent with CTV is up 81% YOY
- Only Way to Reach Cord Cutters watching TV
- Over 200M CTV Households – reaching 58% of US adults
- Video Completion Rates of 90%+
- Multi-Screeners Drives Web & Social Traffic



# Market Selected for PLT

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- Ages 18 and up
- Faribault and Martin Counties
- Max number of commercials to that target audience is just under 92,000.
- MnDOT pilot marketing program budgeted \$1,000 per month for two months.
- A total of 44,000 commercials will be delivered for that investment.



# August Results for Brown County

**OTT/CTV AD CAMPAIGN PERFORMANCE:** **14,850** IMPRESSIONS **95.944%** COMPLETE RATE

OTT/CTV LOCATION PERFORMANCE			
City	Region	Impressions	Complete Rate
New Ulm	Minnesota	12,712	95.867%
Sleepy Eye	Minnesota	1,323	95.929%
Comfrey	Minnesota	460	95.652%
Springfield	Minnesota	289	98.955%
Hanska	Minnesota	66	100.000%

OTT/CTV DEVICE REPORTING			
Device Type	Device Make	Impressions	Complete Rate
Connected TV	Roku	10,092	94.908%
Connected TV	Samsung	1,114	98.384%
Connected TV	Vizio	1,062	97.834%
Connected TV	Apple	960	99.262%
Connected TV	Apple	586	98.294%
Connected TV	Google	330	98.485%
Connected TV	Amazon	319	96.897%
Connected TV	LG	183	96.237%
Connected TV	Sony	105	96.330%
Connected TV	Microsoft	66	95.455%
Connected TV	Philips	33	97.222%

# Watsonwan Focus on Child Care and Schools

<b>GEOFENCE CONVERSIONS</b>	<b>PERFORMANCE</b>			<b>CONVERSION VISITS</b>
	<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>	
St. James Armstrong PreSchool & Daycare	35,414	39	0.11%	7
Madelia Public Elementary and PreK	32,637	36	0.11%	2
St. James Northside Elementary School	20,139	29	0.14%	7
St. James Middle/Senior High School	14,460	15	0.10%	9
Madelia Public High School	80	0	0.00%	0
<b>TOTALS</b>	<b>102,730</b>	<b>119</b>	<b>0.12%</b>	<b>25</b>

*Total Conversion Visits* → 25

# Watonwan County's Approach to Online Ads



**TRANSIT FOR  
WATONWAN COUNTY  
TAKE ME THERE!**

Take Me There

**LEARN MORE**

This advertisement features a photograph of a family—a man, a woman, a young girl, and a baby—smiling from the interior of a transit bus. The text is overlaid on the image in a bold, white, sans-serif font. At the bottom left, there is a logo consisting of a stylized 'W' with a vertical line through it, and the text 'Take Me There' below it. At the bottom right, there is a dark blue button with the text 'LEARN MORE' in white.

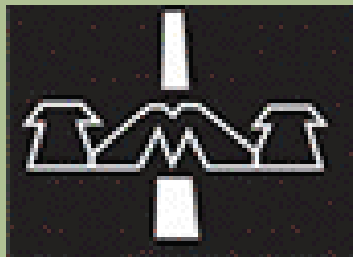


**Hate winter driving?  
Let us take you there!  
Watonwan County Transit**

Learn more.

This advertisement features a photograph of a person in a wheelchair being loaded onto a transit bus using a yellow ramp. The text is overlaid on the image in a bold, white, sans-serif font. At the bottom, there is a dark blue button with the text 'Learn more.' in white.

# TRANSIT FOR WATONWAN COUNTY TAKE ME THERE!



[LEARN MORE](#)



yahoo!life

Life Well-being COVID-19 Parenting Style & Beauty Watch AR Challenges

**COVID-19 TESTING**  
 Options Available At No Cost To You

**\$0**

**ORDER NOW**

QuestDirect™



**POPULAR**

**Mental health resources for coping with the coronavirus**

The COVID-19 crisis is causing a lot of anxiety, trauma and uncertainty. Here are some expert



**POPULAR**

**A coach taught me how to eat more mindfully and it's helping me love myself...**

I remember the first time someone told me I needed to eat on a diet. I was young. Around 17.



**HEALTH**

**Feel-good tips to get back on track in 2021**

We all deserve a little self-care right now. Here are the routines that legit fitness trainer Ash

**TRENDING**

1 Michael S. Jordan reflects on the pandemic and loss of friend Chadwick Boseman: 'Time is not promised'

2 Transgender service members react to Biden reversing military ban with joy, relief: 'A great weight lifted off our

## Transit System Director's Reaction...

“Golly, I have no clue if it was the ads or not, but my bus is at full capacity for school kid riders in both St James AND Madelia – both with a 6 person waiting list EACH! **Never have I ever had a waiting list before school, let alone a six person before school starts!** We are still short 2 drivers for the month of September and I have the longest denied ride list ever. It’s just crazy. That’s my input 😊”



# SMOC – Nobles County Digital Ads

Bus stops were targeted. More than 51,000 ads were delivered to people visiting the addresses. 112 people clicked the ad. 19 people visited the SMOC office after an ad.

GEOFENCE CONVERSIONS GEO FENCE NAME	PERFORMANCE			CONVERSION VISITS
	Impressions	Clicks	CTR	
Walmart	10,634	23	0.22%	2
Hy-Vee	9,068	20	0.22%	1
Atrium High Rise	5,840	13	0.22%	1
Manna Food Pantry	4,450	8	0.18%	5
Government Center/City Hall	4,080	8	0.20%	9
West Learning Center/ALC	3,556	10	0.28%	0
fareway	2,713	6	0.22%	0
Sunshine Apartmetns	2,705	2	0.07%	0
Post Office	2,531	8	0.32%	0
Okabena Towers	1,947	7	0.36%	1
YMCA	1,644	2	0.12%	0
Grand Terrace Apartments	1,128	3	0.27%	0
Nobles Square Apartments	517	2	0.39%	0
Sungold Heights	486	0	0.00%	0
<b>TOTALS</b>	<b>51,299</b>	<b>112</b>	<b>0.22%</b>	<b>19</b>

*Total Conversion Visits*

The Free Press  
MEDIA

COMMUNITY-NEWS  
DIGITAL

A separate ad promoted countywide service.

CAMPAIGN LOCATION PERFORMANCE			
City	Performance Impressions	Performance Clicks	Performance CTR
Worthington	41,314	96	0.23%
Lismore	4,460	7	0.16%
Adrian	3,484	5	0.14%
Brewster	2,268	6	0.26%
Round Lake	1,797	4	0.22%
Rushmore	1,397	2	0.14%
Wilmont	1,121	3	0.27%
Ellsworth	518	0	0.00%
Leota	486	1	0.21%
Reading	214	1	0.47%
Kanaranzi	29	1	3.45%
Bigelow	9	0	0.00%





***Nobles County Heartland Express  
is for everyone!***

**Jump on the Worthington City Bus  
for \$1. Let us do the driving.**

**CLICK FOR INFO!**





***Nobles County Heartland Express  
is for everyone! Let us do the driving.***

**Call 507-376-3322 Ext 238**

Transportation is provided in Worthington  
and between communities on the route.

**CLICK FOR INFO!**

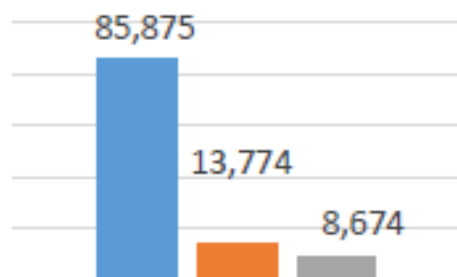
# Both approaches combined for Nobles County

## NOBLES COUNTY HEARTLAND EXPRESS

July 2021  
Digital Tactics Overview

**108,396**

Impressions

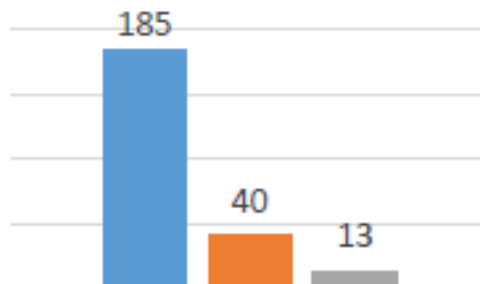


Impressions

DEVICE TYPE

**238**

Clicks

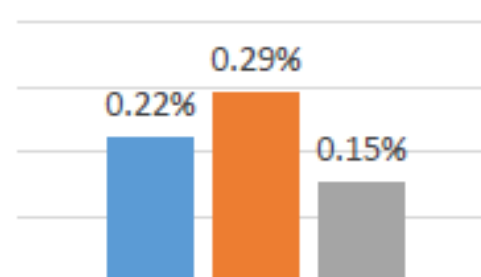


Clicks

■ Mobile ■ Tablets

**0.22%**

CTR



CTR

■ Desktops & Laptops

# Earned – Media Relations

St. James Plaindealer

Subscribe Now

It takes 2 minutes. Your voice matters. Now voters have. Register to vote ELECTIONS 2020

Alerts help you track important accounts... 15

St. James administration announces plan to move high school to distance learning, and Northside to keep same learning model

Tennis stays hot, tops Pipestone twice in 3-0 week

**Smithfield.** 020 12th Street North • St. James, MN 56001  
*Good food. Responsibly®* 507-375-3124 [CLICK HERE](#)

## Take Me There Transportation Services rings in new bus to their fleet

**PHYSICIAN REHABILITATION SERVICES**

CLICK HERE

- All ages, who are long-term and short-term care
- 24-hour skilled nursing care
- Comfortable and spacious a measure helping you recover as quickly and safely

**St. James Good Samaritan**

### MOST POPULAR

- 1 Lindgren cartoon: Trump's peaceful transition  
Sep 23 at 3:05 PM
- 2 Weatherford cartoon: Mail-in ballots



# Engage with Your Riders!

Name the snowblow contest received more than 22,000 submissions for 8 MnDOT districts.



The votes are in: After more than 122,000 votes cast, we're excited to announce the winners of our Name a Snowplow contest! These eight names will soon be on snowplows across the state. Learn more: [mndot.gov/nameasnowplow/](http://mndot.gov/nameasnowplow/)

Name a Snowplow  
**CLASS OF  
2021**

 <p><b>Darth Blader</b></p>	 <p><b>Duck, Duck, Orange Truck</b></p>	
 <p><b>F. Salt Fitzgerald</b></p>	 <p><b>Ope, Just Gonna Plow Right Past Ya</b></p>	 <p><b>Plow Bunyan</b></p>
 <p><b>Plowy McPlowFace</b></p>	 <p><b>Snowbi Wan Kenobi</b></p>	 <p><b>The Truck Formerly Known As Plow</b></p>

# Earned -- Networking

- Networking is the science of speeding up trust.
- Add value!

Name of company, person contacted	Date of initial contact	How contact was made? (voicemail, phone call, email, in person)	Description of initial request (provide info, present at open house, meet to discuss idea, etc.)	Action items (send/design fact sheet or flyer, set date to meet, etc.)	Send follow-up thank you for meeting, talking	Result of networking (information delivered, meeting set with board, etc.)	How to share results (with governing entities, other organizations, media)? How to report back to referral? "Because of you, XYZ happened"	Future goal, plan with this referral and date for next action
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# Paid—Revealio

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- COVID has sped up the development of augmented reality technology. Retailers report 2 to 3 years ahead of schedule on some tools.
- Wow factor captures attention.
- New way to peak interest.
- Leave a positive impression.
- Costs start at \$27 per month for 1,000 impressions.
- Download free Revealio app onto phone.
- Learn more [https://www.revealio.com/sales?aff\\_id=136\\_419](https://www.revealio.com/sales?aff_id=136_419)



# Shared – Social Media

- Content – Mix of conversation and selling – be human.
- Advertising –
  - Boost posts
  - Ads
  - Pixels



# Shared/Owned – Survey Information

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- Engage community.
- Inform your board decisions.
- Fine tune your messages with targeted audiences.
  
- A newer tool is Polco (Polco.us).
- Some governmental units are using COVID related dollars to upgrade from free accounts to engage with, listen to and build trust between them and their community. Data also fulfills requirements to evaluate efforts.

Q18: Should taller buildings be steered to Broadway on the rapid transit route, with heights stepping down closer to 3rd Avenue SE? ▼

### Location



### All Responses

All responses to this question.

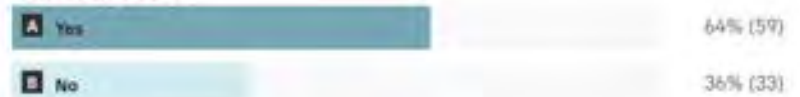
### All Responses



### Verified

The subset of overall respondents that were verified using local voter files and other public data.

### Registered Voters



# Owned--Collateral

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On Advertising Specialties in SW MN Pilot Program, MnDOT SAYS:

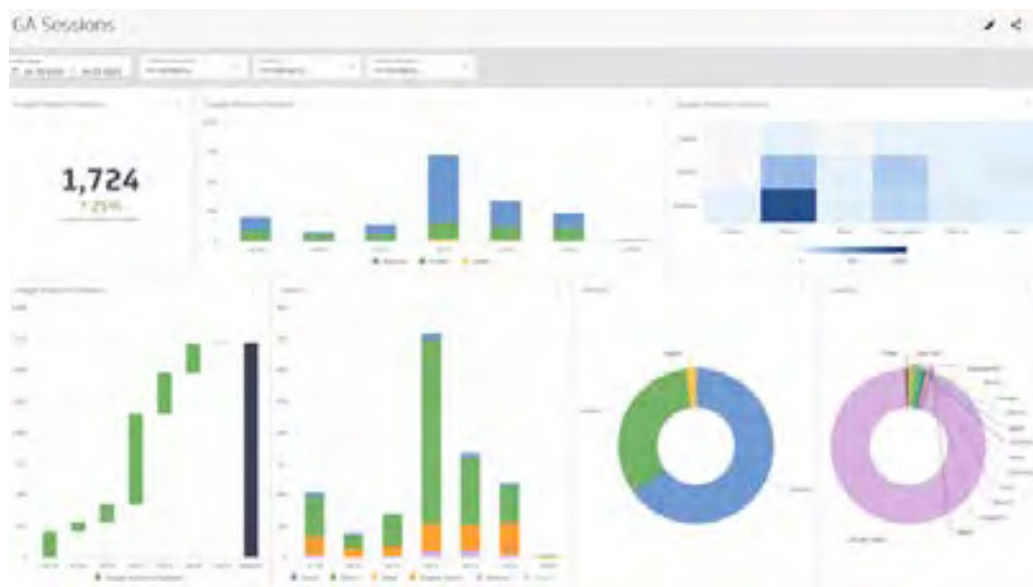
- For the pilot marketing project that is funded solely with state funds, giveaway promotional items may be purchased provided the individual unit value is not more than nominal. Nominal is defined for this purpose as **\$5 or less**. Projects funded with any combination of federal dollars must abide by 2 CFR 200.421, which disallows costs of promotional items and memorabilia, including models, gifts and souvenirs provided to customers or the public.



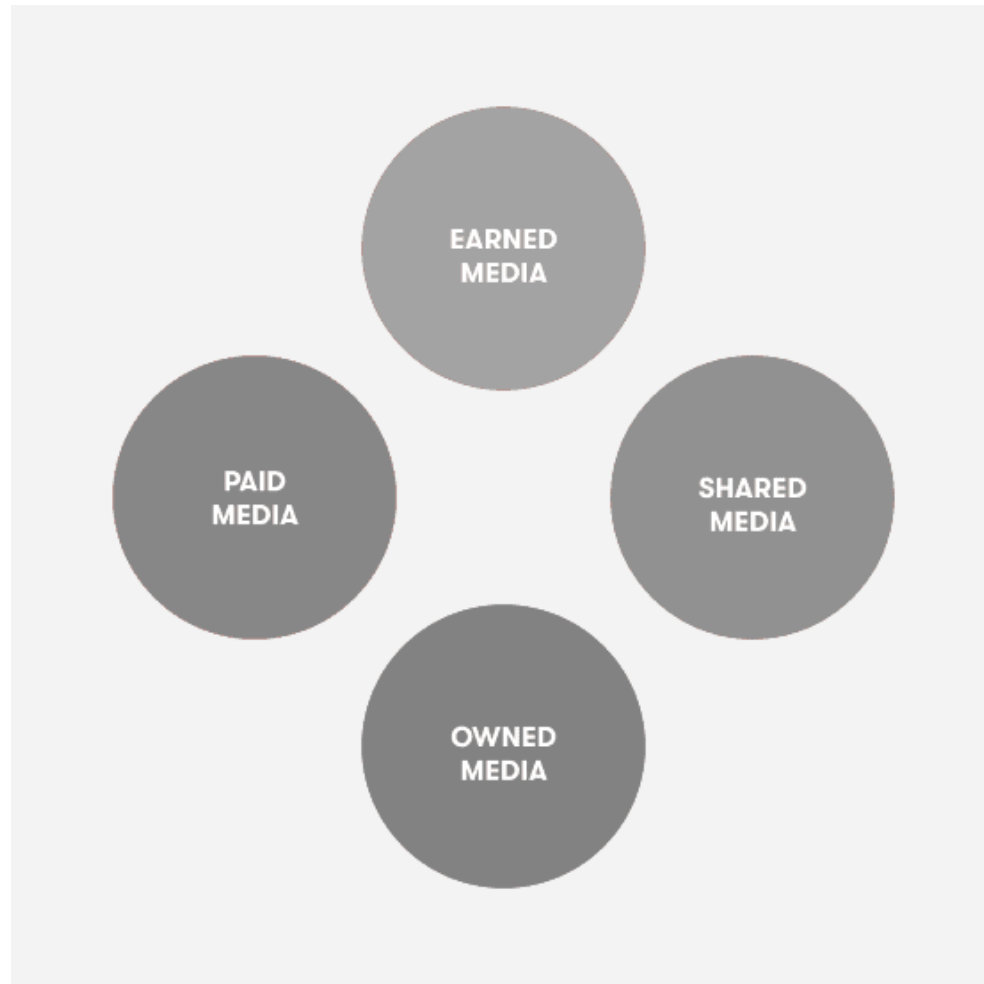


# A Word on Evaluation in PESO

- What gets measured gets done.
- Thoughts on PESO evaluation:
  - Impressions vs leads.
  - Google analytics provides data on qualified leads.
  - Leads can take time.



# PESO Model -- Recap



# Questions and Discussion





# Presenter Contact Information

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