

OCTA BUSINESS EXPO **ACCELERATING OPPORTUNITIES**

# Marketing for Success in Today's World











Video Link: <http://youtu.be/heSudg-tflk>



Out with the old

In with the new



# Top Three Marketing Trends

#3 Social Media

#2 Mobile

#1 Video



## #3 Social Media





1.18 Billion active monthly users on Facebook (US)

Average 30 minutes on Facebook per Smartphone in US



# Social Media in a ~~Nutshell~~ Donut



TWITTER

I AM EATING A #DONUT



FACEBOOK

I LIKE DONUTS



FOURSQUARE

THIS IS WHERE I EAT DONUTS



INSTAGRAM

HERE'S A VINTAGE PHOTO OF MY DONUT



YOUTUBE

WATCH ME EATING A DONUT



LINKEDIN

MY SKILLS INCLUDE DONUT EATING



PINTEREST

HERE'S A DONUT RECIPE



LAST.FM

NOW LISTENING TO "DONUTS"



# Why Social Media Marketing

- Very cost-effective
- Showcase your brand in new ways
- Listen to what people are saying
- Enhance customer service
- Develop a loyal community
- Boost web traffic



# Social Media Marketing Tips

- Avoid one-sided conversations and pushing sales
- Show, don't just tell

- ✓ Behind the Scenes
- ✓ News
- ✓ Tips
- ✓ Highlight Product or Service
- ✓ Special Offers
- ✓ Featured Employees and Customers





# Which is more engaging?

 **OCTA Bus**  
Posted by Kriss Garbowski [?] · July 24

TIP: On Fridays at the fair you can enjoy food, rides and games for only \$2 each until 4 p.m. Even better, you can get there on the OC Fair Express because service starts around noon!

Info: [www.octa.net/ocfairexpress](http://www.octa.net/ocfairexpress)



 **OCTA Bus**  
Written by Kriss Garbowski [?] · October 21, 2014 at 2:00pm · [?] · [?]

RIDE THE OC FAIR EXPRESS! It's \$2 each way and you get a coupon for discounted fair admission. Go this weekend!

**OC FAIR EXPRESS  
ONLINE  
BUY NOW**

Orange County Transportation Authority

Avoid traffic and parking hassles by taking the OC Fair Express directly to the OC Fair. Catch it at one of eight convenient locations Friday through Sunday from July 11 to August 10, 2014 and be dropped off at the yellow gate entrance. Only \$2...

OCTA.NET

# Customer Engagement



**DeeJay David E** ▶ **OCTA Bus**

August 28 · 🌐

I just want to thank OCTA Route 71 stop 5646 @7:16AM, Bus Driver rocks, always friendly to my daughter when i watch her go in the bus to go to college and always says hi to me... Thanks for the great service!!!!

Like · Comment · Share · 💬 1



Write a comment...



**OCTA Bus** We're glad to hear it. Thanks for sharing, DeeJay! If you'd like, you can also submit a compliment via our comment form at [www.octa.net/comments](http://www.octa.net/comments) . When you do, the coach operator will be acknowledged by the Supervisor at his/her bus division for providing excellent customer service. Have a wonderful day!

Like · Reply · 👍 1 · Commented on by Kriss Garbowski [?] · September 2 at 7:45am

# Content Marketing

## Vanpool Benefits May Include Romance

Friday, February 14, 2014

[Tweet](#) [Like](#) 13 [Share This](#)

When Philip Rannis joined a vanpool, little did he know that he was about to get a whole new life.

And a new wife.

In February 2002, he joined a vanpool sponsored by his employer. And just recently, in December 2013, Philip and his wife, Krisy, celebrated their 10-year anniversary.

It all started innocently enough. Philip and Krisy were co-workers who occasionally saw each other in the hallway and break room. Krisy commuted to work using the convenient company vanpool. And when she found out Philip lived near her, she asked him to share the ride.

"At first I was hesitant because I did not want to be without my car at work. After I thought about it, I decided to give it a try," said Philip. "Worst case scenario: I would have to spend more time with Krisy in the van as we sat in traffic."

Before their courtship began in February 2003, Philip and Krisy rode together for a year each workday from their homes in Ontario to their workplace in Brea, a 40-mile round-trip commute that took approximately 90 minutes. "It gave us the opportunity to get to know each other better," said Philip.



## Metrolink Train Friends Enjoy the Journey and the Destination

Monday, August 18, 2014

[Tweet](#) [Like](#) 82 [Share This](#)

Every weekday, 54 Metrolink trains make their way through Orange County via the OC, IEOC and 91 Lines, which together transport an average of 15,000 riders daily. Popular with commuters, the train is a relaxing alternative to driving alone. Designated quiet cars even promise a distraction-free zone for those who want to work or rest. For others, like Mimi Ko Cruz, riding the rails is a time to forge new friendships.



Mimi commutes from her home in Fullerton to the Tustin Metrolink Station. This gives her time to read, put on makeup, chat on the phone, work – and make friends and celebrate. In the past few months, Mimi and her train friends have enjoyed four train parties, with more on the way.

"I know when everyone's birthdays are," explains Mimi. "I have them on a list in my phone."

It started with a shower for Eunice. "She was pregnant when we met, so we planned a little baby shower on the train," says Mimi. "Since most of us get on in Fullerton, Leslie, who takes the train from Pasadena, was in charge of saving a



## Metrolink Makes Family Memories

Tuesday, August 5, 2014

[Tweet](#) [Like](#) 108 [Share This](#)

According to Google, the round-trip drive between Riverside and Oceanside is about 160 miles. With a car full of kids, that trip can seem a lot longer, and a lot more stressful. And at the end of the day, when everyone is warm and drowsy from the sun and gritty with sand, the trip home can seem endless. Add in per-gallon gas prices of \$4 and up, and a trip to the beach begins to seem more like an ordeal than a treat.

Last summer, Riverside resident Amanda Wright and her family decided to try a different approach. One Saturday, the group of adults and kids jumped aboard a Metrolink train in Riverside and rode it all the way to Oceanside.

"I really like the fact that I don't have to drive," said Wright, who gathers family and friends in downtown Riverside and then connects with more family in Oceanside.

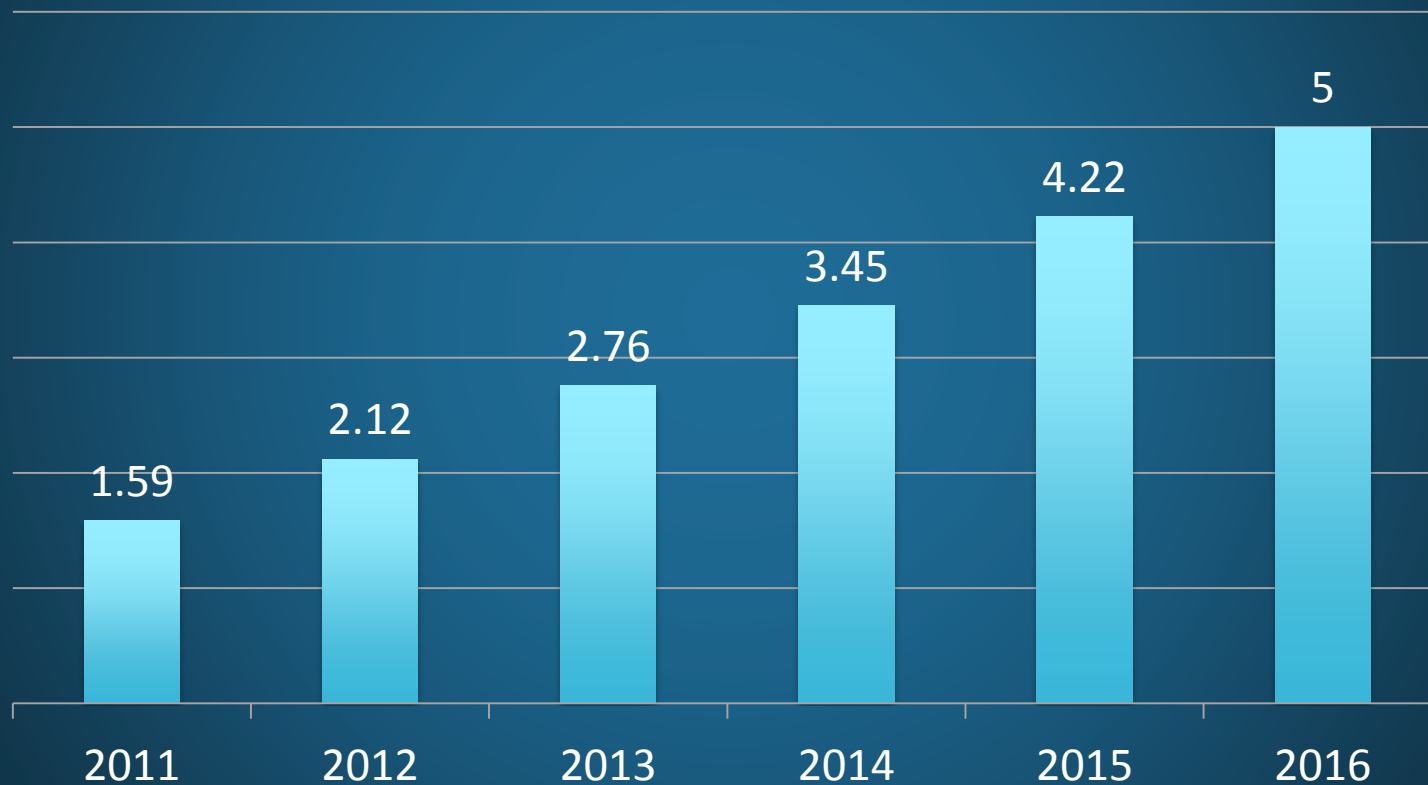






71% of marketers project growth  
in social advertising in 2014

## Social Media Marketing Expenditure (in billion U.S. dollars)



# Facebook Advertising

Facebook interface showing a post by Kriss Garbowski about OC Metrolink's return of the Angels Express. The post includes a link to a special Facebook entry and a photo of a baseball game. The right sidebar shows sponsored ads for SurveyMonkey, 1 Million Wishes, and Facebook's privacy policy.

Search for people, places and things

Home Find Friends Kriss

Kriss Garbowski  
Edit Profile

FAVORITES

- News Feed
- Messages 1
- Events 1
- Photos
- Browse
- Ads Manager
- Find Friends

PAGES

- OCTA Bus
- OC Metrolink
- OCTA
- OCTA Share the Ride
- WCC Project Info
- 405 Improvement Project
- 57 Freeway
- OCTA - OC Bridges
- Pages Feed 20+
- Like Pages 6

GROUPS

- Power to the Veg! 20+
- Create Group...

FRIENDS

- Laguna Niguel, Ca... 20
- Yo 20+

APPS

- Games
- Games Feed 20+

INTERESTS

- Following
- Add Interests...

DEVELOPER

- OCTA Bus
- Rideshare Week 2012
- Create App...

Friends on Chat

Update Status Add Photos/Video

What's on your mind?

OC Metrolink shared a link.  
Posted by Kriss Garbowski · February 26

We're celebrating the return of the Angels Express with 14 Days of Baseball Giveaways. Enter daily through Mar. 9 for a chance to win game tickets, merchandise and more.

Special Facebook Entry: <http://bit.ly/1lxBSyw>

**Enter to Win Game Tickets & Other Prizes**

Enter to win great prizes!  
[www.octa.net](http://www.octa.net)

The Angels Express is returning for another baseball season, providing train service to all weeknight Angels home games for only \$7. To celebrate, we're giving away lots of great prizes, from exclusive VIP experiences in the stadium to game tickets...

Like · Comment · Share 60 2 1

Sheryl Griffiths Bloyer likes Erin Kate Cassiere's status.

Chris Curiel and Briana Lynn Baez are now friends.

Christina Nicole Carneal likes Dog Bless You's photo.

Lauren Stanat likes Raj Patel's photo.

Daniel Ponder likes Brynna Ashlyn's photo.

Stacy Greer-Orpineda commented on her own photo: "Yes, I got it..."

Linda Garbowski likes Paula Farias's photo.

Christina Lynne Byrne likes Mark Horiuchi's photo.

Briahna Gubler likes Facts that

Sponsored

**SurveyMonkey**  
surveymonkey.com  
Create Surveys. Get Answers.

**1 Million Wishes**  
diabetes.org  
Make a Tax-Deductible Gift to Stop Diabetes® & Fund Critical Research that Can Save Lives!

Facebook © 2013  
English (US) · Privacy · Terms · Cookies · More

Mashable  
It's been quite a year.



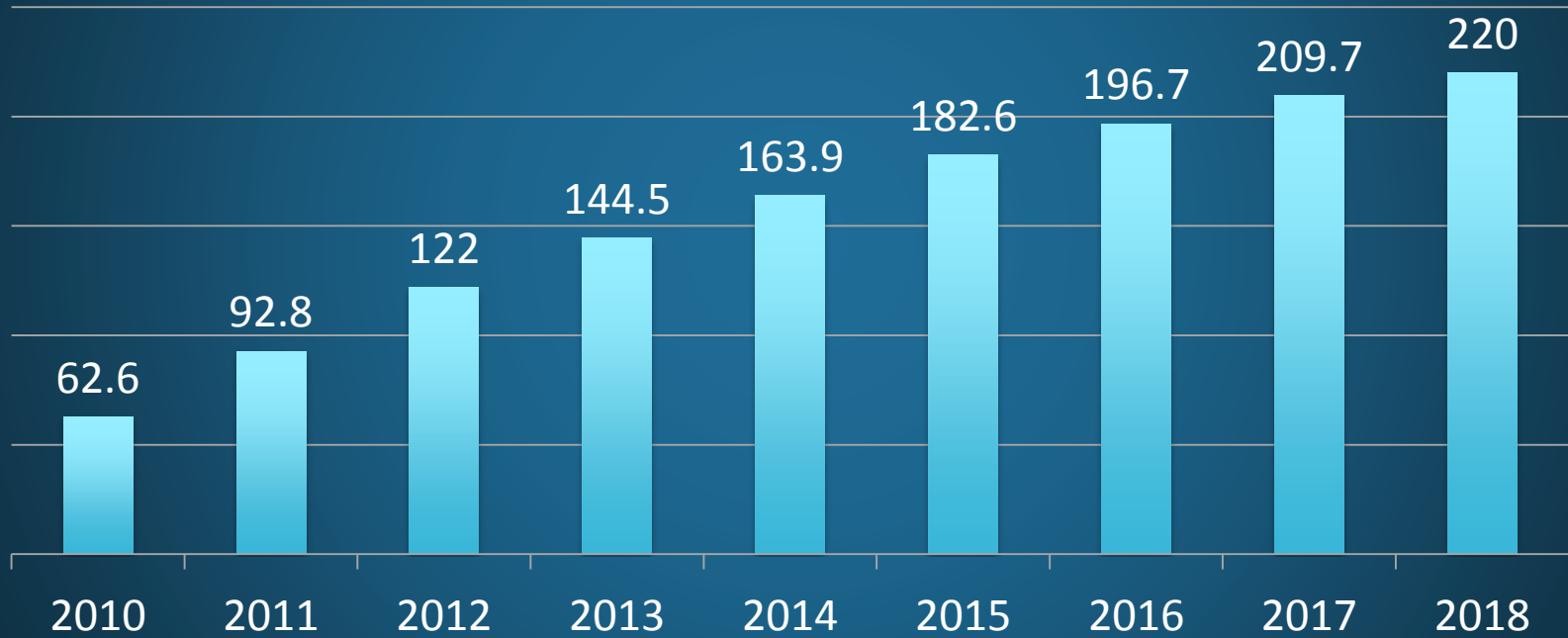


## #2 Mobile



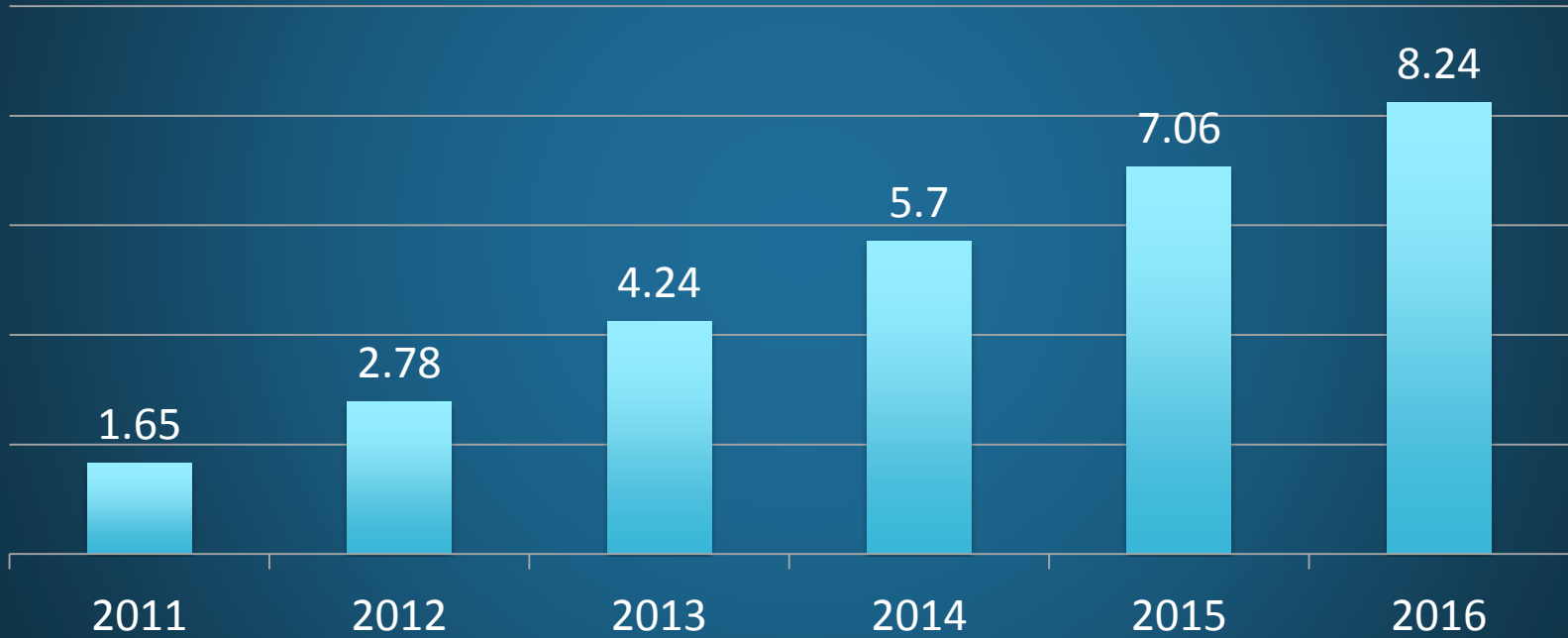
81% of US adults age 25-34 own a smartphone

## Number of Smartphone Users in US (in millions)





## Mobile Marketing Expenditure (in billion US dollars)





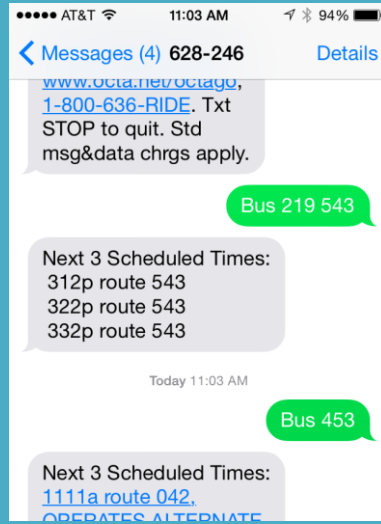
Mobile Marketing: Using mobile devices, networks and experiences to achieve marketing objectives

# Primary Tactics: Mobile Marketing

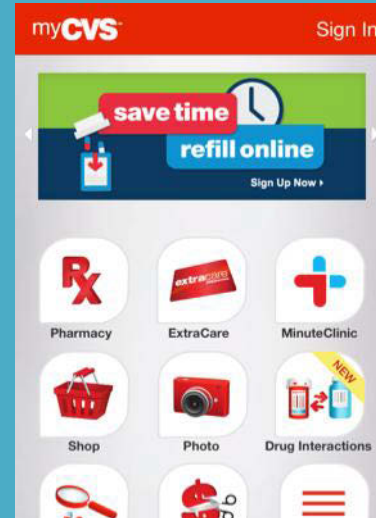
## Mobile Optimized Website



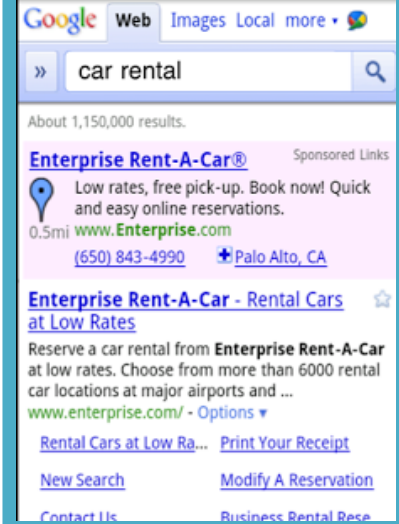
## Text Messaging (SMS)



## Mobile Applications



## Mobile Search & Display Ads



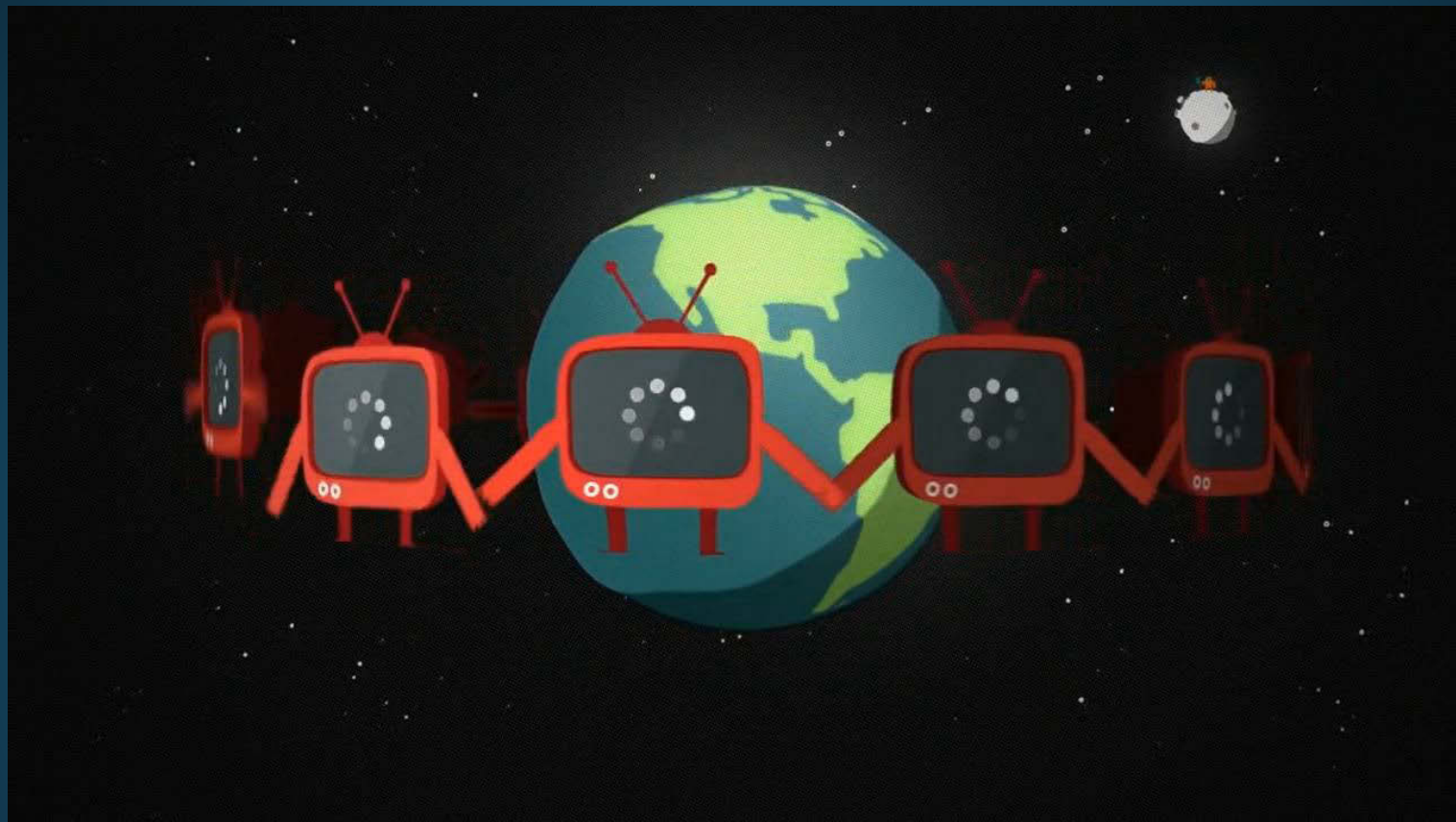




**#1 Video**



Video promotion is 6 times more effective than print and online





# How to Make Your Video Stand Out!

- Use Emotion
- Keep it Short and Sweet
- Entertain, Don't Sell
- Give Viewers Incentives
- Present a Problem with a Solution
- Distribute Widely





**Video Link:** <http://youtu.be/9JJ-JHrT2E8>

# OC METROLINK's *SEVEN SUMMER TREASURES*

Win Disneyland® Resort Park Hopper® tickets, Metrolink passes and 100s of other prizes!

Adventure with Metrolink and win prizes, too! We've mapped out cool places for you to discover at seven special spots within easy reach of Metrolink stations. Enter to win our awesome grand prize and weekly prize drawings and give summer boredom the boot!

ENTER TO WIN!



TAKE THE TRAIN. METROLINK.



Click any number  
to begin your  
Metrolink  
Adventure!





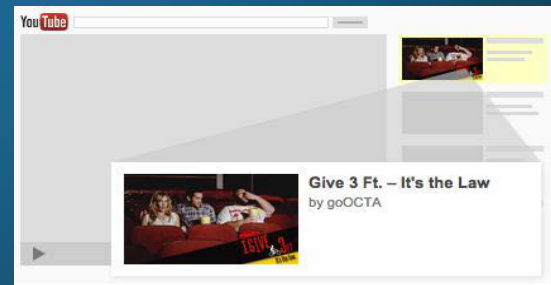
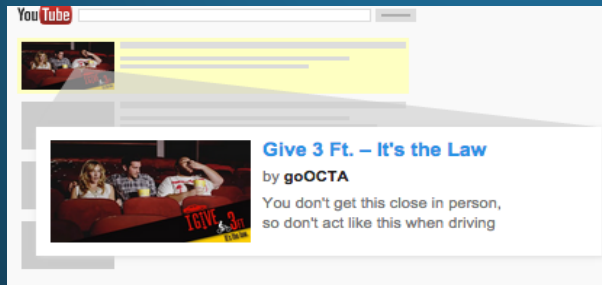
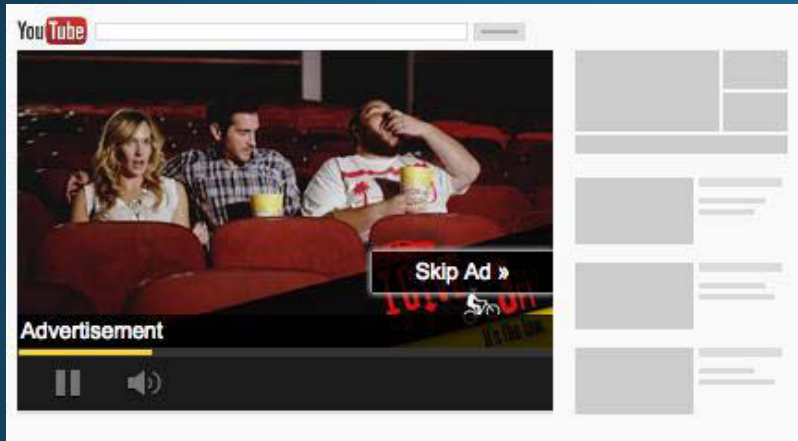
**Video Link:** <http://youtu.be/dEU08mxDEUQ>

# Uses for Online Video

- Event Videos
- Testimonials/Interviews
- Cause/Culture Videos
- Explainer/Tutorial Videos
- Video PSAs
- Product Demos



# Pay to Play: Video Advertising

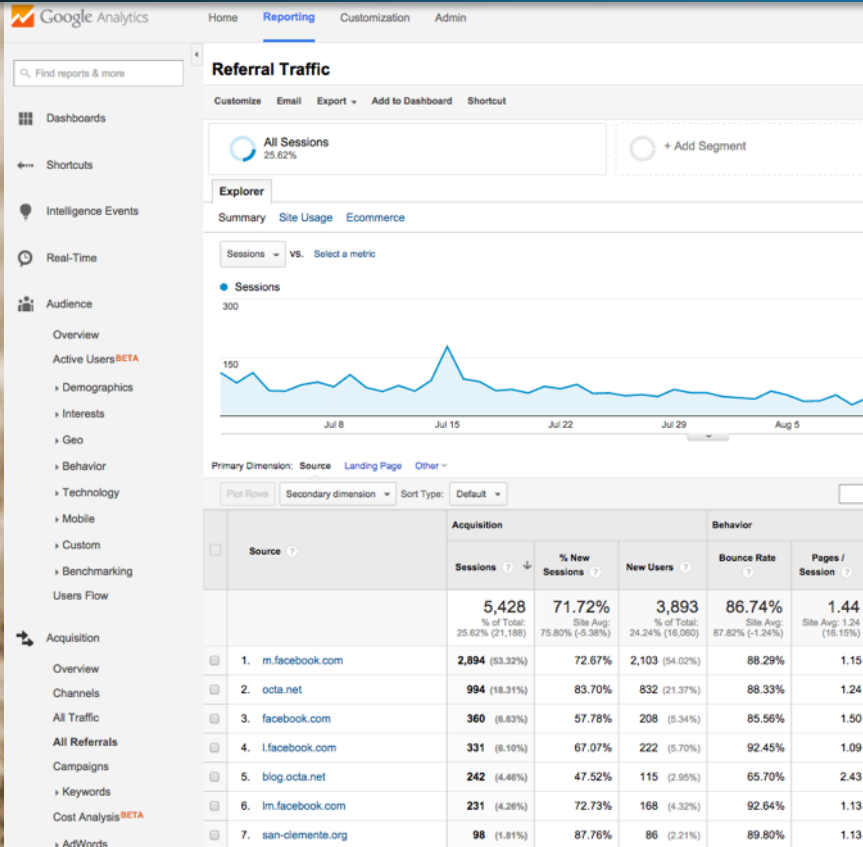






# Evaluation

# Web Analytics



# Social Media Insights





The background of the slide features a bokeh effect with out-of-focus, colorful circles in shades of purple, blue, green, yellow, and red. A dark blue horizontal band spans the width of the slide, serving as a background for the title.

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#3 Social Media

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**YOU CAN**



**DO IT!!**