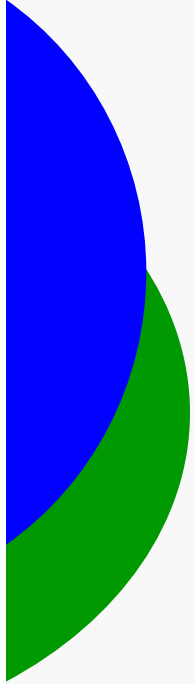


Raising the Profile of Local Authority Transport Services

Peter Heaton
& Angela Spatcher

Peter Heaton Communications Management Consulting



Marketing and Communications

Words commonly misused by people who do
not understand what they mean



Marketing and Communications

- What is marketing
- What is communications
- What do they mean for transport



Marketing

- Intense competition means marketing is vital whatever industry you are in
- The sad thing is that so many organisations do it really badly



Marketing is:

- The management process which
- identifies
 - anticipates
 - and satisfies

customer requirements profitably

Chartered Institute of Marketing

Peter Heaton Communications Management Consulting



Seven P's in Marketing

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence



Brand

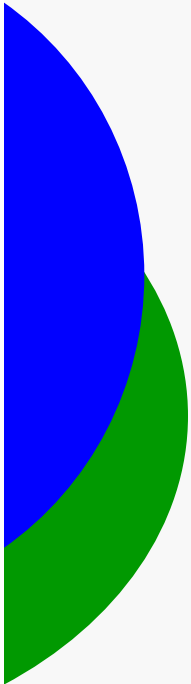
Not your logo!



Brand

The set of physical attributes of a product or service, together with the beliefs and expectations surrounding it

A unique combination which the name or logo should evoke in the mind of the audience





Brand Value

The value which a brand would be given if represented on a company balance sheet



Marketing Strategy

Must be based on research:

- Present brand values (Strengths)
- Weaknesses
- Opportunities
- Competition (Threats)



Communication Strategy

Managing your reputation

- Must be founded on research
- Identify everyone who matters to you
- Segment your market



What do they know?

Take each segment:

- What do they know about us?
- What do they think about us?
- What do they say about us?



What do you want them to know?

Plan work which identifies:

- What would you like them to know?
- What would you like them to think?
- What would you like them to say?



Strategy and Tactics

Means by which you move from:

- What people already know, think and say
to
- What you want people to know, think and say



Remember!

Remember:

When we talk about 'people' we are
talking about a wide range of
audiences

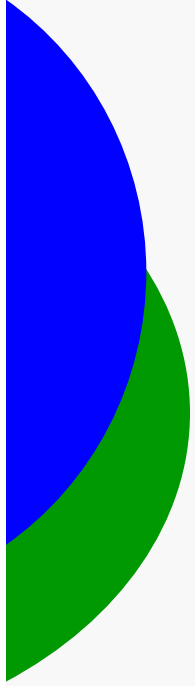
Remember:

Non-users as well as users



Successful strategy

- Opinion leaders
- Value of third parties
- Achieve measurable results which contribute to your success
- Measure, evaluate and review



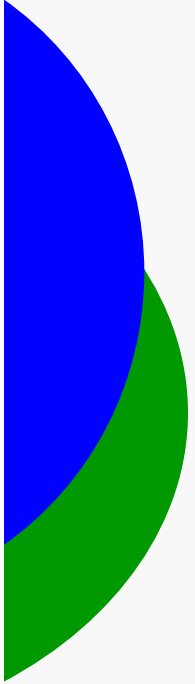
So how do you do it all
with limited
resources?



Get it right first time

Strong parallels between marketing and plastering - sooner or later you'll need to get a professional to put things right

Often we find that organisations have budgets already but just aren't spending them effectively



**You can't afford
NOT to do it**



Questions

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