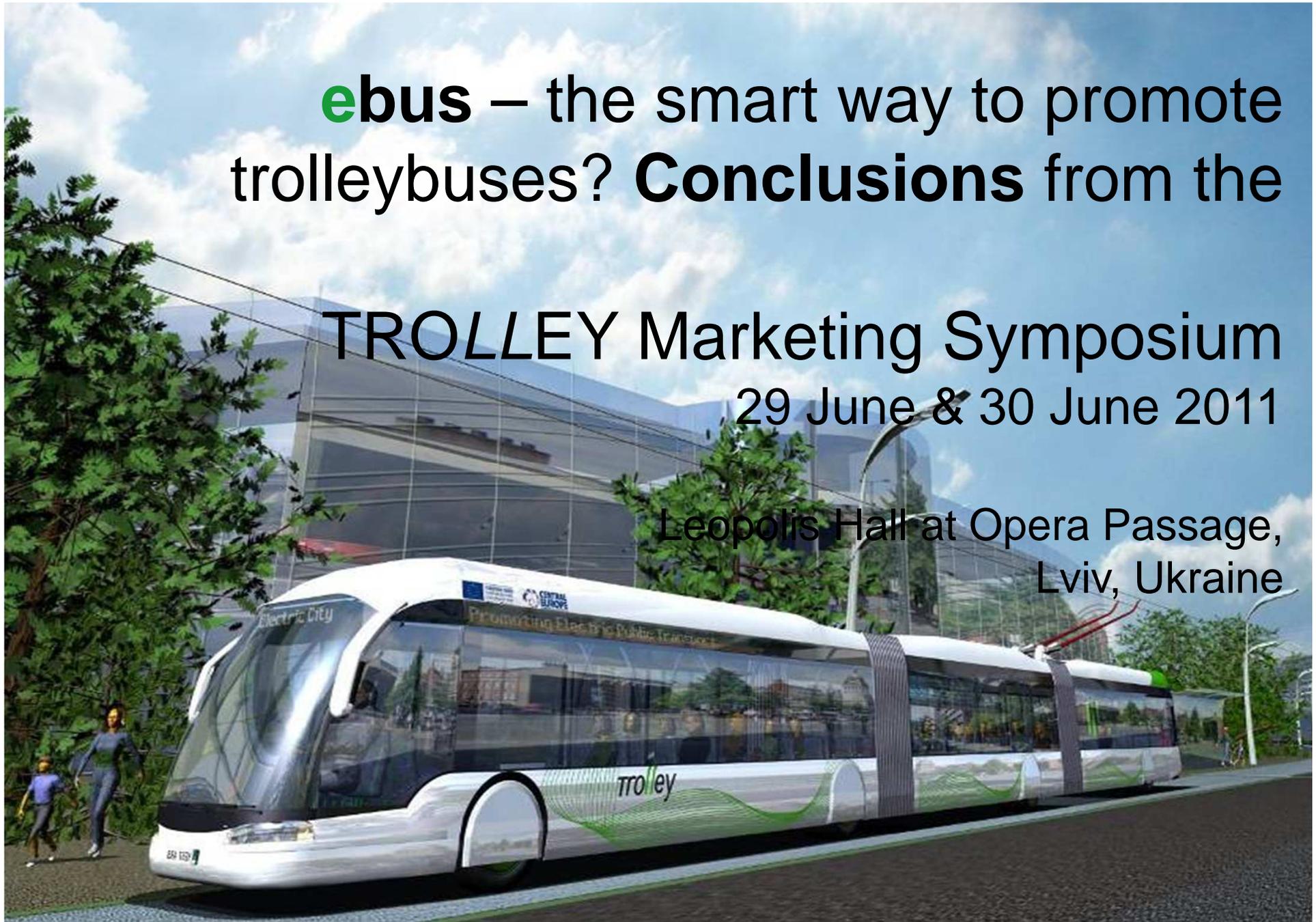


ebus – the smart way to promote
trolleybuses? **Conclusions** from the

TROLLEY Marketing Symposium

29 June & 30 June 2011

Leopolis Hall at Opera Passage,
Lviv, Ukraine



Trolleybus part of e-mobility?

- It is good to use the e-mobility hype also for trolleybuses
 - e ... for e-bus
 - e ... for new „e-class“
 - e ... means freedom of energy production for the future (it's your choice!)
- Suggestion for ranking:
 - ebus-t for trolleybus
 - ebus-b for battery bus
 - ebus-h for hybrid bus
 - ebus-f for fuel cell
- foster "thinking outside the box" to make trolleybuses the preferred transport mode of choice!
- provide a stimulating environment for sharing experience, creating new ideas and messages for trolleybus promotion!

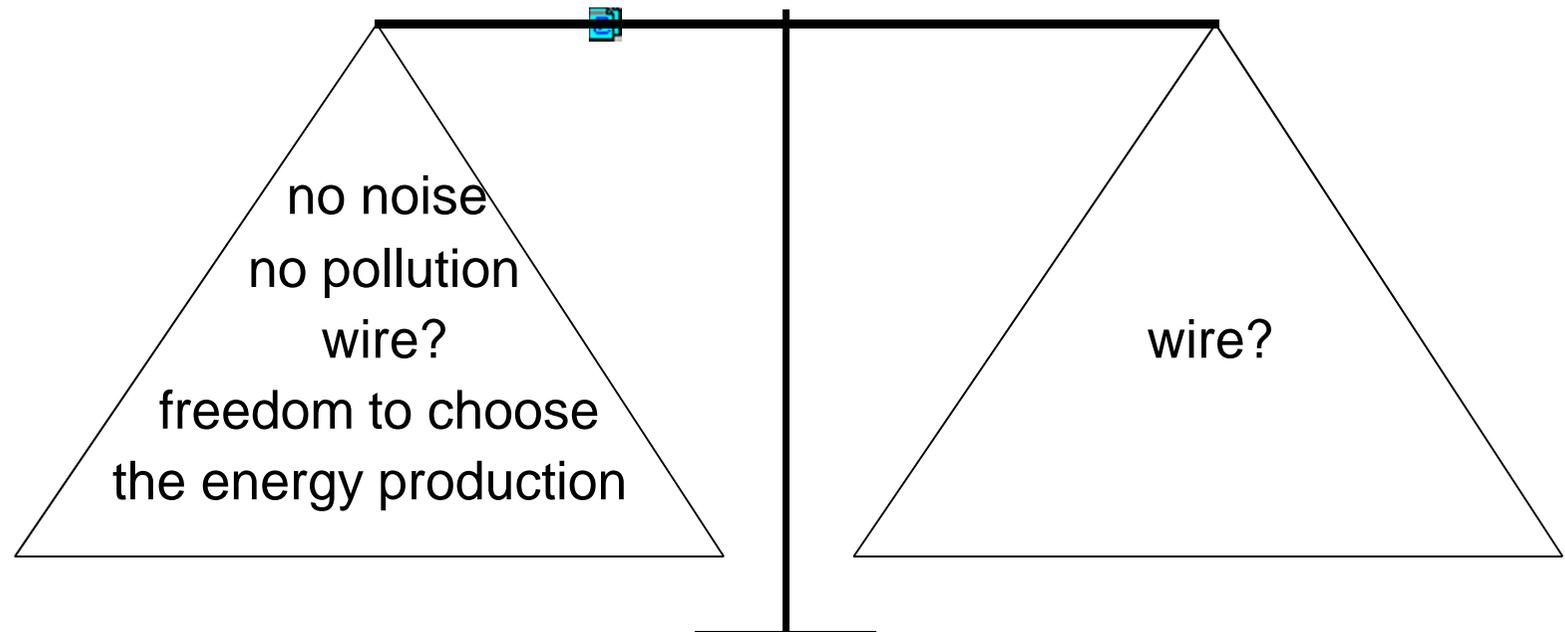
The ebus campaign



- ❑ Do not talk about trolleybus as the only solution (no: “yours is good - ours is better“)
- ❑ be careful when the trolleybus is already a good brand (e.g. Brno). In this case national approach should be okay, but
 - ❑ use the slogans trolleybus - the smart way
 - ❑ our trick - it's electric
 - ❑ 0% pollution - 100% Innovation
 - ❑ use the the headline for message
 - ❑ use the newest bus in the city

Finding the right balance

- ❑ It is important to convince politicians
- ❑ Use articles in a very efficient way (because the campaign needs explanations)
- ❑ show right balance what you get with a trolleybus



Online Marketing I

- ❑ Get support from your management, to be allowed to use social media during working time and to demonstrate awareness that use of social media as a marketing channel brings benefit and is not a “waste of time“ or only a “private thing“
- ❑ Make it “step by step“, public transport operator should start with a “good“ website (web 1.0) about their organisation before starting web 2.0 activities
- ❑ Don't underestimate the personnel effort for social media use as a marketing channel, “you have to answer to people using social media (comments, questions, complaints etc.), otherwise this communication channel „will die“ (example from Eberswalde, BBG (200 „fans“), average 0,5 hours per day for creating content or responses)

Online Marketing II



- ❑ Be careful with discussion forums (more effort, less control) – maybe better just to allow comment function to created (uploaded) content by own organisation
- ❑ Experience in Eberswalde showed that to use Twitter as a marketing channel is more difficult, as only 140 signs per text message are allowed and no „visual communication“ is possible
- ❑ To provide free WiFi on board of trolleybuses could be an approach to attract “digital natives“, but first technical problems have to be solved to provide “seamless“ use of internet on board
- ❑ Social media is a chance to improve quality in CMR, as customers feel treated individually and personnel
- ❑ Incentives are important!? Evaluate TROLLEY photo competition within framework of 2nd European Trolleybus Day, which will be announced via Facebook, eg. winning photo from Parma will be put (as a sticker) on a trolleybus for half a year