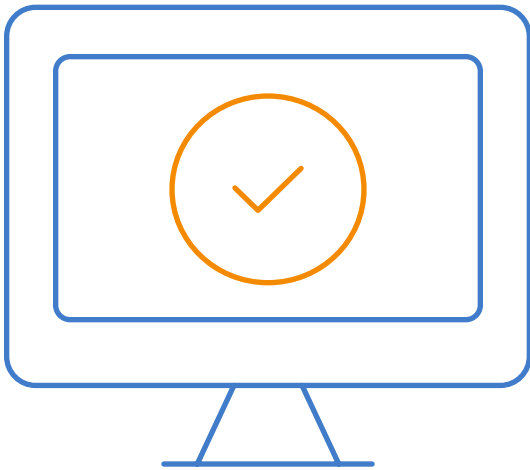




# QUICK START GUIDE



To help you on the road to success with TransLoc Rider we have created a checklist of recommended marketing tactics. You will find details on each step in the accompanying [Agency Marketing Guide](#).

Our team is also available to answer any questions you may have. Email us at [marketing@transloc.com](mailto:marketing@transloc.com) or call us at 888.959.3120 x5.

## 1

### EMBED

- Embed the live map on your agency website (pg. 4)
- Add the [TransLoc Rider buttons](#) to your website to direct riders to the app store (pg. 4)
- Share [www.translocrider.com](http://www.translocrider.com) on your social media (we recommend doing this often)
- Add [www.translocrider.com](http://www.translocrider.com) to your email banners
- Set up LiveDisplays on any public-facing screens (pg. 8)

## 2

### PUBLICIZE

- Draft a [press release](#) using our template (pg. 10)
- Update [Rider Fact Sheet](#) for media
- Put the press release on your website
- Send the press release, Rider Fact Sheet, and images to local media
- Distribute marketing collateral: app download cards, stickers, signs/flyers, print ads (pg. 11)

## 3

### INFORM

- Educate your staff about the value of TransLoc Rider
- Announce TransLoc Rider in your newsletter
- Add a message about TransLoc Rider to your phone scripts
- Provide drivers with [download cards](#) and ask them to share with riders
- Alert the Chamber of Commerce and the Convention & Visitor's Bureau about TransLoc Rider