Communications & Engagement

2022 Focus
PLANNING FOR 2022
2022 FOCUS

MARKETING

- Establish clear goals
- Audience segmentation
- Determine costs
- Evaluate performance and impact of campaigns for maximizing our ROI
- Use insights to drive future, data-driven decisions
AUDIT OF CURRENT EFFORTS – INTERNAL + MORPC MEMBERS
PLATFORMS – EXTERNAL EFFORTS

COME BACK TO GOHIO COMMUTE

WHY RETHINK?
- save money
- make commute time productive
- meet new people
- reduce your carbon footprint

WHAT ARE MY OPTIONS?
- share the ride in a carpool or vanpool
- ride the bus
- bike or walk to work

Already carpool, vanpool, bike or bus to work?
Register for our free emergency ride home (ERH) program which assures commuters they won’t be stranded at work in the case of an emergency, unexpected overtime or an illness. Learn more and apply today at gohiocommute.com/morpc.

Rethink your ride and receive a $5.00 gift card
Scan the QR code to register, explore your commute options, and choose from over 100 digital gift cards!

(promotion eligible between 5/1/2022 and 6/30/2022)
2022 FOCUS

STORYTELLING

- Drive MORPC Brand Awareness
- Create a viral impact
- Immersive virtual reality (VR) experiences
- Visual storytelling through video
- Drive action through engagement and conversion
PLATFORMS – EXTERNAL EFFORTS

MORPC Weatherization Program (Somali Video)

TikTok

Transport 2050
## KEY TAKEAWAYS

1. Targeted marketing helps us improve our ROI and plan for budget allocations.

2. Reviewing our existing efforts helps us identify opportunities and strengths and to make necessary adjustments.

3. Audience segmentation helps us tailor our marketing and messaging to ensure we are effectively reaching our key audiences.

4. Storytelling can be a powerful engagement tool – it helps us strategize, engage, and optimize.

5. Visual storytelling helps provide a more immersive experience for audiences.