

To: Marketing, Planning, & Legislative Committee

Date: 1/24/2017

From: Anne Muzzini, Director of Planning and Marketing

---

### **SUBJECT: Digital Advertising Campaign**

---

#### **Background:**

In keeping with the current focus on digital marketing and social media, staff plans to conduct a digital marketing campaign with Alpha Media (the digital division of Diablo Valley's KKDV radio). Several targeting strategies will be used including:

- Site Targeting – display our ad to anyone looking online at our website.
- Search Targeting – display our ad to anyone searching for local transportation such as bus schedules/routes, BART schedules, commute options.
- Keyword Targeting – display our ad to anyone reading content online about improving commutes, environmentally safe transportation, etc.
- Geo-Fencing – Targeting through mobile devices based on locations. Displays our ad to users on or along our major corridors, BART stations, large employers, etc.

Alpha Media will work with County Connection to design the banner ads, and provide monthly reports with performance indicators such as impressions, clicks, best performing keywords, and more.

Using the above strategies to define our targets, suggested ad messages include frequent service, electric buses, free bus routes, real time options, Clipper benefits, and summer youth.

#### **Financial Implications:**

A February-June campaign will cost \$15,000. This amount is available in the promotions budget.