

# Marketing Report

2024 IMPACT & 2025 PLANNING





# Overarching Social Performance

From January to November 2024, BCRTA's social media performance reached new heights, showcasing remarkable growth and engagement on Facebook and Instagram.

Across 273 published posts (+30%), we delivered consistent, engaging content that continues to drive awareness of BCRTA's services and mission. These milestones highlight the power of strategic social media in fostering meaningful connections and supporting Butler County's mobility needs.

**Impressions:** 2.2M+ (+202.8%)

**Audience:** 2,038 (+15.4%)

**Video Views:** 321,823 (+11,443.1%)

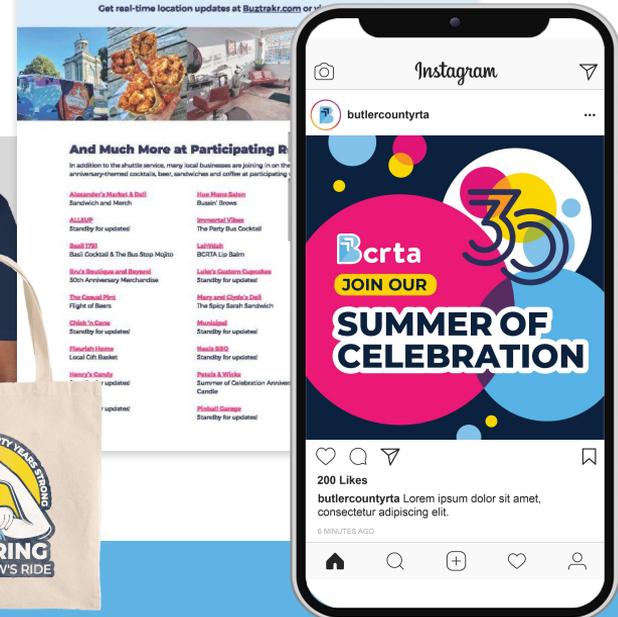
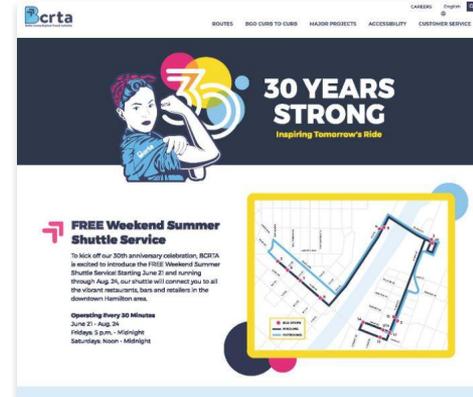
**Published Posts:** 273 (+30%)



# 30th Anniversary

For BCRTA's 30th anniversary, we crafted a celebratory campaign that honored three decades of connecting communities. The campaign featured a custom anniversary logo and an array of creative assets, including homepage and social headers, t-shirts, merchandise, bus wrap art and window clings for area businesses.

A dedicated landing page and rack cards provided key information, while engaging social content drove community awareness and excitement. By combining bold design with strategic messaging, the campaign not only celebrated BCRTA's milestone but also reinforced its role as a vital link to opportunity, work and recreation in Butler County.





# CincyLink to BLINK

Animated social content, targeted ads, a dedicated landing page, and local radio spots worked together to bring the CincyLink to BLINK campaign to life.

The results were outstanding: Meta ads alone achieved over 415,000 impressions, **37,000 engagements and 19,500 video ThruPlays at just \$0.038 per view.** Combined with Google Performance Max's 118,000+ impressions and radio's extended reach of 55,200 listeners, the campaign generated **over 533,000 impressions**, ensuring widespread visibility. **Thousands relied on CincyLink to attend BLINK**, proving the value, convenience and accessibility of the service.

The image shows a screenshot of the CincyLink website's landing page for the BLINK 2024 event. The page features a header with the CincyLink logo and navigation links for ROUTES, BIG CURB TO CURB, MAJOR PROJECTS, ACCESSIBILITY, and CUSTOMER SERVICE. The main banner displays a CincyLink bus and the text "CincyLink to BLINK 2024". Below the banner, the page is divided into several sections:

- Your Free Ride to the Biggest Art Event of the Year**: A section with a sub-headline "Leave the hassle of parking behind and enjoy Cincinnati's famous BLINK Art Festival with FREE, luxury shuttle service from Butler County." and a QR code.
- How it Works**: A section explaining the shuttle service, including details about the route (Mejor Park & Rides to Midtown and West Chester Townships), departure times (starting at 5:30 p.m. and returning at 11:30 p.m.), and amenities like high-back seats, Wi-Fi, and USB charging.
- Why Ride CincyLink?**: A section with three bullet points: "Hassle-Free Travel", "Family-Friendly", and "Eco-Friendly".
- Plan Your Trip**: A section with details about the shuttle service, including the route, departure times, and the return shuttle departure time.

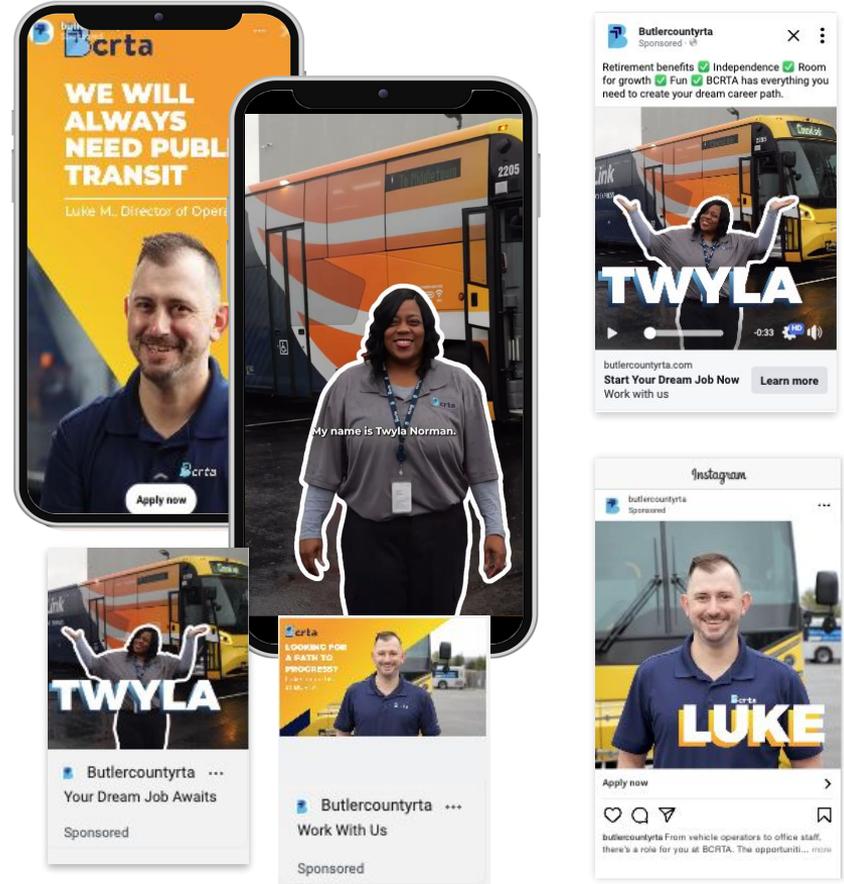
On the right side of the image, there is a promotional flyer for the CincyLink to BLINK 2024 event. The flyer features a CincyLink bus and the text "CincyLink to BLINK 2024". It includes the headline "Your Free Ride to Cincinnati's BIGGEST ART FESTIVAL" and a QR code. The flyer also lists the shuttle service details, including the route, departure times, and amenities.



# Recruitment

Our recruitment campaign leveraged storytelling to highlight the positive experiences of employees Twyla Norman and Luke Morgan. Additionally highlighting the hourly wage increase, starting at \$20 an hour. Running from March 15 to May 24, the campaign combined dynamic social ads, engaging streaming audio spots and targeted website traffic strategies.

The campaign achieved nearly **1 million impressions** and 767,000 video views across social media, with over **15,800 total clicks** driving significant traffic to BCRTA's website. Notably, the **careers page saw a 92% increase in users** and helped generate **198 applications**, including a record-breaking week of 35 applications. These results underscore the campaign's success in elevating awareness and driving action.





# Annual Report

BCRTA's 2023 Annual Report combines compelling storytelling with clean, accessible design. The report highlighted key milestones, including infrastructure advancements, innovative app launches and record-breaking ridership growth.

Moreover, we collaboratively evolved the data visualization components of the report, resulting in a more dynamic reader experience.





# 2024 Media Recap

Table Data from 1/1 - 12/18/24

Media Channel / Tactic	Spend	Impressions	Clicks	CTR	CPC
Google Paid Search Careers	\$17,127.54	65,024	11,677	17.96%	\$1.47
Google - PMax <i>"CincyLink to Blink"</i>	\$2,058.84	118,081	1,827	1.55%	\$1.13
Paid Social - Careers	\$14,000	1,434,019	24,241	1.70%	\$0.57
Paid Social - Ridership	\$5,250	579,121	18,932	3.26%	\$0.28
iHeart Streaming Audio - Recruitment	\$12,266	1,207,932	n/a	n/a	n/a
Terrestrial Radio WKRQ <i>"CincyLink to Blink"</i>	\$2,040	99,360	n/a	n/a	n/a
<b>TOTALS</b>	<b>\$52,742.38</b>	<b>3,503,537</b>	<b>56,677</b>	<b>2.58%</b>	<b>\$0.68</b>

# Quarterly Break-Out

	Q1	Q2	Q3	Q4
<b>Testimonial Videos</b> (Rides that Inspire) Emphasis on Jobs, Elderly, Students/Kids, Disabled Community & Veterans	<ul style="list-style-type: none"> <li>One Car Household -CincyLink -</li> <li>BCare user (March is Developmental Disabilities Awareness Month) -</li> </ul>	<ul style="list-style-type: none"> <li>Miami Student</li> <li>Everyday Fixed route rider</li> </ul>	<ul style="list-style-type: none"> <li>BGo Elder, (September is Healthy Aging Month)</li> </ul>	<ul style="list-style-type: none"> <li>NPO Partner/Rider (Good for the Community)</li> </ul>
	<ul style="list-style-type: none"> <li>CincyLink, Rewards App</li> <li>Ohio Loves Transit (Feb)</li> <li>Miami University public survey (Feb/March) Route Changes</li> <li>R3 Outreach - New Route Destinations.</li> </ul>	<ul style="list-style-type: none"> <li>Miami University Fixed Route &amp; SafeRide, including new Oxford Routes</li> <li>New R1 Route</li> <li>Parking lot groundbreaking</li> </ul>	<ul style="list-style-type: none"> <li>CincyLink - Before School Starts</li> <li>Chestnut Street Station Ribbon Cutting (August)</li> <li>Miami University Fixed Route &amp; SafeRide</li> <li>2024 Annual report</li> </ul>	<ul style="list-style-type: none"> <li>Holiday Card</li> </ul>

## Ongoing:

- Hiring, as needed
- Bus wraps - new vehicles/Middletown buses
- Web & social banners
- CodeTwo signature lines



# Media Tactics Discussion

In order of most popular from 2024 Demographic Survey

1. Google PPC

2. Facebook (Meta)

3. OTT/Streaming

4. YouTube

5. Streaming Music

6. Local TV/Cable

7. Local Radio

8. Instagram (Meta)

9. Newspaper Online

10. X

11. TikTok

12. Newspaper Print

OOH?