TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

18 JUNE 2019

DIGITAL MARKETING STRATEGY UPDATE

REPORT BY STRATEGY OFFICER (SUSTAINABLE TRANSPORT)

This report seeks to update the Partnership on the development of the Tactran Digital Marketing Strategy and to approve the recommendations set out within the report.

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1 RECOMMENDATIONS

1.1 That the Partnership:

    (i) notes progress in the development of the Digital Marketing Strategy;

    (ii) approves the continued development of the Tactran website, the creation of a Tactran twitter account and the creation of a Tactran LinkedIn profile;

    (iii) approves the continued investment into the Get on the Go campaign and that Tactran take on the co-ordination role for the region; and

    (iv) agrees to discontinue the GoToo website.

2 BACKGROUND

2.1 At its meeting on the 25 September 2018 the Partnership was asked to note the development of a Communications Strategy (Report RTP/18/38 refers).

2.2 Subsequently a marketing agency based in Perth, Miconex, was commissioned to assist in developing the digital marketing element of the overall Communications Strategy.

3 DISCUSSION

3.1 In the development of the Tactran Digital Marketing Strategy (Appendix A) it was recognised that "Digital Marketing provides a significant opportunity to engage both directly with consumers and with stakeholders in order to help deliver on the agreed objectives. The active promotion of relevant content across social media should be a key part of the marketing strategy as well as having hosted information which assists the target audience to make smarter travel choices".

3.2 The objectives of the Communications Strategy are to focus Tactran's communication on promoting sustainable travel across the region. This aim was split into four areas for action:

- **Active Travel:** increase the percentage of journeys taken by foot and bike
- **Rail:** capitalise on local improvements to maximise the potential to shift rail journeys
- **Bus:** improve relationships with local operators, as a basis from which to explore options to improve services
- **Shared Mobility:** increase the numbers and members of car clubs and increase the use of lift sharing, and also to increase the number of people signed up to the Liftshare website in the Tactran area.

3.3   The Digital Marketing strategy was informed by these aims as well as 'competitor' research and a review of Tactran's current activity.

3.4   The strategy recommends that Tactran should digitally communicate under two distinct brands, Tactran and Get on the Go.

Tactran website

3.5   Under the Tactran channel further development of the website is recommended which would include the signposting of other key brands such as TravelKnowHow as well as the dynamic news content would allow for project updates, appointments and events.

3.6   As well as the continued development of the Tactran website it is recommended that Tactran establish a presence on Twitter which would be used to publish blogs and press releases. Key messages would also be scheduled and relevant content retweeted. A Tactran LinkedIn profile is also recommended which again would allow for a targeted approach for blogs, press releases and relevant content to be shared.

3.7   The Partnership is asked to approve the continued development of the Tactran website, the creation of a Tactran twitter account and the creation of a Tactran LinkedIn profile.

Get on the Go

3.8   The Partnership will recall that the Get on the Go campaign has been in development across the constituent councils of Angus, Dundee and Perth & Kinross for the past 18 months and is a social media focused campaign providing news, blogs and articles on regional transport events and issues all with the aim of promoting more sustainable travel across the region. Financial support has been provided by all 3 Local Authorities and Tactran to promote Get on The Go.

3.9   Get on the Go now has 1,215 facebook follower and 215 twitter followers and in 2018 had a facebook and twitter reach of 1.4 million and 0.5 million respectively.

3.10 The Digital Marketing Strategy recommends further development of the Get on the Go brand is taken forward by Tactran taking a more co-ordinating role supporting those constituent Councils involved and that discussions with Stirling Council should be progressed with the aim of including the area in the Get on the Go brand. Initial discussions with the Angus, Dundee City and Perth & Kinross Council officers have been undertaken and the officers have indicated they would be supportive of this approach.

3.11 The Digital Marketing Strategy recommends that delivery of the Get on the Go social media strategy continues as well as the creation of a Get on the Go LinkedIn profile to help provide a further channel of communication. The creation of a Get on the Go website is also recommended which would allow for a consumer based source of up to date information and links to further relevant sustainable travel information.

3.12 The Get on the Go campaign has been funded to date by the participating Local Authorities and Tactran, with Tactran contributing approximately £2,500 in 2018/19. The intention would be for all parties to continue to contribute financial resources.

3.13 The Partnership is asked to approve the continued investment into the Get on the Go campaign in line with the recommendations above and that Tactran take on the co-ordination role for the region.

GoToo

3.14 TactranConnect was originally built as a one-stop shop regional travel information portal which could be used by people traveling to and in and around the region. A relaunch was carried out in 2015 rebranding and repurposing TactranConnect as GoToo.

3.15 Incremental upgrades have taken place since the launch of TactranConnect/GoToo which have mainly focused predominantly to the front-end user interface. This has resulted in a few functionality issues which would require significant investment to update to a supported standard. It is also recognised that further development of the site is required to bring the functionality and user interface up to today's standards which would also incur a significant amount of investment.

3.16 The number of hits and users to the site has been in decline over the past 2-3 years resulting in around 200 unique users visiting the site each month.

3.17 The current annual cost of maintaining GoToo without substantial upgrade investment is £3,000.

3.18 The Digital Marketing Strategy recommends that consideration should be given to discontinuing the GoToo website, as usage is low, the platform requires renewal and elements, such as journey planning, can be better provided to the customer on other apps and websites, such as Traveline.

3.19   Although the GoToo website would be discontinued, it is proposed to hold it in storage at no cost, so it can be made available if future Mobility as a Service (MaaS) or tourism opportunities arise.

3.20   The Partnership is asked to agree to discontinue the GoToo website.

Resources and Next Steps

3.21   It is estimated that the resource requirements to support the recommendations for Tactran Brand in 2018/19 is approximately £4,000 and funding provision is available within the RTS Revenue Budget for this.

3.22   Get on the Go social media campaign resource requirements in 2018/19 are estimated at approximately £12,000, with each participating organisation continuing to contribute. There is provision within Tactran RTS Revenue Budget for Tactran's contribution. Further resources would be required if a supporting website is developed.

3.23   The Strategy Officer (Sustainable Transport) and the wider Tactran team continue to develop the strategy and an update will be provided at the next meeting of the Partnership scheduled for 17 September 2019.

4   CONSULTATIONS

4.1   The recommendations of the Digital Marketing Strategy have been subject of discussion and consultation with Angus, Dundee City and Perth & Kinross Council officers as part of Get on the Go development. Initial discussions have also been undertaken with Stirling Council officers.

4.2   The report has been prepared in consultation with the Transportation Officers Liaison Group and Public Transport Officers Liaison Group.

5   RESOURCE IMPLICATIONS

5.1   The overall estimated resource requirements are estimated at £8,000 for Tactran, with provision made within the 2019/20 RTS Revenue budget. There will be a saving of £3,000 in 2019/20 if GoToo is discontinued.

6   EQUALITIES IMPLICATIONS

6.1   This report has been screened for any policy implications in respect of Equality Impact Assessment and no major issues have been identified.

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The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing this Report:

Report to Partnership RTP/18/38, Directors Report, 15 September 2018

TACTRAN Digital Marketing Strategy

Background

TACTRAN is the statutory Regional Transport Partnership covering the Angus, Dundee City, Perth & Kinross and Stirling Council areas. The Partnership is required to develop and deliver a Regional Transport Strategy and work towards national climate change objectives.

TACTRAN is a statutory Community Planning Partner and a Key Agency in Development Planning.
TACTRAN has three key strategic aims:
- Regional economic prosperity
- Connected communities and social inclusions
- Environmental sustainability, health and wellbeing

The majority of TACTRAN's work is between partners, supporting research, information-sharing and administering capital grants.

While principally a strategic partnership body, TACTRAN does have some public-facing functions. These are largely directed through its websites, which support liftsharing, travel information and travel planning. Over the years, it has developed a number of different brands for these.

Tactran own/manage the following websites:

- Tactran.gov.uk: official corporate/organisation site
- GoToo (tactranconnect.com): 'lifestyle' travel advice
- TravelKnowHow (microsite within TravelKnowHowScotland)
- Tactran Liftshare (microsite within Liftshare.com)

Objectives

It has been agreed to focus TACTRAN's communication on making travel in the area more sustainable. This aim was split into four areas for action:

Sustainable travel:

1.1 **Active travel:** increase the percentage of journeys taken by foot and bike.

1.2 **Rail**: capitalise on local improvements to maximise the potential shift to rail journeys.

1.3 **Bus**: improve relationships with local operators, as a basis from which to explore options to improve services

1.4 **Shared mobility:** increase the numbers and members of car clubs and increase the use of liftsharing

1.4.1   Increase number of people signed up to the LiftShare website in the TACTRAN area

Digital Marketing provides a significant opportunity to engage both directly with consumers and with stakeholders in order to help deliver on these objectives. The active promotion of relevant content across social media should be a key part of the marketing strategy as well as having hosted information which assists the target audience to make smarter travel choices.

Stakeholders

Key stakeholders can be mapped on a matrix which records their potential influence and their level of interest in key issues.

INFLUENCE					
				Cabinet Secretary	Transport Scotland
				RTPs	'Magnificent 7'*
		Consultants			
Health Minister				MSP's	
	Local authorities		Joint Committees (City Deals)	FTA / RHA ScotRail Alliance STTTG	
Education Minister				Researchers / TRI	Sustainable travel (in TS)
NHS Tayside/NHS Forth Valley MPs	Community Planning Partnership	ATCO		CPPs/Localities/ Local walking/cycling groups	Board members
	Universities / colleges	Bus operators		Transform Scotland	
			MAAS Scotland	Local walking/cycling groups	
	Public National Parks Authorities		Community rail organisations		
			INTEREST		

*Cycling Scotland, Energy Savings Trust, Paths for All, Scottish Natural Heritage, Forth Environment Link, Living Streets and Sustrans

Stakeholders with a high level of interest but relatively low levels of influence, such as local walking and cycling groups, rail enthusiasts and MAAS Scotland should be kept informed.

Those who could be very influential but currently have little interest can be a focus of communications aimed at raising their awareness, getting them engaged and, ultimately, encouraging them to take action to support TACTRAN's aims. Key targets here would be ministers and local authorities.

Stakeholders who are both interested and influential are crucial to the success of the organisation. Transport Scotland, the 'Magnificent 7' charities, other RTPs, and individual MSPs with a personal interest in relevant issues should all be kept onside to ensure their ongoing support.

Friendly Organisations

Friendly organisations and influencers can play an important part in reaching the target audiences. It is important to develop relationships with these organisations and individuals and encourage them to recommend you to their audiences and to influence their opinions. Sharing their content and creating content that they are likely to share is a great way to tap into these audiences.

Organisation	Notes
Local Government	
Dundee City Council	@dundeecitycouncil (25k followers) - https://twitter.com/DundeeCouncil @cllralexander (2.6k followers) - https://twitter.com/CllrAlexander
Perth and Kinross Council	@perthandkinross (18k followers) - https://twitter.com/PerthandKinross @CEPKCKarenReid (1.2k followers) - https://twitter.com/CEPKCKarenReid
Angus Council	@anguscouncil (14.2k followers) - https://twitter.com/AngusCouncil
Stirling Council	@stirlingcouncil (23.6k followers) - https://twitter.com/StirlingCouncil
Tay Cities	@taycities (1.2k followers) - https://twitter.com/taycities
Tayplan	@tayplan (1,010 followers) - https://twitter.com/tayplan
Cairngorms National Park	@carngormsnews (8,733 followers) - https://twitter.com/cairngormsnews
Loch Lomond and Trossachs NP	@lomondtrossachs (21.8k followers) - https://twitter.com/lomondtrossachs

Health and Education	
NHS Tayside	@nhstayside (11k followers) - https://twitter.com/NHSTayside
NHS Forth Valley	@nhsforthvalley (9.5k followers) - https://twitter.com/NHSForthValley
Shona Robison / Scot Gov Health	@scotgovhealth (23.9k followers) - https://twitter.com/scotgovhealth @shonarobison (19.5k followers) - https://twitter.com/shonarobison
John Swinney / Scot Ed	@johnswinney (69.6k followers) - https://twitter.com/JohnSwinney @scotgovedu (18.1k followers) - https://twitter.com/ScotGovEdu
Dundee University	@dundeeuni (50.7k followers) - https://twitter.com/dundeeuni
Abertay University	@abertayuni (23.8k followers) - https://twitter.com/AbertayUni
Stirling University	@stiruni (30.6k followers) - https://twitter.com/StirUni
Perth UHI	@perthcollegeuhi (5,366 followers) - https://twitter.com/PerthCollegeUHI
Dundee & Angus College	@dundee_angus (6,256 followers) - https://twitter.com/dundee_angus
Transport Companies	
Scotrail	@scotrail (211k followers) - https://twitter.com/ScotRail
Xplore Dundee	@xploredundee (3,427 followers) - https://twitter.com/XploreDundee
First Group	@FirstScotland (7,772 followers) - https://twitter.com/FirstScotland
Stagecoach	@stagecoachEScot (16.1k followers) - https://twitter.com/StagecoachEScot
Transport Scotland	@transcotland (59.8k followers) - https://twitter.com/transcotland
LNER	@LNER (167k followers) - https://twitter.com/LNER

Caledonian Sleeper	@CalSleeper (10.2k followers) - https://twitter.com/CalSleeper
Cross Country	@crosscountryuk (88k followers) - https://twitter.com/CrossCountryUK
Magnificent 7 Charities	
Cycling Scotland	@cyclingscotland (15.8k followers) - https://twitter.com/CyclingScotland
Energy Savings Trust	@energysvgtrust (43.9k followers) - https://twitter.com/EnergySvgTrust
Paths for All	@pathsforall (6,736 followers) - https://twitter.com/PathsforAll
Scottish Natural Heritage	@nature_scot (20.1k followers) - https://twitter.com/nature_scot
Forth Environment Link	@forthenvirolink (1,013 followers) - https://twitter.com/ForthEnviroLink
Living Streets	@livingstreetsscot (1,982 followers) - https://twitter.com/LStreetsScot
Sustrans	@sustransscot (9,183 followers) - https://twitter.com/SustransScot
Influencers	
Transport Journalists	@alastairdalton (5,282 followers) - https://twitter.com/AlastairDalton (Scotsman) @djshenderson (2323 followers) - https://twitter.com/djshenderson (BBC Scotland Business & Transport) @philatrail (4,573 followers) - https://twitter.com/philatrail (Freelance Railway Writer) @jonbradyphoto (3,393 followers) - https://twitter.com/jonbradyphoto (Evening Telegraph) @joshspero (11.9k followers) - https://twitter.com/joshspero (FT) @simbrowning (1,284 followers) - https://twitter.com/simbrowning (BBC) @montaukian (2,068 followers) - https://twitter.com/montaukian (Scotsman) @dominicbrowne1 (780 followers) - https://twitter.com/DominicBrowne1 (Highways Magazine & Transport-network)

Celebrities	@mrmarkbeaumont (43.9k followers) - https://twitter.com/MrMarkBeaumont
Enthusiasts/Bloggers/Vloggers	@neilbeakerq (852 followers) - https://twitter.com/neilbeakerq @dundeecycling (393 followers) - https://twitter.com/dundeecycling @leecraigie_ (5,102 followers) - https://twitter.com/leecraigie_ @chrisphin (4,168 followers) - https://twitter.com/chrisphin @willwrite4cake (1,238 followers) - https://twitter.com/willwrite4cake @paultuohy (1,455 followers) - https://twitter.com/Paultuohy @joanneboyle20 (429 followers) - https://twitter.com/JoanneBoyle20 @rachelaldred (8,367 followers) - https://twitter.com/RachelAldred @keithirving1 (1,257 followers) - https://twitter.com/keithirving1 @john_lauder (2,411 followers) - https://twitter.com/John_Lauder @backonmybike (2,562 followers) - https://twitter.com/backonmybike @planforbikes (427 followers) - https://twitter.com/PlanforBikes @donald_baddon (923 followers) - https://twitter.com/Donald_baddon @johnbynorth (433 followers) - https://twitter.com/JohnBynorth @contourgeek (552 followers) - https://twitter.com/contourgeek @lucindak89 (293 followers) - https://twitter.com/lucindak89 @dcyling (119 followers) - https://twitter.com/DGcycling @iamchrislittle (371 followers) - https://twitter.com/iamchrislittle @RHARichardB (2,259 followers) - https://twitter.com/RHARichardB @_XavierBrice_ (814 followers) - https://twitter.com/_XavierBrice_
Bike Station etc	@thebikestation (4,944 followers) - https://twitter.com/TheBikeStation/ @ceo_bikestation (59 followers) - https://twitter.com/CEO_BikeStation @EBScyclecentre (187 followers) - https://twitter.com/EBScyclecentre @Anguscyclehub (635 followers) - https://twitter.com/AngusCycleHub @CACHub1 (284 followers) - https://twitter.com/CACHub1

Competitor Research

We have reviewed the activity of the other 6 Regional Transport Partnerships in order to understand they go about delivering on their objectives and to help understand best practice.

Agency	Summary	Consumer Brand	Social Media
HiTRANS	HITRANS has a variety of sections including detailed website pages on HITRANS strategy and current projects. HITRANS has an active Twitter account with 885 tweets and 738 followers. The content of the Twitter account is a mixture of promotion of content from HITRANS website, as well as sharing content from friendly organisations including Transport Scotland, Highland Council and local transport companies. The website appears to have content relevant to consumers, businesses and the public sector. Website news section seems to be updated on a regular basis. The new section is a mixture of press releases, information on funding and surveys.	**HiTravel** HITRAVEL appears to be HITRANS GOTG equivalent, however, this is centred around a single web page rather dedicated social media. IfYouCareYouShare.com IfYouCareShare.com brand has been developed in association with ZetTrans. In order for residents of the highlands to car share. This shares information on car sharing in the Highlands region. This brand appears only to have a website.	@HITRANS_TRP (738 Followers) https://twitter.com/HITRANS_RTP
NESTRANS	NESTRANS website appears to focus primarily on NESTRANS projects and strategy. The GetAbout Brand is used to communicate with consumers and businesses. The NESTRANS Twitter account @Nestrans has 741 followers and 1,172 tweets, the account primarily retweets	**GetAbout** Getabout is NESTRANS and partner organisations site dedicated to travelling in the Aberdeen City and Shire region with information on active travel, driving, park and ride, lift share and company travel plans.	@Nestrans (744 Followers) https://twitter.com/Nestrans @get_about (672 Followers) https://twitter.com/get_about

	friendly and partner organisations, whilst occasionally promoting NESTRANS press releases and news articles.	The account predominately retweets friendly organisations.	
SESTRAN	SESTRAN appears to be more industry focused with high-level information on SESTRAN and the projects it facilitates. SESTRAN website news section is updated regularly with content ranging from news articles on active travel, press releases from SESTRAN and friendly organisations. Active Twitter account (@SESTran) with 1,981 tweets and 882 followers. Twitter account retweets friendly organisations and includes promotion of active travel projects in the region. SESTRAN utilises Linkedin, this is primarily used to promote vacancies within the organisation. The site is primarily industry focused on meetings and projects being key elements of the site.	**Go e-Bike** SESTRAN appear to be developing a "Go E-Bike" brand for their regional e-bike project. Go E-Bike has its own Twitter account with 84 followers, however, this has not been actively updated in several months.	@SEStran (892 Followers) https://twitter.com/SEStran @Go-Ebike (87 Followers) https://twitter.com/GO_eBike SEStran (84 Followers) https://www.linkedin.com/company/sestran/
SPT	SPT's communication appears to be heavily consumer orientated. With the main SPT website focusing on subway and bus, as well as journey planning. Information on SPT projects and strategy is hosted on a corporate site - http://www.spt.co.uk/corporate/about/ The news section of the SPT website is predominately press releases on SPT projects and updates on services.	**Glasgow Subway**	@SPTCorporate (926 Followers) https://twitter.com/SPTcorporate @GLASubwayTravel (112 Followers) https://twitter.com/GLASubwayTravel

	The website is heavily focused on the Glasgow Subway and Glasgow Bus Stations providing information on tickets and timetables.		@GlasgowSubway (22.2k Followers) https://twitter.com/Glasgow Subway Strathclyde Partnership for Transport (504 Followers) https://www.linkedin.com/co mpany/strathclyde-partnership-for-transport/ Glasgow Subway (7,677 Likes) https://www.facebook.com/ glasgowsubway @glasgow_subway (1,741 Followers) https://www.instagram.com/ glasgow_subway/
Swestrans	Swestrans does not appear to have a strong digital presence with no news section on the website, no social media and limited information on Swestrans. The website is relatively basic which directs consumers to Dumfries & Galloway Council for information on public transport. The site only appears to be updated with PDFs on Swestrans board meetings. There is limited information consumer-related information	No Consumer Brand	No Social Media

	on the site with the "Service Information" section focusing on concessionary travel and the Thistle Card product.		
ZetTrans	ZetTrans appears to be primarily consumer-focused, however, ZetTrans does not have its own social media channels and does not appear to actively promote corporate news or strategy outwith the ZetTrans website. ZetTrans have a variety of PDFs hosted under their "About ZetTrans" section including information on transport strategy, delivery plans, consultation documentation	**IfYouCareShare.com** IfYouCareShare.com brand has been developed in association with HITRANS. In order for residents of the highlands to car share. This shares information on car sharing in the Highlands region. This brand appears only to have a website.	No Social Media

Each of the Regional Transport Partnerships have their own approach but where this is done best there are clear channels for consumer content and business content. SPT has a useful consumer website largely due to unique functionality that can only be found on this site. It is also useful when clear signposting is provided to direct the consumer to other sites that are the most relevant within their areas.

Existing TACTRAN Activity

Summary	Social Media
TACTRAN's current website is industry focussed sharing information on projects and activity undertaken by TACTRAN The current B2C brand GoToo has its own website and social media, but limited resources have restricted its development and visibility. TACTRAN promotes and manages an industry and business facing brand called Travel KnowHow Scotland, this is focussed around the Travel Know How website https://www.travelknowhowscotland.co.uk/. TACTRAN Liftshare is promoted through its websites.	@tom_tactran (537 followers) https://twitter.com/Tom_Tactran Retweeting content from partner and key stakeholder organisations on Twitter. Tactran (6 followers) https://www.linkedin.com/company/tactran/about/ No updates on Tactran Linkedin page. GoToo (2,016 followers) https://www.facebook.com/GoToo-131663610227914/ Sharing content from relevant organisations - news articles, blogs and videos. The GoToo Facebook hasn't be updated since November 2016.

Channel Assessment

Having reviewed the competitor research, existing TACTRAN activity and the agreed objectives it is our recommendation that TACTRAN should communicate under two distinct brands:

- GetOnTheGo - used to inspire consumers and stakeholders to achieve the agreed objectives.
- TACTRAN - used to update stakeholders on the activities of the organisation.

We would recommend using the following channels:

Brand	Channel	Summary of Recommended Activity
TACTRAN	**Website**	The TACTRAN website provides a central resource to understand the aims and objectives of the organisation. In addition - dynamic content News which should encompass; project updates, staff appointments, achievements and events. The website should also very clearly signpost visitors to the other key brands - GetOnTheGo, TravelKnowHow and LorryTrack.
	Twitter	Twitter should be used to publish new blogs and press releases. Key messages should also regularly be scheduled and relevant content retweeted.
	Linkedin	Linkedin should be used to publish new blogs and press releases.
GetOnTheGo	**Facebook**	Facebook is an ideal channel to engage the target consumer audience. GetOnTheGo already has an active Facebook channel with an audience of 1,193 likes an average reach of 120,000. Merging the GoToo Facebook audience into this channel should be investigated. There is already an agreed promotional strategy in place however if this is to be more of focus across the whole TACTRAN region then this needs to be reviewed. Targeted location budget can be utilised to promote specific messages to selected locations in the TACTRAN region.
	Twitter	Twitter is an ideal channel to engage the target consumer audience. GetOnTheGo already has an active Twitter channel with an audience of 215 followers and average reach of 65,900.

		There is already an agreed promotional strategy in place however if this is to be more of focus across the whole TACTRAN region then this needs to be reviewed.
	Linkedin	Linkedin provides a great opportunity to reach the business audience in the region both in terms of the target stakeholder organisations but also as individual consumers. A GetOnTheGo business page should be set up and a content plan developed. Targeted location budget can be utilised to promote GOTG content to relevant consumers on Linkedin.
	Website	We feel that there is value in having a website in order to pull together key useful, geographically relevant information. It's important that this site does not attempt to replicate functionality that already exists elsewhere but instead acts as a place of expertise where consumers can find out where on the web they can access the best information they are looking for. The site would also provide a location where traffic can be directed (from other digital channels) to read articles and blogs. The website would have two main purposes: ● Inspire - commissioned articles and shared content. ● Inform - Information and links out to other sites where the audience can access further specialist information and functionality. The website should have a clean, modern feel and focus on enabling the consumer to find the information they want as efficiently as possible. An Open Source platform such as Wordpress should be considered so that ongoing development of the site can be carried out by any development company.
GoToo	**Website**	Consideration should be given to discontinuing the GoToo website, as usage is low, the platform requires renewal, and some elements of its offer can be found elsewhere. Funding previously allocated to GoToo could be redistributed to promoting GetOnTheGo, or to other communications objectives below.
TravelKnowHow	**Website**	A useful resource. Further work is currently being undertaken to develop, promote and assess TravelKnowHow Scotland.

Tom Flanagan	Twitter	Tom should also continue to develop his personal Twitter account. While the direct audience for sustainable travel (commuters, families) is more likely to be found on Facebook, Twitter is home to political stakeholders and policymakers. Tom should pitch his content at this audience by seeking out and contributing to debate, while maintaining a personal touch
	Linkedin	Similar to Twitter, Tom should develop his personal Linkedin account. Tom should pitch his content at local organisations, political stakeholders and policymakers by seeking out and contributing to debate, while maintaining a personal touch

Content Strategy

It is essential that the content strategy takes into account the business objectives, target audiences, channels and the objectives of stakeholders and friendly organisations. The overall agreed objective is to focus TACTRAN's communication on making travel in the area more sustainable.

GetOnTheGo

The key focus for the project is to provide effective behaviour change and to promote active and sustainable travel in order to reduce congestion, reduce emissions and to improve public health. The content should be themed in order to help to deliver on the stated objectives:

- Active travel: increase the percentage of journeys taken by foot and bike.
- Rail: capitalise on local improvements to maximise the potential shift to rail journeys.
- Bus: improve relationships with local operators, as a basis from which to explore options to improve services
- Shared mobility: increase the numbers and members of car clubs and increase the use of liftsharing
  - Increase number of people signed up to the LiftShare website in the TACTRAN area

Source/Stakeholders	Content Types	
Key messages	Key messages scheduled across channels. - Promotion of transport mode specific messaging, on switching to walking, cycling, bus, electric cars or car sharing. - Promotion of key events that encourage active travel - Perth on the Go Cycling event, The Big Pedal, Cycle to Work day	It's important that relevant key messages are being communicated on a regular basis this includes messages from Travel KnowHow This content can be well thought out and pre-scheduled, linking back to relevant pages of the TACTRAN family of websites. Advertising budget would help to ensure these messages reach the target audiences. This would include the promotion of Liftshare and Travelknowhow

Competitions	- Like and Share Competitions to win transport tickets - Inspire consumer competitions : "Win a GoPro" by sharing your active travel choices on social media.	Regular competitions with relevant prizes are a good way to stimulate the growth of the Get on the Go channels. Advertising budget would help to ensure these messages reach the target audiences.
Shared content	- Relevant news stories on active and sustainable travel - Share content from news publications on stories on active and sustainable travel - Sharing of relevant content from transport firms and active travel organisations such as Sustrans, Cycling Scotland	
Content from partners	- Directly post content provided from key organisations (Local Authorities, Active Travel Charities) these include news releases, video and other assets such as Bike Life Report.	
Commissioned work	Blogs	Commissioned blogs provide a great opportunity to inspire the target audience to take action on good intentions. By providing an overview across the region on key themes TACTRAN can pull together the work of different agencies. These articles would also be ideal content for hardcopy and digital magazines such as 'Invest in' magazines, Chamber of Commerce Magazines and local online consumer channels. Advertising budget would help to ensure these messages reach the target audiences.
	Professional Videos / Images	Commissioning a photographer to provide a bank of new

		images and video clips would really boost the promotional activity. These assets could then be branded and provided alongside the blogs to other channels.
TACTRAN News/Events/Press Releases	See below	

TACTRAN

Source/Stakeholders	Content Types	
Blogs	Project updates, events	Reflect the priorities of the regional transport strategy. Consultation responses Connected Tay What has been done
Press Releases	Key announcements	Key news, appointments etc

Promotional Strategy

How do we reach the target market with the relevant content and use the friendly organisations to extend our reach.

Based on the strategy discussed above it is recommended that the following channels are used to reach the target audience with the agreed content.

Brand	Channel	Frequency
GetOnTheGo	Website	1 blog per month (increase volume if more content topics exist)
	Facebook	1 Post per day
	Twitter	3 posts per day
	Linkedin	1 Post per week
TACTRAN	Website	1 blog per month
	Twitter	2 posts per day
	Linkedin	2 Posts per month

A full content plan should be produced on a quarterly basis breaking this down by content type to ensure that key messages are being promoted on an ongoing basis.

Resource Requirements

What resource is required to implement the promotional strategy

Brand	Tasks	Est. Hours Per Month	Resource
Tactran	Website - development and general site content	tbc	
	Social Media Promotion	5	Miconex
	Blogs - write blog, set up content on website	5	Miconex
	Press Releases - write press release	?	Miconex
	Reporting	1	Miconex
GetOnTheGo	Social Media	16	Miconex
	Blogs	5	Miconex
	Reporting	1	Miconex
	Website - development and general site content	tbc	

Management Processes and Reporting

How is the project managed and evaluated by the stakeholders against stated objectives.

A detailed set of monthly reports providing a breakdown of activity across the different channels is required. This should include the following key metrics.

Social Media
- Audience
- Reach
- Engagement
- Social Media Growth
- Top performing content

Online Activity
- Website Sessions, bounce rates, time spent etc
- Demographic and geographic breakdown
- Device used - Desktop / mobile / tablet
- Channel Sources
- Goal completions
- Top performing content

Non Statistical Feedback

As well as statistical overviews of activity, examples of top social media posts and most popular web articles will be provided to ensure that intelligence is fed back to the TACTRAN management team.

The report will be set out in such a way that month to month comparison are visible as the project moves forward.

Tasks List

Decide on lead consumer brand - GetOnTheGo or GoToo
Replace the existing GoToo website with an open source 'lighter' website.
Confirm resources that are going to be responsible for delivering the promotional strategy - Miconex to send proposal