Research to Assess Branding and Marketing Needs for DelDOT TMC’s Real-Time Traveler Information System

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Literature Scan
- Review of industry guidelines
- What makes a good app great?

Survey and Focus Group Sessions
Captured a baseline on user awareness, perceptions of, and general attitudes toward real-time traveler information system apps before and after users were directly exposed to the DelDOT App
1. University of Delaware leadership class
2. WILMAPCO Public Advisory Committee
3. Dover/Kent County MPO Public Advisory Committee

Marketing Plan
Developed a marketing plan that includes
- Competitive and situational analysis of DelDOT App
- Unique selling proposition
- Branding and marketing strategies for each target audience
- Traditional and digital promotional strategies
- Social media best-use practices

Move Forward with App Improvements
Improve Interface and Usability
- Voice-guided navigation
- Push notifications/voice alerts
- Hands-free voice commands
- Real-time incident reporting

Improve App Menu/Features
- Two primary menu options (drive/map and report displays)
- Tailor menu to meet user demands
- Change “news” feature to “traffic advisories”
- Improve home screen options

Improve App Support
- Cultivate a community of users
- Create app tutorials
- Post user testimonials

Identify and Prioritize Marketing Needs
Direct Marketing Efforts to Target Audiences
Craft Social Media Strategy
- Create Twitter handle for travel-specific information
- Develop video tutorials
- Advertise to target audiences through social engagement and paid advertising
- Use social proofing to endorse app
- Use CRM Application

Rebrand and Re-launch App
- Initiate branding campaign—catchy name, slogan, description, logo

Launch App-centric Website
Strengthen Collaborations and Partnerships

Identify Staffing Support/Resource Needs
Hire Social Media Specialist(s)
Initiate Branding Campaign
- In-house or Contract

Contract with IPA
- Target Market Outreach