

# Getting the Message Out: Marketing Techniques for the Non-Marketer

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## 1. Summarize the program

- A. Two-sentence summary
  - B. One-pager
  - Work it into your script
    - “Hey, how are you?”
    - Instead of:
      - “Fine, thanks”
    - ~ end ~
    - Try:
      - “Good, excited about our new program”
      - “Oh, what’s that?”
      - [two-sentence summary]
- Message spreads!*

**BEAT THE STRESS IN 2017**  
Find your ride with Commute Green

Commute Green is your one-stop-shop for a better commute  
[go.brandeis.edu/commutegreen](http://go.brandeis.edu/commutegreen)

**Carpooling**  
Find others in your neighborhood to share rides  
Open to the Brandeis community only  
Use reserved carpool spots in 4 lots across campus  
Free emergency rides home for faculty & staff

**Biking**  
Form a carpool or a bikepool  
Get maps of campus bike racks/ repair stations  
Participate in biking events  
Connect with campus biking community

**TOP MYTHS ABOUT CARPOOLING**

**My schedule is too crazy**  
Carpool whenever convenient, it's all up to you

**It's too awkward**  
Specify your preferences up front, no surprises

**It's too inconvenient**  
Connect only with others who match your location & schedule needs

**Park easily** **Win prizes** **Save money** **Stay flexible**

brandeis.edu/sustainability Sustainable Brandeis sustainability@brandeis.edu

## 2. Use free or cheap graphics platform for catchy materials

### How the Carpool Parking Program Works

[go.brandeis.edu/commutegreen](http://go.brandeis.edu/commutegreen)

Each person in the carpool:



Completes an application  
[brandeis.edu/publicsafety/parking/forms](http://brandeis.edu/publicsafety/parking/forms)



Gets a pass  
(Must already possess a valid parking permit)



Displays their pass  
At least 2 passes must be displayed on the dashboard to park in a carpool space during reserved hours



Logs their trips  
Either online or with the app (coming soon)

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### Anatomy of your dashboard

[go.brandeis.edu/commutegreen](http://go.brandeis.edu/commutegreen)

**Your profile**  
Only you can see your full profile. You choose what you want others to see

**Post or search one-time rides**  
Share rides to the airport, sporting events, conferences - wherever you need to go

**Join challenges & earn prizes**

**Search a route**

**Favorite trips and recent searches**  
Scroll down to search your favorite routes with one click

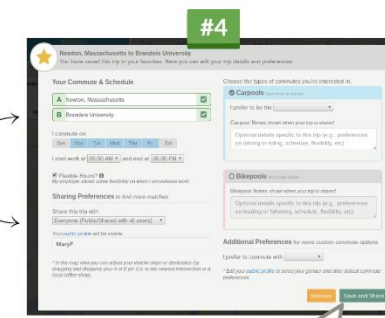
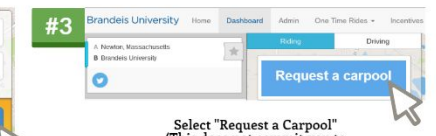
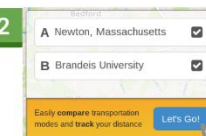
**Log your trips**  
To maintain eligibility for carpool parking passes and prizes  
Click-click to select multiple dates to log at once

**Leader board**  
See how you rank during challenges and when you're working toward a prize

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### How to Request a Carpool or Bikepool

[go.brandeis.edu/commutegreen](http://go.brandeis.edu/commutegreen)



## 3. Leverage existing communications channels

- In-person visits to meetings
  - Recurring cross-departmental meetings, committees, etc.
- Determine digital communications already in place
  - Administrative department updates e.g. HR, president's office, campus operations, etc.
  - Popular & wide-reaching campus center newsletters
- Get in the news
  - Student newspapers
  - University news from communications office



## 4. Use free email marketing services, e.g. Mail Chimp



### Let's get you on the map!

You've visited [Commute Green](#), but your route may not be visible to others. Carpool matching works best when everyone who's even remotely interested in carpooling puts themselves on the map. Let us do that for you, then sit back, relax, and check back later for potential matches.

Click below & we'll make you visible on the Commute Green map so others can see that you might be open to the idea of sharing a ride.

There's no commitment. Change your mind anytime.

Have we mentioned how many others are [commuting to Brandeis from your area](#)?

[Yes, put me on the map!](#)

### "Request a Carpool" = No commitments!

Brandeis University Home Dashboard Admin One Time Rides ▾ Incentives

A Newton, Massachusetts


B Brandeis University


View as Rider View as Driver

Request a Carpool

"Request a Carpool" actually means "I *might* be interested in carpooling once in a while... maybe" (we just couldn't fit that all on one button).  
 You must request a carpool to put yourself on the map (literally)!  
 Otherwise, you're invisible to others who could be a match.  
[How to request a carpool](#)

### Choice parking spaces for carpoolers





Learn more about about carpool parking

[Map of carpool parking spaces](#)

✓	<b>Post route for you</b> Regular · Faculty/Staff Sent on Tue, Jan 24, 2017 9:37 am	210 Subscribers	67.6% Opens	25.7% Clicks
✓	<b>Champions</b> Regular · Faculty/Staff Sent on Wed, Nov 30, 2016 4:22 pm	156 Subscribers	79.5% Opens	14.7% Clicks

[go.brandeis.edu/commutegreen](https://go.brandeis.edu/commutegreen)