



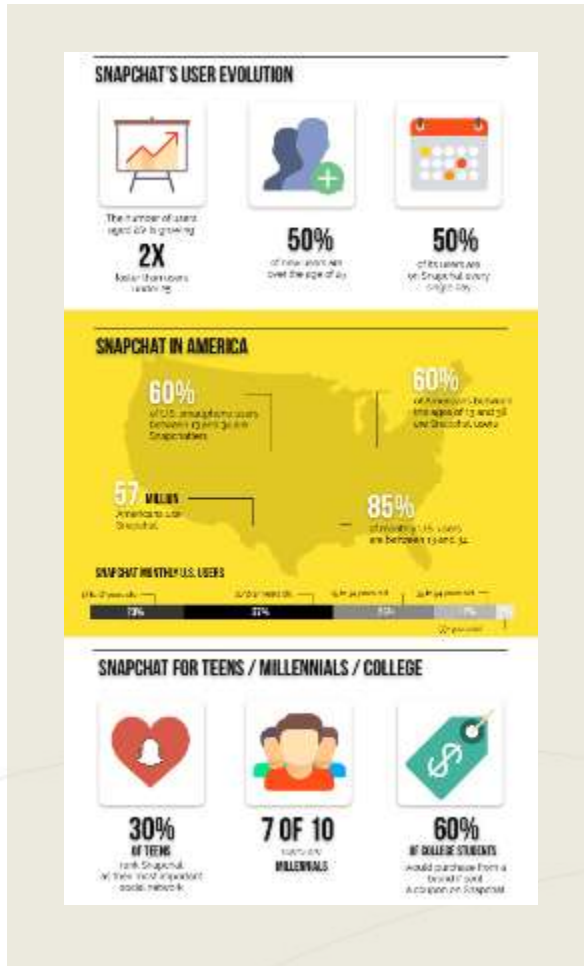
SNAPCHAT FOR **LADOT**
TRANSIT

ILIUM

November 17, 2016

Presented by Robin Quintanilla, Marketing Representative to LADOT Transit

WHY SNAPCHAT?



- 100 million people access Snapchat on a daily basis
- Over 60% of U.S. Smartphone users between the age of 13 to 34 use Snapchat
- 7 out of 10 Millennials use it
- The age group of 35+ is increasing its usage every year

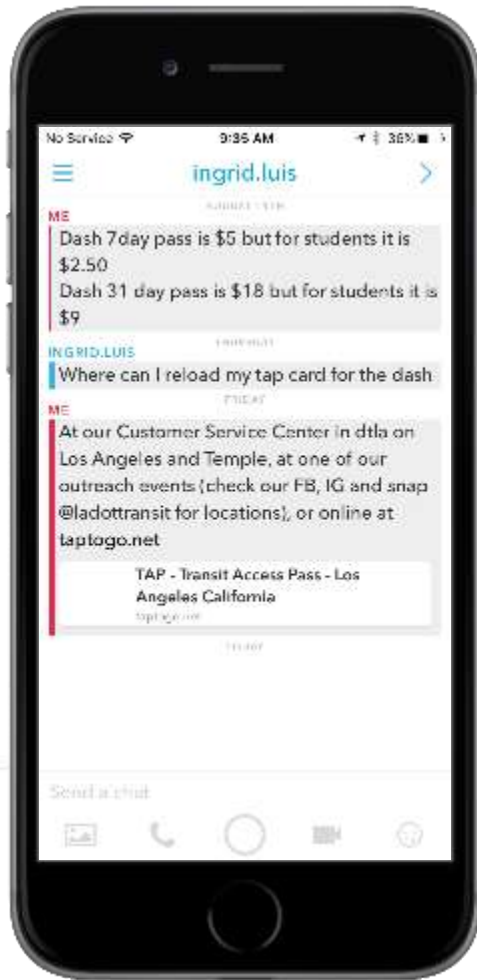
'How Snapchat Demographics Are Surprisingly Shifting In 2016' - Mediakix

PROMOTE SERVICE



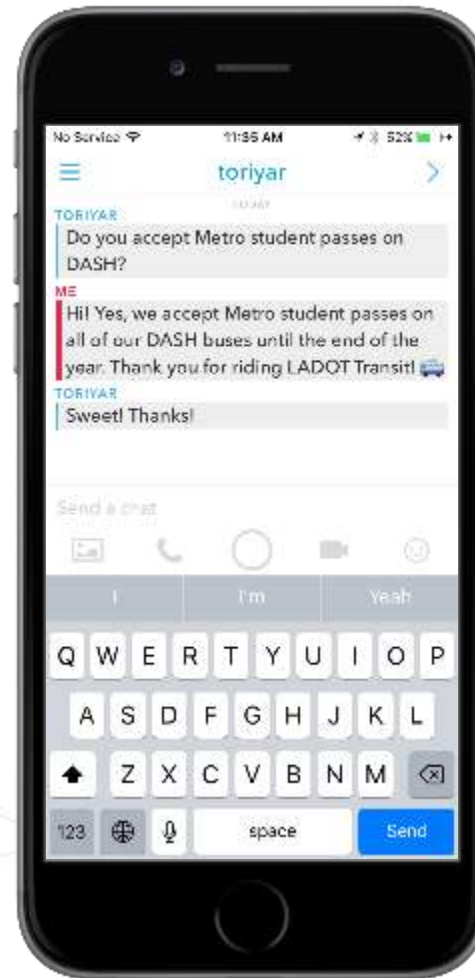
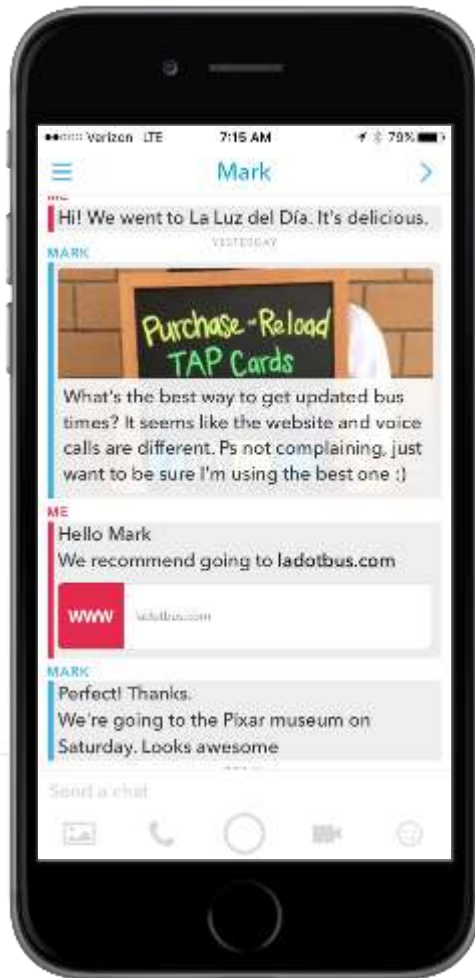
- Snapchat is a quick and easy way to engage with transit riders
- Keep riders up to date with what's new with service
- Promote places you can visit using transit

CUSTOMER SERVICE

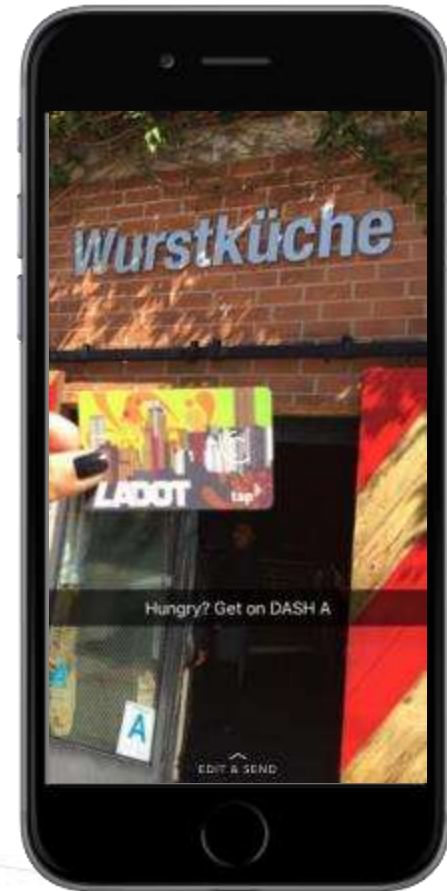


- Your team is able to share links and provide riders with solutions
- Friends are able to ask questions through the application

CUSTOMER INTERACTIONS



CUSTOMER OUTREACH



Snapchats for LADOT Transit

SAVE ALL STORIES



PERSONAL ENGAGEMENT



- Involves and engages riders
- Increases rider loyalty
- Lets them get to know your service and your team
- Personalizes the riding experience

DO'S AND DON'TS

DO'S

- Snap about community events
- Engage with your riders
- Update riders about service
- Utilize Snapchat features
- Save all of your stories

DON'TS

- Make it a personal account
- Overuse the Geofilters
- Bore your riders, make content interesting and useful
- Over Snap

LADOT TRANSIT GEOFILTER



- A Geofilter is a border that Snapchat users are able to use on their pictures
- Snapchat allows businesses to purchase a Geofilter for a certain timeframe and within a designated area

LADOT TRANSIT CUSTOMER SERVICE CENTER



Grand Opening using a Geofilter



Management & Operations

Los Angeles DOT turns to Snapchat to market bus services

Posted on May 30, 2016

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Los Angeles' LADOT Transit, the transit services group of the City of Los Angeles Department of Transportation, opened its new Customer Service Center downtown by pioneering the use of the social media application, Snapchat.

Snapchat is the fastest growing social media application now trending in the eight to 24 age group.

LADOT Transit created a geofilter allowing any user of Snapchat in the area to select the LADOT Transit filter showcasing LADOT Transit's DASH and Commuter Express buses. The geofilter in the application creates a form of electronic postcard that captures a moment with the user and the LADOT Transit brand.

Related: [Engagement helps temper negative Twitter feedback](#)

LADOT Transit pioneered the concept to make transit relevant to a younger demographic that constitutes a significant portion of the ridership of its DASH services. LADOT Transit is the first transit provider in Southern California to utilize the Snapchat social application to market its services.

National coverage

LADOT ON SNAPCHAT



THANK YOU

