

„Establishing a Cross-border Community Bicycle Transport System on the settlements of Sátoraljaújhely, Zemplén, and Szőlőske”

(Acronym: ”Cross-Bike”)

SKHU/1601/2.2.1/360

Marketing strategy



E-Bike Sharing Hungary Kft. – 2021.

European Regional Development Fund

Contents:

1. Introduction

2. Marketingmix

3. Project description

4. Communication goals

4.1 Communication plan

5. Image elements

6. Target group segmentation and communication with them

6.1 Target group segmentation

6.2 Stages of communication

7. Communication plan

The content of the marketing strategy does not necessarily reflect the official position of the European Union.

1. Introduction

In the present case, the aim is to develop a new business line, a new public service, ie the electric cycling public transport system (ECPTS), for which the strategic and marketing plan provides the opportunity.

The task is to “deliver” value, to convey it to the market. In the case of the traditional value transmission process, we offer the created product, in this case a service, to people for sale and use. In this sense, the traditional approach assumes that we clearly know what needs to be created, what service needs to be created, and then the users of the service are enough to make a profit for the service.

In addition to the traditional approach, the marketing plan, as part of the business process planning process, favors the notion that we focus on value generation and value transfer tasks as a series of tasks instead of emphasizing creation (production) and sales. This is particularly true in the present case of the **electric cycling public transport service**.

In the following: ECPTS

Segmentation, target market selection, positioning are the first phase of marketing planning. Then all these value choices are followed by the planning related to the mediation, during which the specifics of the service can be determined, the individual characteristics can be recorded, as well as the details of the sales tasks forming part of the value mediation process and distribution channels.

The main element of the marketing task is the communication itself, which includes the recording of staff-related tasks, sales / use incentives, advertising and other promotional activities that contribute to informing and influencing the market.

All of this design process could also be called business planning, in many cases, and even in the literature, they are related, so it does not matter what name it is given in the present material. The point is to do this pre-planning.

The ECPTS implemented within the framework of the present project is characterized as a service by the marketing mix.

In the present case, the product is the service itself, ie how the cross-border ECPTS system in Sátoraljaújhely, Zemplén and Szőlőske itself appears as a supply option complementary to traditional public transport. Thus, the specifics of the details of the service, the characteristics of the bicycles and collection stations, the characteristics of their use and use, and the quality requirements related to the entire service system must be included.

2. Marketingmix

Another important tool in the marketing mix is price, which is the amount of money that the user of the system pays. Part of the price formation is the overall price formation structure, as we are talking about community cycling of different durations and distances.

The ECPTS can only be used by registered clients. Registration can be done through the online app or by selling local RFID cards. The system distinguishes between: Casual, half-day, full-day and annual registration. The local RFID card application can only be used by local residents at the point of sale designated by the operator.

The options for setting up the software include the discount you can give. This is a marketing item, usually 20-30 minutes of free cycling.

Feasibility study and cost-benefit analysis, marketing plan, range of payment terms, bail, insurance and other price-related topics. All of these are covered in the Business Plan, the terms of use of which are set out in the General Terms and Conditions (GTC).

Another important marketing mix tool is the location of the stations, which is related to the activities that make the community cycling system easily accessible and usable. Thus, the location of the installed collection stations is of paramount importance. It increases the use value of the service if the collection stations are installed in potential locations.

- The conditions of a properly functioning ECPTS fund, a collection station accessible to everyone and installed in a suitable location. The planning must take into account communal facilities, tourist destinations, industrial zones, the nodes of the previously established transport structure. Recommended station density is 350-500 m.
- The right number of docks, along with the right number of electric bikes at each station.
- The technical content of the bike, adequate electrical assistance, adequate battery capacity.
- Value for money should be the cheapest means of transportation.

An important factor is the network density based on the points of the collection stations. It is not a negligible factor that a bicycle is always available at each collection station. The background of this is the task of the background service and logistics operating system, and the task of the 24-hour dispatcher service. It is important to highlight in this context the appropriate (safe and barrier-free) bicycle road network for collection stations.

It is also a marketing mix tool for promotion itself.

By this term we mean the activities that need to be carried out directly and indirectly in order to get to know the system and to influence the use. The service must be available to anyone on their own.

The customer service and dispatcher service can provide continuous assistance in using the system. Therefore, the proper quality of the background operation is of paramount importance.

Judging a service depends largely on communicating with staff.

At the same time, communication and promotion tasks include continuous information and encouraging use (Facebook and other media channels)

The intensity of this becomes more important when the system is introduced, but it cannot be neglected during constant operation.

3. Project description:

Sátoraljaújhely and two Slovak settlements: Zemplén and Szőlőske are participating in the implementation of the project. The leading partner of the tender is Sátoraljaújhely.

The **electric cycling public transport service** (ECPTS) to be developed in the project is a new public transport service that will improve the connection of regional and micro-regional centers and the internal capacity of the border area. In the implemented ECPTS, 1-1 bicycle rental stations were established at 8 strategic points in Sátoraljaújhely, while in Zemplén and Szőlőske settlements.

With the establishment of the electric community bicycle rental system, the aim is to create an efficient and environmentally friendly alternative to travel between settlements, to expand the range of means of transport currently available, and to create a better transport structure.

As a result of the development of the system, cycling will be available to those traveling between settlements as an alternative at any time.

From a practical point of view, the ECPTS offers an excellent opportunity for the local population, students studying in the city, commuters from the surrounding settlements to work on a daily basis, cross-border commuters and tourists visiting a tourist destination to reach their destination faster, easier and cheaper.

The ECPTS is designed to connect settlements, countries, homes and jobs, as well as attractions. It facilitates the daily interoperability of settlements on both sides of the border, generates economic development and forms social relations, and facilitates communication. The system is a (unlimited) expandable network in public areas, accessible to anyone, has a model value for the Hungarian and Slovak settlements in the region, and is self-service, environmentally friendly and attitude-forming.

4. Communication goals

The aim of the communication is to draw attention to the advantages and possibilities of an environmentally friendly, healthy, innovative cross-border transport system that fits in with the city's plans and connects several settlements.

4.1 Among the communication objectives, the following points should be highlighted in detail:

- The project is organically linked to the Smart City concept, the implementation of which is also an urban will.
- The innovativeness of smart electric bike rental systems carries the appeal of modern technology and solutions for a sustainable future in an already tangible device.
- It is important that when using bicycles, users can choose a healthier mode of transportation
- Improving the quality of transport culture and improving transport safety is of paramount importance. With the help of the electric drive, those who have already moved away from the possibility of cycling can also fall in love with the joy of movement again.

4.2 General communication task:

The communication image of the project must fit in with all the elements of the city, and the organizations responsible for the marketing of Sátoraljaújhely owned by the project owner will be involved in its development.

General messages

In communication, we need to articulate both emotional and rational arguments in our messages. In the messages of the ECPTS, we want to achieve sympathy and positive feedback from all target groups, but we also emphasize rational arguments. The ECPTS should be communicated as a solution through the following points:

- mobility - a new, alternative means of transport
- livable environment - healthy, sustainable, green

European Regional Development Fund

- traffic safety - compliance with traffic rules, use of designated cycling routes
- livable city - noise pollution, air quality
- economy - shopping, tourism, municipal revitalization

The ECPTS is a new and alternative mode of urban transport that builds on existing public transport systems to further expand supply. Existing public transport systems: local bus service, train station for commuting to and from tourists, private taxi company. This message is the most common and important that we should advertise everywhere.

The aim is to make people understand that they are using the ECPTS to help reduce pollution. In addition to general use, the environmental impact of urban motorized transport can be reduced, which means cleaner air for all of us.

Encouraging city dwellers and users to move is in the nation's common interest. Preserving health may have never been given such a role as it is today. As they are the leading cause of death in Hungary in terms of vascular and circulatory diseases, which can best be prevented by physical activity - in our case using the ECPTS.

This will help reduce health care spending. Cycling is cheaper and faster than any other means of transportation if the user travels in the short term.

In addition to providing the population and tourists with the possibility of urban transport by bicycle, the additional effect of creating the system is also to improve the image of the city.

This type of transport development raises Hungarian rural cities to European level. The aim of the system is to improve the transport structure of city dwellers and border settlements. The built-in electric cycling system can be an attraction for tourists coming here.

In our messages, we emphasize the importance of safe transport. People need to be made aware that we are responsible not only for ourselves but also for others when we travel.

We believe that it will have a positive effect on the attitudes, lifestyles and health of the users and acquaintances of the cycling community system.

5. *Image elements*

As the ECPTS will be a completely new service in the city, it must have a completely unique image that will stand out from its surroundings, but it must also fit in with the urban image already developed for the attractions. Interreg V – The Slovakia-Hungary Cooperation Program SKHU/1601/2.2.1/360, “Establishing a Cross-border Community Bicycle Transport System on the Settlements of Sátoraljaújhely, Zemplén, and Szőlőske”. creates a tourist information point in the main square of the city during the tender, which will integrate the image of the tourism service providers and the city, the use of the symbols of the resulting unified brand is essential during the communication implementation of the bicycle system.

It is important that the image of the whole system is uniform, from the bike station, through the sales office to the website.

Coordinating the design of stations, bicycles and information tools is essential, as this is encountered day by day by the user or those interested, and so it is easiest to build the image elements of our service in your consciousness.

This will make it easier for you to identify our service the next time you meet it. In addition, the tools of the back-end systems (maintenance vehicles, service stations, customer service, etc.) should reflect the same image. In addition to these, other means of communication must have the same image (website, correspondence, advertisements, etc.).

However, an image based on a completely unique and common scheme may not only be an advantage due to easier identification. In the event of theft or damage, it is much easier to search for, locate, and identify bicycles and items.

Promotion - Shopping promotion and advertising

The incentive policy lets customers know that the product exists, awakens the need and desire for the service. The fourth element is that it is not enough that our service exists, has been completed and is on the market, but it also needs to be communicated to potential users. It is necessary to show why, in order to satisfy what needs we exist, what advantages and enjoyment value our activity and service have.

The communication plan aims to introduce an electric cycling public transport system and increase public acceptance. We must first delineate the target group we want to communicate with, and once this segmentation has taken place, the development of targeted tactics can begin.

6. *Target group segmentation and communication with them*

During the communication, the different target groups are searched for after the segmentation on the communication channel intended for the given target group with the appropriate message. In our communication plan, we primarily aimed at reaching residential users, but it is important to emphasize that communication with various organizations, public benefit companies, the press and other partners during the development of the system is also an essential part of starting a successful operation.

6.1. 6.1. Target group segmentation

Users	Their characterization
Urban population	Sátoraljaújhely, Zemplin, Szőlőske Population over 14 years
Infantry	Residents who are forced to travel on foot within the city due to inadequate transport infrastructure and facilities.
Cyclists	Residents who use the bicycle for transport or leisure purposes.
Public transport users	The part of the population that uses the bus network for transport within the city.
Those traveling by car	The part of the population who also use the vehicle for intra-city transport.
Young people and high school students	Holders of student cards older than 14 years
Agglomeration	Residents living in the vicinity of Sátoraljaújhely, who can use the system due to their daily affairs, going to work or school
Tourists	Domestic or foreign tourists who want to get more distance within the city from the nature of their trip. They also aim to visit tourist destinations.

6.2 Stages of communication

Stage	Key messages	Chanel
Construction	Purpose of the system, principle of use and advantages implementation process, planned dates	My online interfaces. news generation for the press
Internal test period	System approached workflow details, public test registration	My online interfaces, online advertising opportunities, press
Public test period, promotion,	System usage details pass pre registration, positive user feedback, system benefits for the city and the population	Online interfaces, online and offline advertising, ambient look, press
Full operation	Prepaid cards details, opening discounts, system benefits for for the city and for the general public	Online interfaces, online and offline advertising, ambient look, press
Expansion	System extension information, Additional prepaid cards opportunities	Online interfaces, online and offline advertising, ambient look, press

6.3 Communication plan

The specific communication plan for the ECPTS is outlined below.

I. Stage - Building

Press conference on system startup

Announcing the launch of the ECPTS is the first communication step. Inform local media and press actors and provide accurate information on the nature, use, and stages of installation of the system.

Consultation with interested organizations

Significant emphasis should be placed on communication between organizations from the outset. More efficient operations can be generated by involving the employees of the local government, the public area, cycling organizations, green and tourism organizations. Promoting online and offline appearances encourages the importance of collaboration.

Unique brand name, logo custom designed leaflets:

Creating a unique logo related to the project, which clearly identifies the project based on the completed logo and colors and combines the importance of cross-border relationships, education for a healthy lifestyle and sustainability in accordance with the geographical location. The unique logo must be applied during the implementation and maintenance and operation period.

Corporate identity design:

By choosing the brand name, the final image elements can be created after fitting it to the urban image. After designing the name and logo, the website and the bikes can get their final shape that reflects the image of Sátoraljaújhely.

The basic determining elements of the image:

- collection station equipment, batteries
public bicycles, and
- appearance of a website.

Website

We create online communication interfaces for the continuous communication of information and the up-to-dateness of information. You need a website with a brand name and a generic domain name that is search engine friendly (e.g. cross-bike.hu, crossbike) and directed to the main website. Through this website, users can find out all the necessary information.

The page should include the following main menu items:

- system description (description of the system, purpose and description of its functions)
- registration (presentation of registration offices, registration process, presentation of documents required for registration)
- use (demonstration of the use of the bicycle rental system, process of removing and storing bicycles, demonstration of the tasks required to start cycling)
- pricing (presentation of lease purchase options, listing of occasional use pricing) useful information (eg what to do if the station is full or unable to take off a bicycle; if the bicycle it uses fails, etc .:)
- contact (eg customer service, call center)

From the beginning of the installation, from the initial stage of communication, the Internet availability should be advertised to the ECPTS on all platforms, wherever possible. Such interfaces can be press releases, information boards at stations, advertisements on open test days and in leaflets, as well as appearances on partner sites.

Social media

We also appear on the main social media pages (Facebook), where we mostly communicate information about the use of the system to the followers. Through these interfaces, we can easily communicate with users directly and share fresh information with them quickly and directly. However, we will also use them to increase PR.

On social networking sites, a page launched with a brand name is the starting step. It is important to direct those interested to these interfaces from the very beginning of the installation in order to get feedback and information from them, with which the communication can be started and maintained. Appearances on social media are intended to provide a point of contact for people with similar values.

Entries to display may include cycling tips and hints, information on the current location of stations, and frequently asked questions.

II. Stage – Inner test period

Press conference, news value generation

It is necessary to communicate with the press and prospective users throughout the construction. Maintaining interest is an important element in building the public bike system into the public consciousness. We can publish articles on various topics, the most important of which are messages to introduce the system. As the service will be completely new in the city, it is important to provide adequate information and a sufficient amount of information on an ongoing basis. Communication takes place primarily through the Municipality and the media owned by it.

Forum with interested organizations

We would like to hold a professional forum for cycling, leisure, sports and transport companies in the city, about the presentation of the community cycling transport systems and the use of the system. We seek to build a strategic partnership with these organizations based on mutual cooperation and support. They need to be made aware that the new service is not emerging as a competitor, but a new product of the city that can help grow the image of the cityscape and shape the attitudes of the residents.

Organizing the test day

In connection with the promotion of the project, an open day should be held for the press to present the completed development, in such a way that the new service available becomes tangible to future users. During the test day, it must be possible to reach the bicycle stations built on the other side of the border (Szőlöske and Zemplén) but built from the same project. The test day should be promoted on social media during the marketing activity, based on the developed marketing strategy.

It is recommended to place an information board in the area of collection stations

An information board at the location of the bicycle stations helps those familiar with the use of the system to find their way around. The board also includes instructions for using the bikes, the address of the system's website, and the customer service telephone number for more

information, assistance, or bug reporting. In addition, the elements introduced for the safety of bicycles, such as the tracking system and camera surveillance, are indicated.

III. Stage – Public test period

Apply for a tester campaign

In the test period before the system is launched, we provide an opportunity for interested users to participate in a certain number (eg 10 people) in the public test period. With this we can also build the attachment to the system, the better acquaintance with it. The public test period is an important element of the installation, as it can also be a good feedback for us to record the different experiences and opinions of those interested.

Local celebrities supporting project

During the trial run, it is worth asking for a test of famous people and opinion leaders from and around the area, whose heart is to protect the environment and to set an example to the population through their conscious living. If we organize a public press event for these tests, hopefully the media will be of interest to the staff as well.

Opening

Organize the inaugural event to launch the live operation upon completion of the trial run. The opening event is worth organizing for a weekend period and a frequented venue where the office venue is nearby for a ticket change.

Representatives of the municipality, stakeholders of cycling and green organizations will be invited to the opening event, and of course the event will be announced among the population. The date and time will be announced with the help of the press. Consideration should be given to setting up information points on rental sites by day of opening, where those interested can get help and information.

IV. Stage– Full operation

Excellent staff training

Due to the novelty of the service, it is very important that the staff at the points of sale is maximally prepared. We place great emphasis on staff training. It is essential that the inquirers' questions are answered completely and accurately by the staff.

Printed publications

At the RFID card purchase site, we place printed publications in the Tourinform office, at points of sale, about important information and knowledge related to the use of the system.

Folyamatos szolgáltatás minőség ellenőrzés, médiafigyelés, hírgenerálás, értékesítés vizsgálat.

Even after the system has started, constant monitoring and frequent communication with users is important.

Ensuring that the service works properly is a primary task for the operator.

Media monitoring and news generation are important to maintain interest.

The number of season ticket sales and the tracking of user feedback is constantly monitored and reviewed by the operator to achieve optimal utilization.