



WSTA Monthly Update

The Winston-Salem Transit Authority (WSTA) launched its new website on Monday, July 29, 2019 with a marketing plan that will continue from July 30—September 30, 2019. Our target audience is person 18 years and older; bus riders, commuters; Uber, Lyft, Taxi, WSTA followers; and PART followers. The campaign is as follows:

WSTA Website Print-Radio & Social Media Campaign				
Media Platform	Estimated Impressions	Estimated Clicks	Reach Goal	Frequency Goal
Google Mobile	713,030	2,485	30%	4
Facebook— Instagram	104,150	2,130	40%	3
Twitter	71,112	612	40%	3
Totals	888,292	5,227	36%	3
WSTA Facebook & Twitter Pages	WSTA Twitter & Facebook page traffic is contingent upon the number of estimated clicks via the social media platform.			
WS Chronicle	Two 1/4 page ads will run consecutively in the weekly publication			
Radio-Entercom	15-second ads running on Entercom stations WQMG 97.1, 102 Jamz & Simon			
Radio—La Raza	15-second ads running on La Raza radio station (Latin music format)			

Results will be provided at the end of the campaign.



WS Transit Authority
@WSTABUS

THE NEW WSTRANSIT.COM IS NOW LIVE. Use the new trip planner. Get basic info in just 2 clicks. Frequent users click "Refresh" to update.

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WSTRANSIT.COM

The new wstransit.com is now live!
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Twitter Ad

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WSTA.COM

Instagram Ad

Winston-Salem Transit Authority
Sponsored

The easiest way to get around town starts with a visit to the new wstransit.com. Find all your basic info in just 2 clicks. Use the new trip planner, complete all your forms on the new site. Get online and explore the website, plan your route and then get out and explore your beautiful city using WSTA.

Plan Your Trip

ON THE NEW
WSTRANSIT.COM

WSTRANSIT.COM
The new wstransit.com is now live
Frequent users click refresh to update

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