

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
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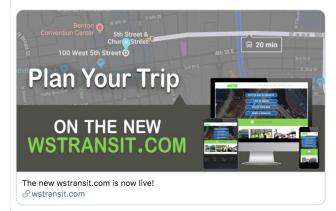
Media	Estimated	Estimated	Reach Goal	Frequency
Platform	Impressions	Clicks		Goal
Google Mobile	713,030	2,485	30%	4
Facebook— Instagram	104,150	2,130	40%	3
Twitter	71,112	612	40%	3
Totals	888,292	5,227	36%	3
WSTA Facebook	WSTA Twitter & Facebook page traffic is contingent upon the number of			
& Twitter Pages	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.



Twitter Ad



Instagram Ad



WSTA Facebook Desktop Ad