



Marketing Plan

Marketing spindle

Spending \$100 to plant a tree for Kaohsiung

Organizing Celebrities Riding Activities to Promote and Generate C-BikeTopic

Popular & Fashionable

LOHAS New Community Floating Green Tree

providing 50 bicycle rental transfer stations to increase public transport access

Transport Transfer

Forming recognition of Kaohsiung through city navigation

City Sightseeing/ Recognition

Environmental protection and energy conservation

Generating environmental protection and energy saving consensus

Marketing Focus

Spending \$100 to plant a tree
for Kaohsiung

Transport Transfer

Increasing convenience of
transport transferring

- Providing 50 public
bicycle transfer
stations



Marketing Focus

Spending \$100 to plant a tree
for Kaohsiung

Environmental protection and energy conservation

Forming consensus of Environmental
protection

- Promoting public bicycle can reduce energy consumption as well as increasing air quality
- Green Transportation, Green Kaohsiung



Marketing Focus

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City Sightseeing / recognition

Generating more recognition of
Kaohsiung through city
navigation

- Organizing urban riding activities of historic geographical routes
- Real-time information of public bicycle



Marketing Focus

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Fashion and Popularity

Generating C-bike topic and forming a
C-bike trend

- Organizing celebrities riding and promoting activities
- Shaping a beautiful, healthy, vibrant image of public bicycle rides



Marketing Strategy

Spending \$100 to plant a tree
for Kaohsiung



Member / Community Marketing

New Member Recruitment
Member Service
Core Member

Internet Marketing

Member Interaction
Entertainment & Shopping
Community Sharing

Media Publicity

Weekly Arrangement,
Monthly Activities

Member/Community Marketing

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for Kaohsiung

©Managing Community Relations

Strengthening interaction and uniting the members' centripetal force, creating joining motive of potential members

Preferential
approach to
recruit new
members

Uniting
centripetal
force by
serving the
Member
strategically

Forming
core
members

Member/Community Marketing

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Member Recruitment

Provides a number of Member Goodies

- Membership Gift
- MRT interchange concessions
- Free riding of first half hour
- Organizing a number of promotional activities
- The provision of network goods discount
- Providing Internet community activities

Expected
number of
Members **40,000**

Member/Community Marketing

Spending \$100 to plant a tree
for Kaohsiung

Member Service

- Tourist Packages: Organizing public bicycle trips
- Awards for recommending new members
- Public bicycle clubs (physical + virtual)
- Contract shops discount
- Member passport & cycling school

Member/Community Marketing

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Core Members

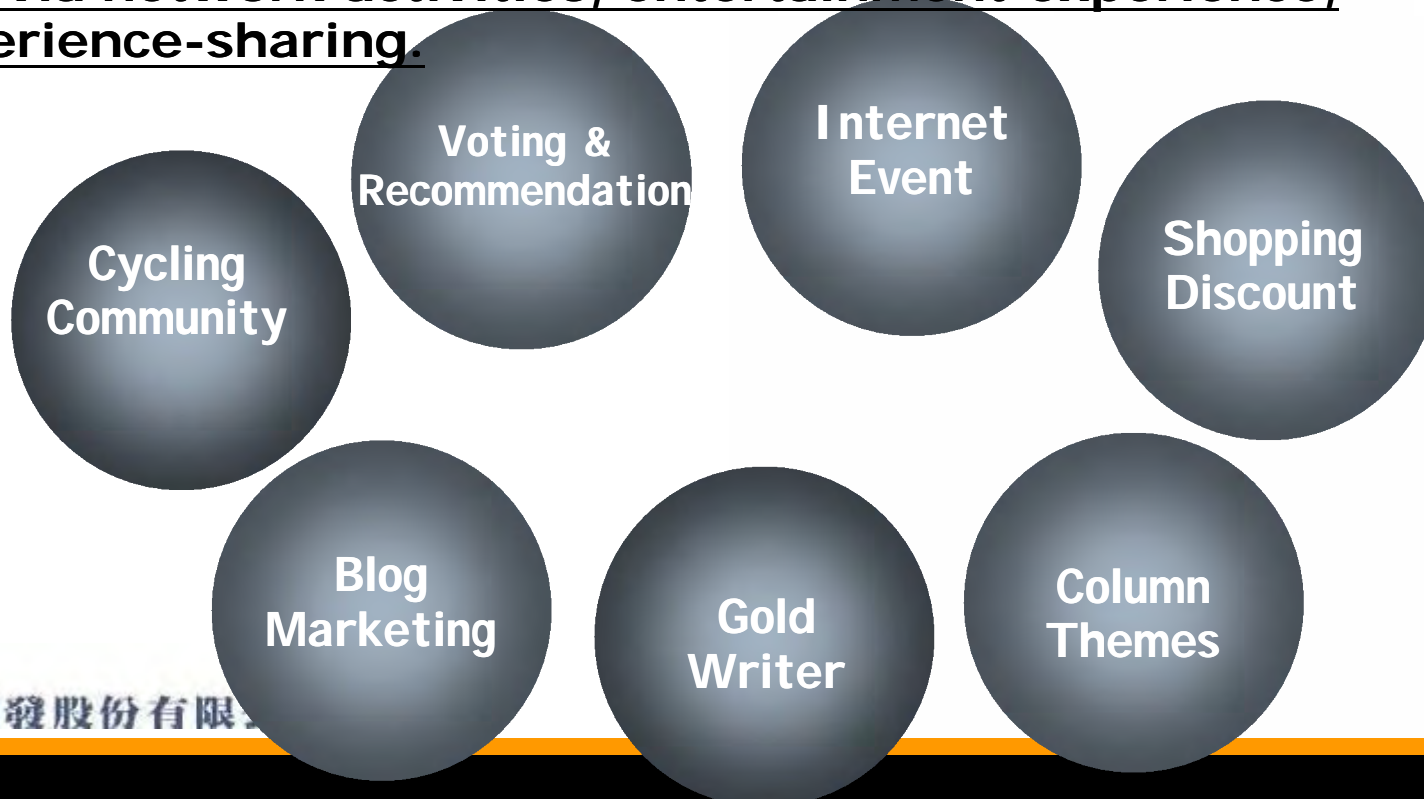
- Professional Consultant
- Free Participation in Activities & Transport Allowance
- Providing first-hand experience of goods
- Exclusive space for the Internet community
- The provision of VIP membership card

Internet Marketing

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for Kaohsiung

© Internet Marketing

Strengthen the interaction and the topic focus between members. Creating motives of the potential members to join via network activities, entertainment experience, experience-sharing.



Internet Media - Forum

Spending \$100 to plant a tree for Kaohsiung

- Members can share cycling experience, travel notes, photos, news and activity information on internet forum, which will let people of different occupations and living areas become friends because of common interest.



(本網部份圖片由高雄市政府新聞處提供/鮑忠暉攝影)

社群搜尋

社群會員登入

帳號：

請輸入帳號

密碼：

記住我的登入資訊

LOGIN

[忘記密碼](#) | [我要加入會員](#)

[腳踏車社群]

首頁 腳踏車社群

導覽：[社群首頁](#) » [話題討論](#) » [活動訊息](#)

發表新主題

版面：[允許發表](#), [允許回覆](#)

	主題	發表人	回應	觀看	最後回應
	下午租車經驗	chiaan	1	55	2009-03-07 23:23:07 by chiaan
	樂活高雄—20處公共腳踏車租賃站啟用	chiaan	2	100	2009-03-02 01:16:13 by cliff_chiu

Internet Media — Blog Marketing

Spending \$100 to plant a tree for Kaohsiung

- Blog practical operation of word-of-mouth marketing
- Using blog to broadcast special report and activity information of C-bike, increasing the visibility of public bicycle.
- Activating event message can provide users more precise communication, resulting resonance can cause the effect of viral marketing



Internet Media — Gold Writer

Spending \$100 to plant a tree for Kaohsiung

Hiring network gold writers to share relating topics of public bicycle, such as routes, articles, heritage, environmental protection etc., increasing the exposure of C-bike.



分類：[未分類資料夾](#)

壽山的滿片的綠告訴了我 夏天快到了！

壽山的耀眼的夕陽跟我說 夏天近了！

壽山的悠靜海面輕輕訴說 夏天了！

壽山上滿臉的汗水滴下來 嗚人！

好熱啊！我愛的季節終於到來！

壽山·夏·夕照·我的最愛！

最新文章

- 20090227 [Ride in Kaohsiung, do as the tourists do!](#)
- 20090223 [壽山·夏·夕照](#)
- 20090222 [中毒事件](#)
- 20090215 [多納林](#)



[年度路線規劃]

[首頁](#) > [高雄鐵馬行](#) > [年度路線規劃](#)

活動名稱：『2009高雄市公共腳踏車 旗津半日遊』 旗津環島踩風趣！

活動日期：2009/3/21 (週六) / 2009/3/28 (週六)

報名日期：即日起受理 名額有限，額滿為止

集合地點：真愛碼頭—高雄市公共腳踏車有人租賃站

報名方式：

1. 高雄市公共腳踏車網站下載報名表，傳真至 [07-3958052](tel:07-3958052)，信用卡或ATM轉帳繳費；

2. 高雄市公共腳踏車有人租賃站 現場報名繳費

※ 服務專線：[07-9731036](tel:07-9731036) 傳真：[07-3958052](tel:07-3958052)

活動費用：高雄市公共腳踏車會員400元/人，非會員600元/人

(費用含c-bike騎乘費、午餐、門票、來回渡輪費及保險)

報名人數：每梯次為20人，額滿出團！ 參加對象：身高140公分以上民眾

踩風趣路線1：

真愛碼頭—旗津輪渡站—旗後燈塔—旗後砲台—珊瑚礁地形—星光隧道—風車公園—吃海產—旗津海洋探索館—(折返)真愛碼頭

踩風趣路線2：

真愛碼頭—旗津輪渡站—紅燈碼頭—星空隧道—貝殼館—風車公園—吃海產—旗津海洋探索館—(折返)真愛碼頭



今日高雄市天氣

• 氣溫 21-29 度



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- 2009-03-04 20個租賃站信用卡測試公告
- 2009-03-01 首座都會地區接駁型公共腳踏車租賃系統啓用
- 2009-02-27 屏東掛馬、波蘭6th鎮津中將名單

Website : www.c-bike.com.tw

港都鐵馬行

租賃資訊

會員客服

腳踏車社群



高市公共自行車租賃系統上路



社群搜尋

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- 【甲地借乙地還】高雄市公共單車租賃系統初體驗
- 高雄市公共腳踏車租賃資訊
- 2009真愛碼頭公共腳踏車

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Marketing Strategy- Media Publicity

Weekly Arrangement,
Monthly Activity

Preliminary Period

- SP experience activities
- New bike publication
- Public relations press conference
- Product Placement (News / Travel / Entertainment)

Opening Period

- Opening promotion
 - “Light Kaohsiung” celebrity endorsement
 - Media navigation trial cycling
- Green traffic forum
- Public bicycle club (Physical + virtual)

Post - Opening Period

- SP promotions
- Tourism supporting project
- Cultural Tour
- Green traffic forum
 - Blog expert promotion
 - Bicycle school



Marketing Strategy-SP Activity

Cijin Crazy
Ferry-Cycling
Trip



Weekly Arrangement,
Monthly Activity
Ai River
Cycling Trip



Green City Forum



Old City Riding Tour



New Town Riding Tour



Marketing Strategy-SP Activity

Kaohsiung Car Free Day



Weekly Arrangement,
Monthly Activity



Zuoying District
Cycling Trip

Valentine's
Cycling Trip



Christmas
Cycling Trip