



SMART MOBILITY

Social Media Campaigns

REACH AND ENGAGE DURING ROADWORKS

During roadworks or events, you want people to know exactly what is changing. With targeted social media campaigns, you can quickly and clearly inform your community about disruptions, detours and planning. This leads to fewer surprises and more peace of mind around the project.

The right message, at the right time

We translate project information into clear visuals and short messages that align with what people actually want to know. Thanks to local targeting, we reach exactly the audiences affected by the roadworks. This keeps the information relevant and effective.

Quick to deploy for every phase or change

Has the planning changed? Is there additional disruption? Then you simply adjust the campaign. Within minutes, the update can go live across multiple channels, fully in your own style. This way, everyone stays informed about what they can expect.



YOUR BENEFITS



FEWER COMPLAINTS

Clear, timely and local information prevents surprises and reduces the number of questions and phone calls.



SAFER WORK ZONE

Better information leads to calmer traffic behaviour around the work zone and more understanding for the measures.



QUICK TO DEPLOY

Before, during and when changes occur. Within minutes, campaigns can go live across multiple channels.



MEASURABLE RESULTS

You can see exactly how many people were reached and which messages were viewed the most.

Smart Mobility

This is how your campaign works in practice

ALWAYS UP TO DATE

In mobility projects, the situation often changes from phase to phase. It is essential that local residents and road users receive the correct information on time. At Ramudden Smart Mobility, we focus on speed, clarity and targeted communication—especially before the start of the works or when the schedule changes. That's why we work with our proven approach.

OUR APPROACH

1

Project information as the foundation

We start with the available project information and translate it into the right approach. We take the target audiences and the impact into account.

2

Textual and visual execution

We translate the input into recognisable and clear texts and visuals. This ensures our communication always reaches the right target audience.

3

Setup and go-live

We launch the campaign on the right channels, ensuring the right audiences are reached. Fully in your tone of voice.

4

Monitoring and optimisation

After going live, you receive a link where you can follow progress. In the meantime, we continue optimising for the best results.

IN PRACTICE

During the roadworks in Willebroek, the planning shifted. The local community had to be informed quickly. With one simple adjustment, we managed to launch the new message across multiple channels within minutes, directly reaching different target audiences.

To make this possible, we used a broad mix of channels. On this project, we worked with Facebook, Instagram, LinkedIn, Google Display, Google Ads, YouTube and Spotify.

Results

The different channels generated more than 567,000 impressions. The community remained continuously informed. The campaign was clicked through to the project page of our client more than 3,000 times within a few weeks.

99,5% satisfaction

In the evaluation, we asked the local community what they thought of our communication. It turned out that more than 99% were satisfied with our communication and approach.

WANT TO KNOW MORE OR GET STARTED RIGHT AWAY?

Our Smart Mobility specialists are happy to help you further.

Contact us via smartmobility@ramudden.nl