

**THE RAIL
INNOVATION
GROUP**

Member Branding Opportunities



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Giving our members additional brand exposure without the high marketing costs.

The Rail Innovation Group (RIG) is at the forefront of rail industry innovation, connecting start-ups, small digital companies, and major industry players to drive technological advancements and collaboration. Our members already benefit from unique branding publicity through our activities – we are especially keen to promote our members' success stories.

We have developed these additional visibility opportunities to members who wish to raise their profile further or highlight a business milestones.

Member Visibility

Members currently benefit from these benefits which are designed to bring visibility and awareness to member companies:

- ✓ **A guest slots on our podcast, What Moves Us**
- ✓ **Promoting member news on our newsletter, delivered to over 1,000 professional subscribers**
- ✓ **Publication of articles**
- ✓ **Member-only calls**
- ✓ **Website listing**
- ✓ **Promoting our members in industry forums**
- ✓ **Social media links from either published newsletters, photos or podcast features.**

Our Audience

5,000+ organic
LinkedIn followers

LinkedIn Engagements, in the year to Jan 25th 2025:

52,000  impressions

20,500  members reached

2,000  clicks

9,500  page views

What
Moves Us
Podcast:



4,000

unique listeners

Newsletter
subscribers:



1,300

subscribers

Additional Brand Visibility Options

(Exclusively for Members)

We know that some of our members would like to boost their brand awareness or celebrate a business milestone; we have created these one-off, affordable branding opportunities to provide this extra visibility.

These are priced exclusively for our members. As a non-profit organisation, any funds raised through membership and additional branding charges are re-invested in our activities to support our mission.

- Affordable promotional opportunities to raise visibility
- Helps start-ups attract clients, talent, and investors
- Maximises benefits of membership

Package	Member Price	Non-member Price	Benefits
Podcast What Moves Us			
Podcast Ad	£200	£500	20-second mention in an episode, show notes link
Best for Thought Leadership & Brand Awareness <ul style="list-style-type: none">• For members looking to boost brand awareness.• Sponsor a short segment in an episode relevant to their niche.• Website link in show notes.• Tagged in in social media episode promotion• Ideal for companies launching new products or wanting to position themselves as innovators in rail tech.• Evergreen Impact: Episodes remain accessible long-term, providing ongoing exposure and engagement over time.• Verbal and show notes call to action (eg, "visit [URL] to find out more")			
Additional Podcast Guest Slot	£300	N/A	Additional guest slot on podcast. 1x LinkedIn post, 1x newsletter feature about episode.
<ul style="list-style-type: none">• Thought leadership: position your company at the forefront of rail transformation.• Announce new products or research• Give your company personality• Evergreen Impact: Episodes remain accessible long-term, providing ongoing exposure and engagement over time.			

Package	Member Price	Non-member Price	Benefits
Newsletter Feature	£150	£850	Company profile in newsletter
<p>Best for Lead Generation & Direct Engagement</p> <ul style="list-style-type: none"> • Featured company profile or product spotlight in the Rail Innovation Group newsletter (sent to 1,000+ industry professionals), repeated in social media post. • Includes logo, website link, and short information/promotional message. • A cost-effective way to get in front of potential clients, partners, and investors. 			
Social Media Member Feature	£100	N/A	1x LinkedIn post featuring company profile and link
<ul style="list-style-type: none"> • Best for online awareness and engagement. • Tagged to your LinkedIn account. • Grow your followers. • Link to your staff. • Promote recruitment round – find the best talent. 			
Social Media News Boost	£100	N/A	1x LinkedIn post promoting member news item
<ul style="list-style-type: none"> • Dedicated post of your news item from our most recent newsletter • Amplify your good news. • Tagged to your LinkedIn account. • Grow your followers. • Link to your staff. 			
Blog Post Boost	£100	N/A	1x LinkedIn post on your blog post, linked to your website's blog page.
<ul style="list-style-type: none"> • 1x promoted post on LinkedIn, highlighting: <ul style="list-style-type: none"> ◦ A product launch, funding round, or company milestone. • Perfect for start-ups with limited marketing budgets looking to build industry awareness. 			
Member Bundle	£500	N/A	1 x podcast ad + 1 x newsletter feature + 1 x social media post.
<ul style="list-style-type: none"> • Member-Exclusive Offer, includes: <ul style="list-style-type: none"> ◦ 1x Podcast Ad (20-second mention in an episode) ◦ 1x Newsletter Feature (company profile or offer) ◦ 1x Social Media Boost (LinkedIn post) • Best for: Start-ups wanting a full promotional package at an affordable price. 			

A Reminder of the Full Membership Benefits

- Features and input to our Research
- Access to our advisors
- Help building pitches & presentations
- Mentoring
- Guest slots on our podcast
- Promoting member news on our newsletter
- Publication of articles
- Member-only calls
- Networking Meet Ups
- Hosting events
- Website listing for our members
- Promoting our members in industry forums
- Social media links
- Support at various industry events

Other Opportunities to Realise Maximum Value from Membership

- Come to our Meet Ups
- Host a meet up at your office
- Join and participate in our Member-only online calls (Munch & Learn)
- Nominate your solution to our Recognised Innovation Scheme
- Nominate a staff member to our Recognised Innovation Scheme
- Work with us to develop our next Research topics, relevant to your company.

Contact Us

info@railinnovationgroup.com
[Website](#)

[LinkedIn](#)
[Events](#)

