

MARKETING REPORT



Fly Local Campaign



New Pledges: 14 organizations representing 511 employees



Totals:

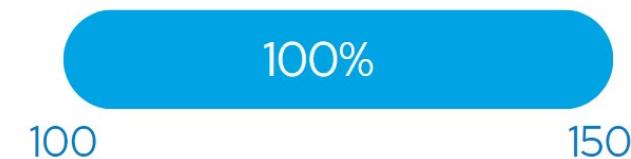
- 150 total pledges
- 19,621 total individuals



May - Jul:

- 136 to 150 pledges (+6.6%)
- 19,110 to 19,621 individuals (+2.4%)

2024 Goal:



Social Media Insights

Data from May 16 – July 15
Comparing to Mar 16 – May 15



Instagram

Audience

2,350 (+9.5%)

Impressions

41,019

Engagements

1,949

Engagement Rate

4.8% (Avg 2.88)

Facebook

Audience

14,096 (+3.1%)

Impressions

1,672,861 (+22.2%)

Engagements

28,461 (+18.6%)

Engagement Rate

1.7% (Avg 0.0647%)

X/Twitter

Audience

3,466 (+1.7%)

Impressions

3,101 (+80%)

Engagements

136 (+72%)

Engagement Rate

4.4% (Avg 0.035%)

LinkedIn

Audience

2,461 (+7.6%)

Impressions

8,001 (+346%)

Engagements

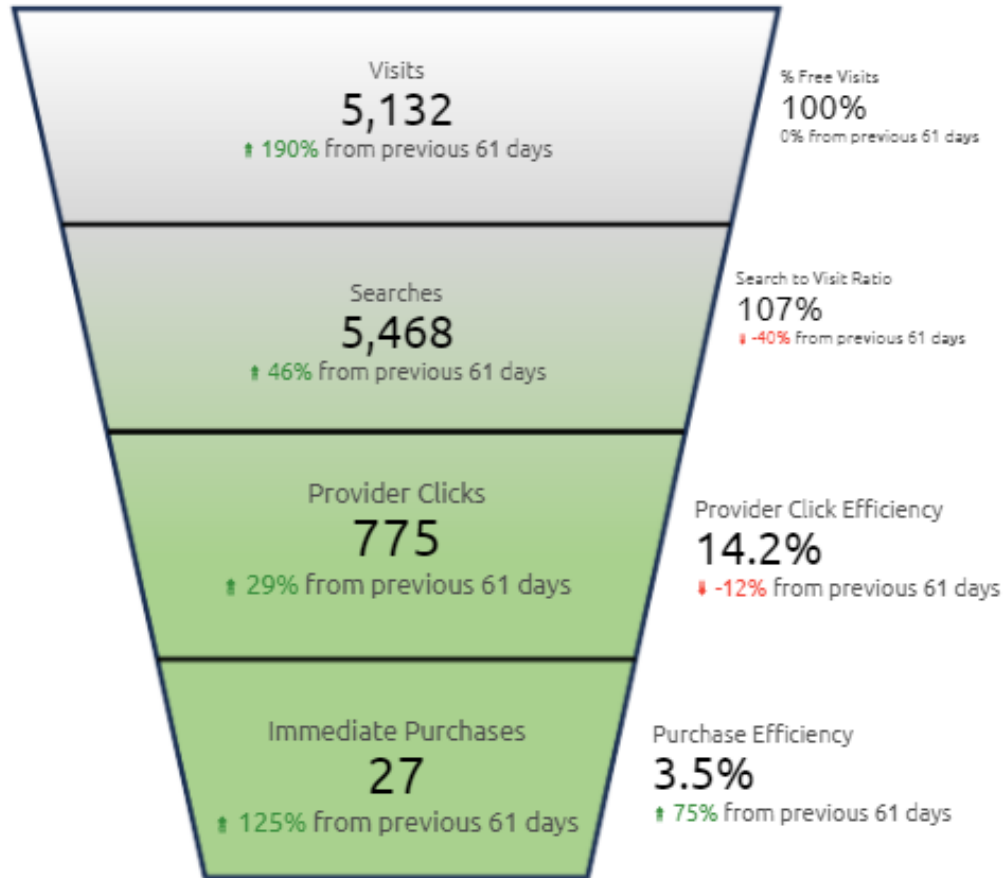
12,646 (+1,407%)

Engagement Rate

30.6% (Avg 1.17%)

FlyMyAirport

Purchase Funnel (All Products)



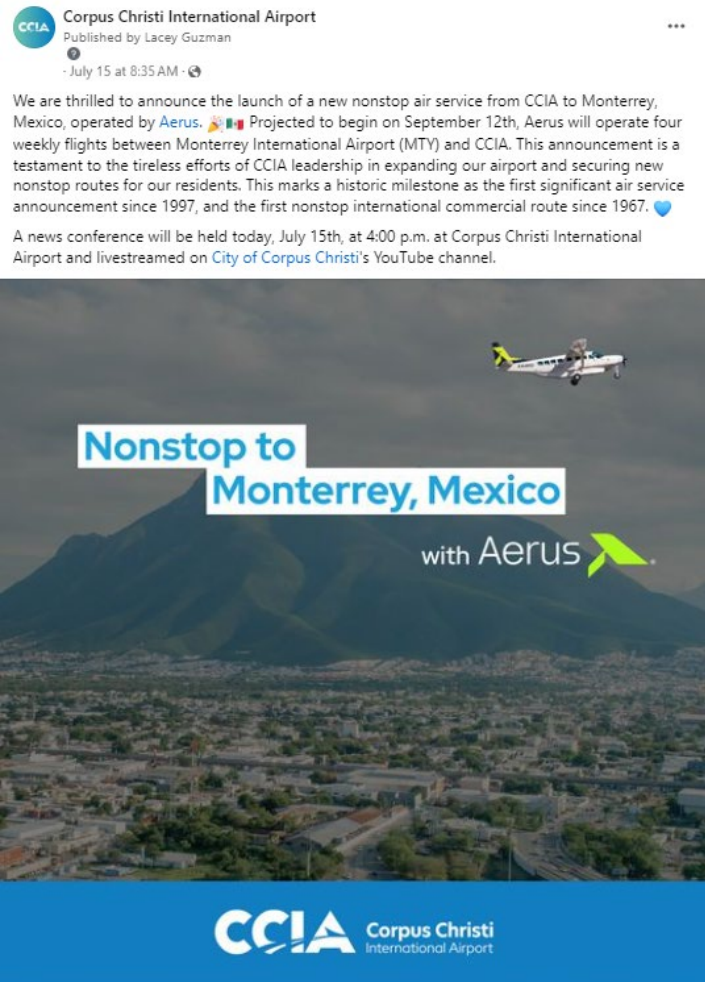
← Visited the FlyMyAirport site

← Searched a destination

← Clicked on a flight and navigated to the airline website
(FlyMyAirport avg is 12%)

← Purchased a flight within 30 minutes
(FlyMyAirport avg is 2.5%)

Fan Favorite



Impressions: 44,451

Engagement: 5,998

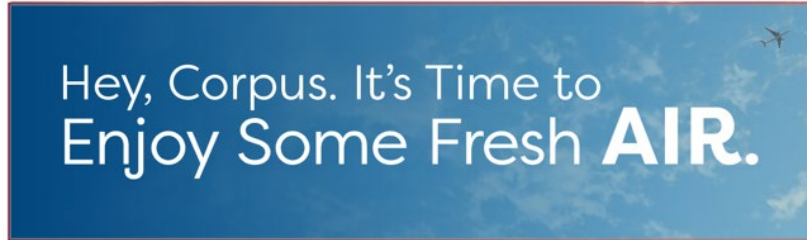
Engagement rate: 13%

Shares: 252

CCIA Marketing Campaign

Concept:

FONT A - PHASE ONE: TEASER



FONT A - PHASE TWO: BRAND LAUNCH



FONT A - PHASE THREE: BRAND /AMENITIES



FONT A - PHASE FOUR: AMENITY WITH BRAND TAG



Billboard on Crosstown and Horne:

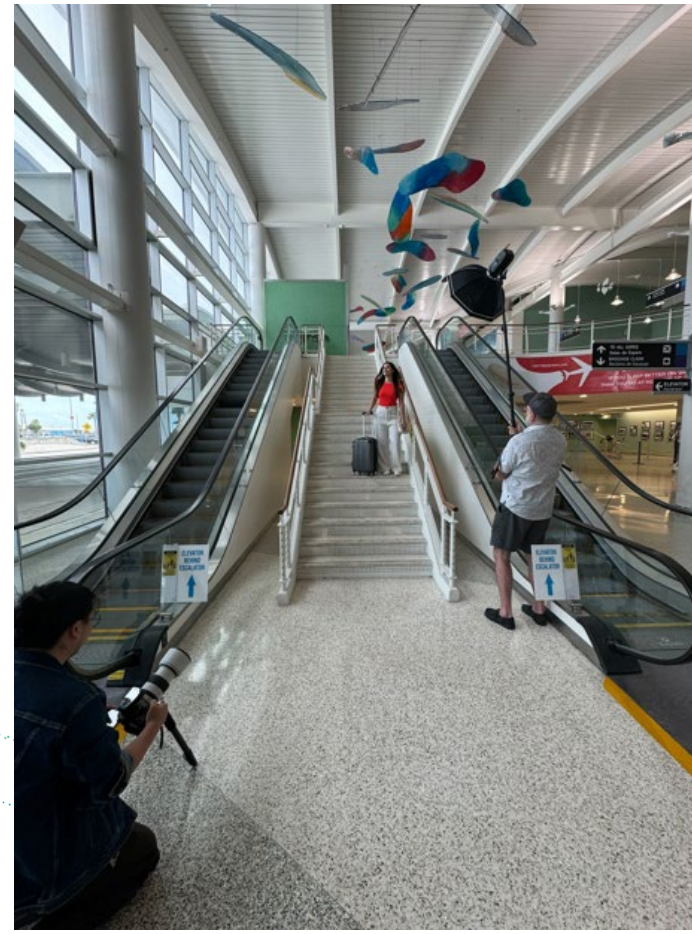


Campaign Goal: Reduce Leakage

Campaign includes Search Engine Marketing, Youtube Video, Outdoor Media (Ex. Billboards), and Internet (Ex. Social media & display ads)

CCIA Marketing Campaign

Photoshoot 7/15/2024





Surfboards

Roy Boy Surf Shop

Muralists will be adding art behind & above surfboards



Past Events



Teens Building for Tomorrow Field Trip

June 28, 2024



Workforce Solution's Educator Externship

July 17, 2024

Future Events



**5K RUN & WALK
1K KIDS FUN RUN
ON THE AIRPORT RUNWAY**

