# 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





### **Audience**

2,350 (+9.5%)

**Impressions** 

41,019

**Engagements** 

1,949

**Engagement Rate** 

(Avg 2.88)



### **Audience**

14,096 (+3.1%)

**Impressions** 

1,672,861

**Engagements** 

28,461 (-13.5%)

**Engagement Rate** 

(Avg 0.0647%)



**X/Twitter** 

### **Audience**

3,466 (+1.7%)

**Impressions** 

3,101 (+80%)

**Engagements** 

136 (+72%)

**Engagement Rate** 

(Avg 0.035%)



in LinkedIn

### **Audience**

2,461 (+7.5%)

**Impressions** 

8,001 (+345%)

**Engagements** 

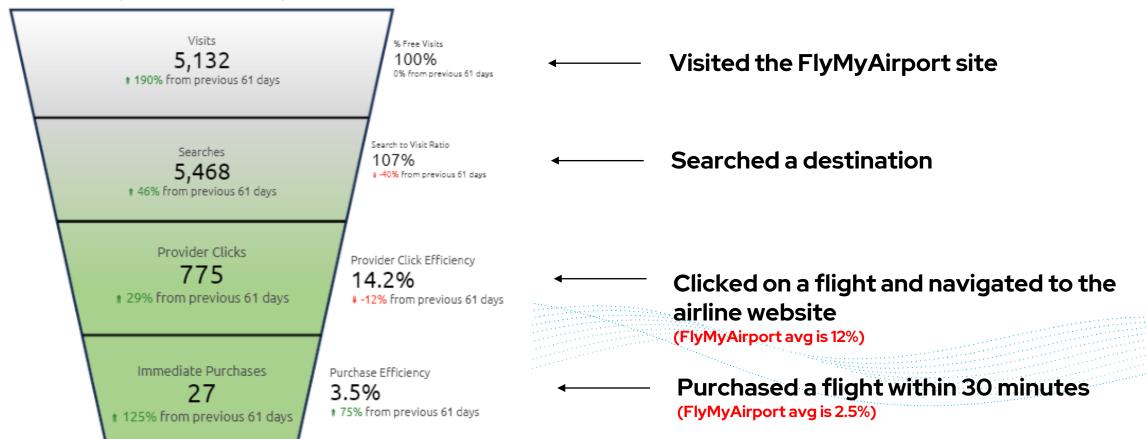
12,646 (+1,407%)

**Engagement Rate** 

(Avg 1.17%)

## **FlyMyAirport**

# Purchase Funnel (All Products)



### **Fan Favorite**



We are thrilled to announce the launch of a new nonstop air service from CCIA to Monterrey, Mexico, operated by Aerus. Projected to begin on September 12th, Aerus will operate four weekly flights between Monterrey International Airport (MTY) and CCIA. This announcement is a testament to the tireless efforts of CCIA leadership in expanding our airport and securing new nonstop routes for our residents. This marks a historic milestone as the first significant air service announcement since 1997, and the first nonstop international commercial route since 1967.

A news conference will be held today, July 15th, at 4:00 p.m. at Corpus Christi International Airport and livestreamed on City of Corpus Christi's YouTube channel.



Impressions: 44,451

Engagement: 5,998

**Engagement rate: 13%** 

**Shares:** 252



## **CCIA Marketing Campaign**

### **Concept:**



Enjoy Some Fresh AIR. NEW OUTDOOR PATIO BAR

**Corpus Christi** 

#### **Billboard on Crosstown and Horne:**



Campaign Goal: Reduce Leakage

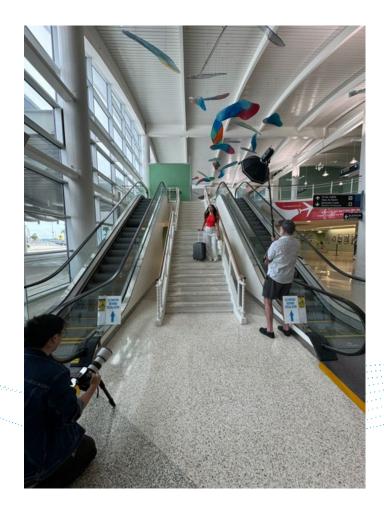
Campaign includes Search Engine Marketing, Youtube Video, Outdoor Media (Ex. Billboards), and Internet (Ex. Social media & display ads)

# **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



