

# Marketing Report



February 28th, 2024

# Fly Local Campaign



New Pledges: 12 organizations representing 281 employees



## Totals:

- 110 total pledges
- 16,774 individuals



## Jan – Feb:

- 98 to 110 pledges (+12.2%)
- 16,493 to 16,774 individuals (+1.7%)

## 2024 Goal:



# Social Media Insights

Data from Nov 16 – Jan 15  
Comparing to Oct 16 – Nov 15



## Instagram

### Audience

1,943 (+23%)

### Impressions

267,261 (+96%)

### Engagements

10,770 (+309.2%)

### Engagement Rate

4% (Avg 2.88)

## Facebook

### Audience

13,937 (+3.8%)

### Impressions

691,268

### Engagements

32,973 (+9.4%)

### Engagement Rate

4.8% (Avg 0.0647%)

## X/Twitter

### Audience

3,339 (+0.4%)

### Impressions

511

### Engagements

14

### Engagement Rate

2.7% (Avg 0.035%)

## LinkedIn

### Audience

2,122 (+4.1%)

### Impressions

10,179 (+53.6%)

### Engagements

2,953 (+138%)

### Engagement Rate

29% (Avg 1.17%)

# Fan Favorite



Corpus Christi International Airport

Published by Sprout Social · February 2 at 5:39 PM · 🌐

...

Beautiful Corpus Christi at night. 🌃🌙☁️

📷 S.A.R Clicks



Post Impressions ⓘ

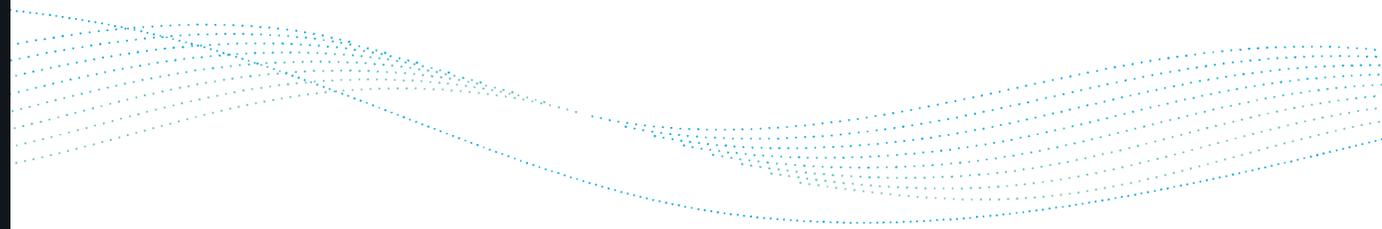
**255,602**

Post reach ⓘ

**245,950**

Engagement ⓘ

**7,464**



# Website Analytics



# Events

## Past



### T.M. Clark Elementary School Field Trip

Friday, February 9th

3rd-grade classes comprising 100 students got a terminal tour, an Airport careers presentation, and an ARFF Truck tour.



### Barefoot Mardi Gras Parade

Saturday, February 10th

CCIA staff participated in the parade & handed out beads & Airport merchandise

## Future



### Run the Runway 2024

Saturday, September 28th

Save the date! Run the Runway 5K and 1K will take place in September and benefit Wings of Texas, whose mission is to make the coastal bend a more inclusive place to live, work, play, & learn.