

# Airport Marketing Plan

*November 6, 2023*



- Goal Alignment
- Marketing Funnel
- Communications Objectives
- Target Audiences
- Themes and Messages
- Marketing Tactics
- Current Ads
- Measurement & Evaluation
- Summary and Normalization of Data



## **Goal IV: Desirable Place to Live, Work, and Recreate.**

- (4.1) To maintain public transportation investments with high quality transit and airport services.
  - Secure new routes and expand service on existing routes.
  - Leverage robust marketing data and analytics accessed through airport consultants and data analysis tools.
  - Maintain and enhance engagements with internal and external target audiences to ensure they know Fayetteville has high quality airport services.

## **Fayetteville Regional Airport Goals**

- Increase passenger traffic – achieve a 5% growth in passenger enplanements and deplanements within the next year (reach a load factor between 90%-100%). Current: 80%
- Increase frequency of flights by 30%+

It's crucial to understand that a person doesn't typically transition into a customer upon initial exposure to your product.

Multiple touch points precede their decision to sign up, make a purchase, or book a service.

While not every individual follows the entire funnel journey, even swift transactions involve at least two touch points before transforming into paying customers.

## The Marketing Funnel

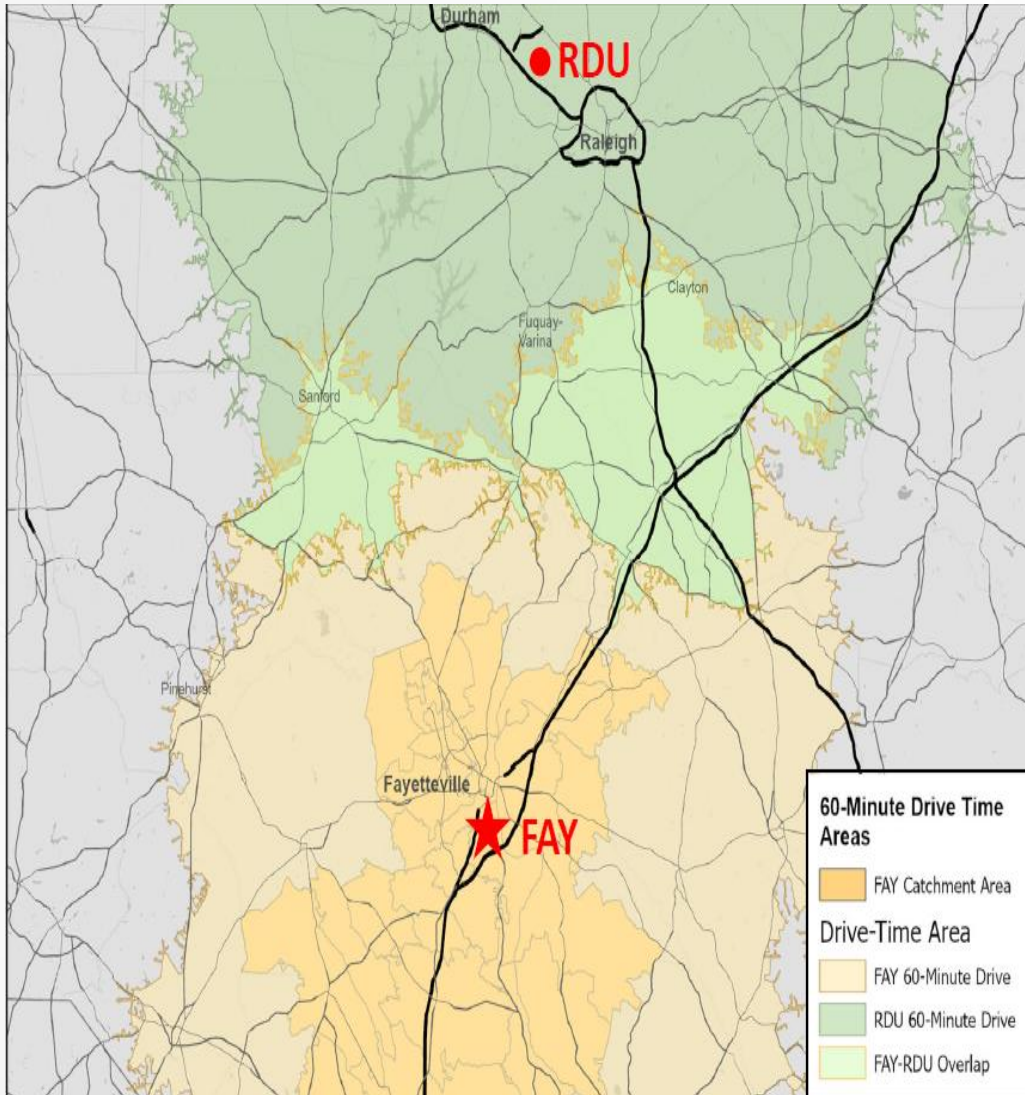


## Communication Objectives

- Increase audience **AWARENESS** about flights departing from Fayetteville Regional Airport.
- Increase **INTEREST** of connectivity opportunities- the number of destination options
- Increase **INTEREST** how FAY delivers exceptional service
- Educate audience members on cost comparison between FAY and surrounding airports to create a **DESIRE** to stay local
- Create a **DESIRE** to fly from FAY
- Create a call to **ACTION** to FlyFAY.com

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Follow on efforts will be to build **LOYALTY** and **ADVOCACY**

# Target Audience



- **11-county catchment area**
  - Primary audience – Bladen, Cumberland, Sampson, Hoke, and Robeson counties
  - Secondary audience – Lee, Montgomery, Moore, Richmond, Scotland, and Harnett counties
- **Demographics**
  - Age: 25-54+
  - Income: \$50K to \$150K+

## Convenience:

Traveling at FAY is convenient for our local community.

## Price & Time Comparison:

FAY and competing airports

## Modern Facilities:

Expansion and modernization of terminals creates a comfortable experience.

## Connectivity:

Connection to the world with 661 one-stop destinations from FAY.



- Streaming audio and video platforms
- Traditional radio
- Display and Google ads
- Addressable targeting and geofencing
- Online platforms
- Print publications
- Billboards
- Point of sale advertising
- Partnerships/sponsorships
- TV
- Social media
- Consultants





## Your *Time* is worth *More!*

**Benefits to FlyFay**

- Inexpensive parking
- Less drive-time, saving gas
- Comfort knowing you're *Home* when you FlyFay

**Fly FAYETTEVILLE**<sup>NC</sup>  
REGIONAL AIRPORT



Did you know *one-stop* flights typically carry a **20%** lower price tag compared to non-stop flights.

**661**

*One-stop* flights from **FAY** connecting in **CLT, DFW & ATL**

**Fly FAYETTEVILLE**<sup>NC</sup>  
REGIONAL AIRPORT

- Communication Metrics:

- CPC (cost per click)
- CTR (click through rate)
- CPA (cost per action)
- Impressions
- Conversions
- Likes, follows and reach on social media
- Unique visits to flyfay.com
- Average time on website

- Airport Metrics:

- Enplaned and deplaned passengers
- Average number of daily flights
- Load factor
- Number of total aircraft operation
- Passenger facility charge



## The Marketing Funnel

