UNDERSTANDING AND ENGAGING YOUR CUSTOMERS
Who are your customers?

- General aviation
- Commercial aviation service
- Surrounding community
- Business community
- Political and legislative bodies
- Government organizations
- Aviation partners/stakeholders
Using your resources

- Website
- AirNav
- NOTUM
- Partner with local businesses/Education
- Email distribution/Newsletter
- Face to face
- Regular mail
- Local media – TV, radio and internet
- Social media
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
Use your Partnerships

- Chamber
- Local City/County
- MnDOT
- Area businesses
- Aviation groups
Communication is key

- Be proactive
- Updated and correct information
- Provide visuals
- Be meaningful
- Be responsive
- Positive tone
- Be a good listener
Engagement ideas

- Create and understand your brand
- Hire a consultant or intern to assist
- Use your partnerships – Chamber or vendor
- Create a special event at your airport
- Be a good neighbor
The DLH way

- We created our brand and message
  - Created a commercial
  - Launched traditional media
  - Complimented the message with google ads
  - Created social media campaigns
  - Created our Captain Steven campaign
    - Branded a craft beer using Captain Steven – Smooth Skies
  - Created a new website and drove traffic to it
  - Branded a local craft distillery and created images for it – The Vaca
  - Hosted special events
Creating a brand

- You have been cleared for a departure from ordinary travel.
- Cool your jets.
- Time to make a quicker connection.
- Planes fly, spirits soar.

DULUTH INTERNATIONAL AIRPORT
#FLYDLH
Social Media #FLYDLH

There's an amazing airport in your backyard. Let it take you away. #FLYDLH

Reunite with those lost connections. Consider Duluth. #FLYDLH

Take Flight
duluthairport.com
Let your journey begin here.

Quicker Connections
duluthairport.com
Let your journey begin here.

Take a 2 minute survey for a chance to win 2 airline tickets + 2 night stay in beautiful Chicago.

United Express
Vikre – The Vaca

YOU DESERVE A VĀCA

GIVE YOURSELF A VĀCA

IT'S ABOUT TIME FOR A VĀCA

A LIQUID GETAWAY WITH METROPOLITAN STYLE
MADE WITH FRESH LIME AND AQUAVIT FROM VIKRE

START YOUR ESCAPE WITH A CITRUS TWIST
MADE WITH FRESH LIME AND AQUAVIT FROM VIKRE

A LIGHTY COCKTAIL REFRESHING AS MOUNTAIN AIR
MADE WITH FRESH LIME AND AQUAVIT FROM VIKRE
Special Events

JOIN US FOR
NOVEMBERFEST!
CELEBRATE THE GRAND OPENING
OF OUR NEW PARKING GARAGE
WITH A CRAFT BEER TASTING.

THURSDAY, NOVEMBER 20
RIBBON CUTTING - 4:00
AFTER HOURS - 4:15-6:00

VA VA VA VEGAS!
JOIN US TO CUT THE RIBBON
VEGAS STYLE.

THURSDAY, JUNE 12
RIBBON CUTTING - 4:00
AFTER HOURS - 4:15-6:00
Sky Harbor

- Created a brand
- Developed marketing pieces
- Created a website
- Brought in local vendors to bring the community into the airport
- Working with our local CVB to work on local event opportunities
- Engaging with varied GA associations/events
Sky Harbor Examples
Captain John
Questions?