Social Media and Marketing Communication for Airports

Rachel Obermoller
Aviation Representative
What is Marketing?

• Relationship building
• Communicating
• Creating value
• Exchanging ideas
• Selling
Marketing Channels

Old School

• Print, radio and TV advertising
• Brochures
• Mailings
• Giveaway items
• Signs and billboards
• Telemarketing

New School

• Websites
• Email campaigns
• Social media
• Networking opportunities
• Events
Website

• What information do you need to share?
  – Information for local community
  – Information for transients
Website

Get there faster. Fly Duluth.

With three airlines, Duluth Airport offers nonstop service to five major cities with hundreds of connections. That means you can go anywhere you want—without the hassle.

- Avoid traffic and congestion
- Enjoy lower parking fees
- Get on board and off the ground faster
- Spend more time at your destination

Quick Links:
- Flight Information
- Car Rental
- News & Events
- New Terminal Construction Updates
- Directions and Parking

Sign Up for Promotions and Offers

Welcome

We're your international gateway to destinations worldwide!

As the connection point to destinations worldwide, Falls International Airport (INL) welcomes you – whether you're traveling locally, nationally or internationally.

Located on the Minnesota/Canadian border, we offer commercial daily flights to Minneapolis/St. Paul International Airport (MSP) and serve as a U.S. Port of Entry.

As a business or leisure traveler, you can arrive or depart from International Falls, Minn. Fly to your destination of Minneapolis-St. Paul or take a connecting flight to other points around the globe.

When arriving from other parts of the world, you may pass through the U.S. Port of Entry at Falls International Airport and then travel on to your next destination or stay awhile to experience the splendor of our lakes, woods, streams, and year-round recreational activities of Northern Minnesota and Ontario, Canada.

Week Day INL/MSP Flight Schedule

Business cards or playing cards. Fly INL.

Latest News & Announcements

250 People Respond to Suney
Owatonna Degner Regional Airport

The Owatonna Degner Regional Airport is an important asset to the Owatonna community and a vital economic development tool. It is my hope that all who visit the airport and the Owatonna area, whether for a brief or extended period of time, experience that quality of facilities that makes it truly special. Whether for business or pleasure, I am sure that you will find the airport will accommodate your needs.

The airport situated in MN Owatonna is positioned to meet the growing needs of business and recreational aviation. The primary runway is 5,500' concrete paved, lighted, and equipped with a precision Instrument Landing System (ILS). Runway 05/23 is 3,000' x 75' with MLS and RCL. The airport, viewed as a key economic development tool, increases access to the community and provides a gateway to the national transportation system.

Please let me know if I can be of any assistance whether for longer availability inquiries, events, airport development or other inquiries. I look forward to visiting with you!

Dave Beaver
Airport Manager
Email

- Email Lists
  - Purchase access to list manager
    - Mailchimp (free at some levels)
    - Constant Contact (free 60-day trial)
    - icontact (free 30-day trial)
  - Manage it in Outlook or other email application
Social Media

- Facebook
- Twitter
- AirNav
- LinkedIn
- Google +
- Pinterest
AirNav

- Fuel prices can be updated with free user ID
- Users can leave comments about their experience
- Basic subscription is $50 annually
  - Link to your website
  - Contact information
KOWA  Owatonna Degner Regional Airport  Owatonna, Minnesota, USA

GOING TO OWATONNA?

FAA INFORMATION EFFECTIVE 26 JULY 2012

Location

FAA Identifier: OWA

Let’s: 44-07-22.6265N / 093-15-31.7751W
44-07-37.7700N / 093-15-52.9585W
44 12.20958 / -93.258826
(estimated)

Elevation: 1145 ft / 349.6 m (surveyed)

Variation: 02E (2000)

From city: 3 miles NW of OWATONNA, MN

Time zone: UTC -5 (UTC -6 during Standard Time)

Zip code: 55060

KFBH - Faribault Municipal Airport (13 nm N)
KACO - Waseca Municipal Airport (15 nm W)
KTCO - Dodge Center Airport (19 nm E)
KAEL - Albert Lea Municipal Airport (27 nm S)
KMKT - Mankato Regional Airport (29 nm W)

FBO, Fuel Providers, and Aircraft Ground Support

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<tr>
<th>Business Name</th>
<th>Contact</th>
<th>Services / Description</th>
<th>Fuel Prices</th>
<th>Comments</th>
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<td>Owatonna Degner Regional Airport</td>
<td>507-431-4611</td>
<td>Air Nav fuel, Aircraft parking ( ramp or tiedown), Hangar, Passenger terminal and lounge, Courtesy transportation, Pilot lounge / lounge room</td>
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Where to Stay: Hotels, Motels, Resorts, B&Bs, Campgrounds

In this space we feature lodging establishments that are convenient to the Owatonna Degner Regional Airport. If your hotel or bed & breakfast is near the Owatonna Degner Regional Airport, provides convenient transportation, or is otherwise attractive to pilots, flight crews, and airport users, consider listing it here.

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Facebook

- Facebook is the most visited site on the Internet
- About 28% of Facebook users are older than 35, about half of those are over 45
- Facebook is a hub for sharing information
  - Friends and family
  - Businesses
  - Communities
  - Organizations
Facebook

Owatonna Degner Regional Airport

LIKE US

Airport
3400 West Frontage Road, Owatonna, MN

(507) 444-2448

About
Photos

Owatonna Degner Regional Airport
August 31

2012 Fly-In Breakfast - Aug. 26th (3 photos)

Like · Comment · Share
Networking and Events

You’re marketing your airport when you promote aviation in your community

• Adopt-an-Airport
• Adopt-a-School
• Sponsor aviation events in the community or public events at the airport
• Talking to people about aviation and airport activities
Marketing Plan

• Defines the Who, What, Where, When, How
• Utilizes multiple, integrated channels
• Defines goals
• Is flexible and responsive
SWOT Analysis

Strengths (Internal)
- Location
- Current tenant base
- Existing events

Opportunities (External)
- Nearby airports without fuel
- Unique amenities other airports don’t have

Weaknesses (Internal)
- Lack of involvement
- Don’t Facebook

Threats (External)
- Outside competition
What are your overall goals?

- Use SWOT Analysis to help determine where to focus
- Goals are strategic
- Fit with vision and long term goals for the airport
- Focus beyond current “customers”
The 5 “W” Questions

• Who are you trying to reach?
  – Target Market

• What are you trying to accomplish?
  – Overall goals

• Where are you going to “advertise” or communicate?
  – Marketing channels
The 5 “W” Questions

• When will you accomplish this?
  – Routine, effective, but not annoying

• Why are you doing this?
  – Steer back to overall goals

• Can also add “How”
  – This is your implementation plan
Groups

- Who – Target Market(s)
- What and Why – Overall Goals
- Where – Marketing channels
- When – Ideas for campaigns, communications, ways to engage target markets
How?

• Create a marketing plan that includes
  – Implementation
  – Assigns responsibilities
  – Provides ideas or examples

• Engage members of your target markets
  – Feedback
  – People who will champion the airport
Airport Manager Guide

- AirTAP website
- Indexed by topic
- Complements ACRP Guidebook for Managing Small Airports
Questions?

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