



✓ Presenters

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MAKING THE MOST OF THE MARKETING GUIDEBOOK

What the Guidebook Offers

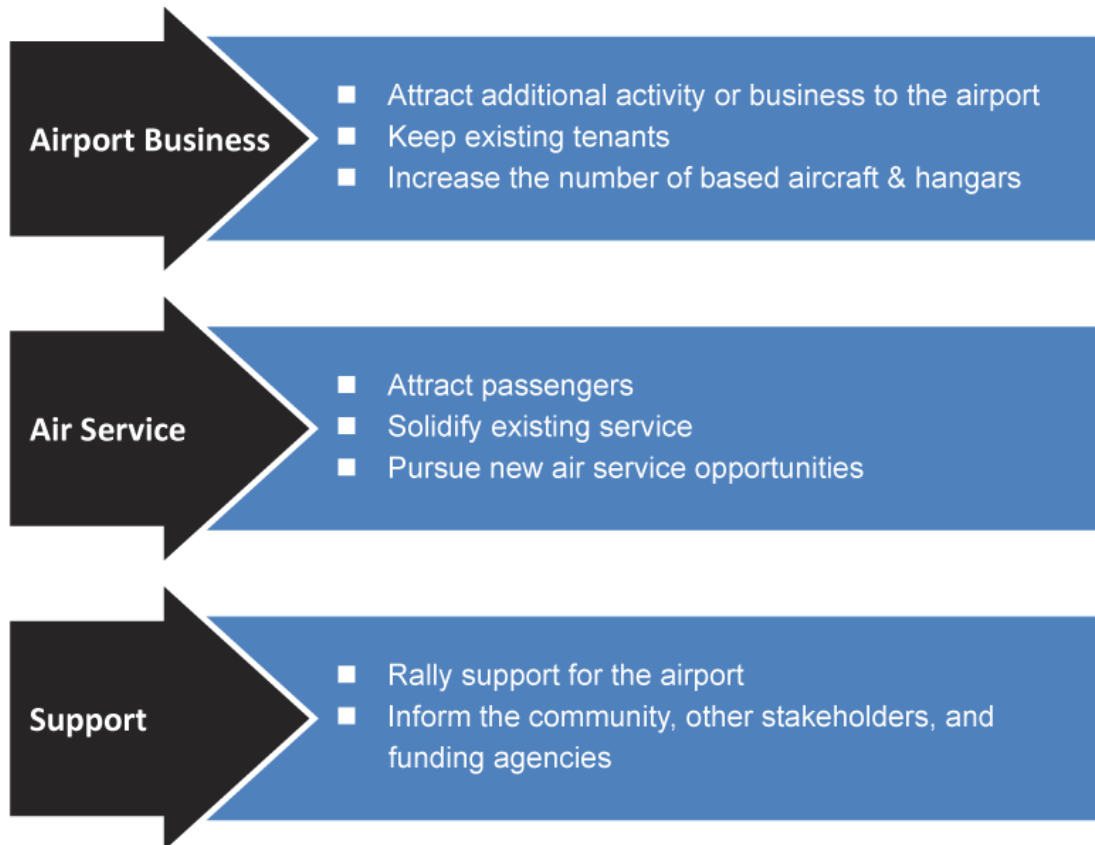
- How to create a low cost public relations and marketing plan
- How to target the right audience
- How to create a consistent & strong message
- Effective tools to deliver the message

Common Situations Airports Face

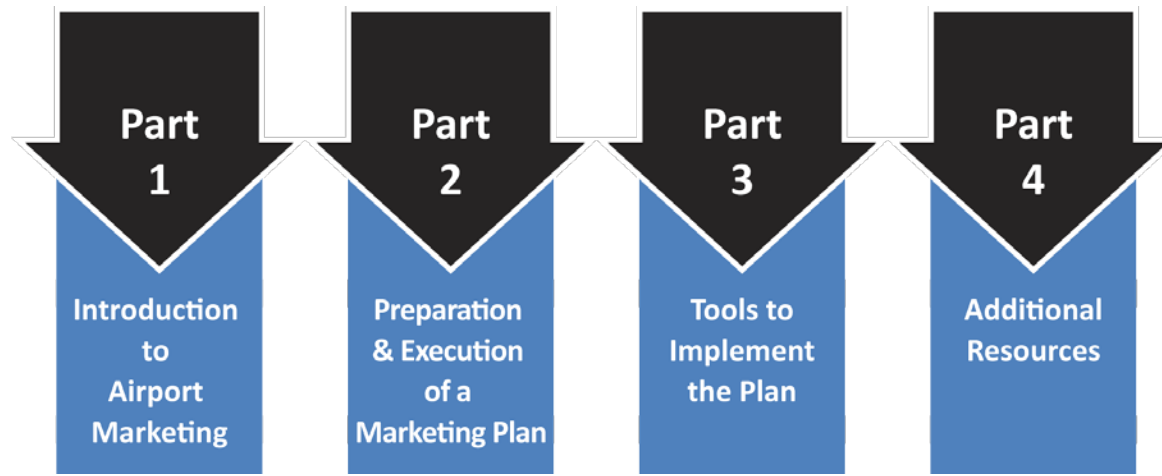
- Airport's value to the community not well understood
- Public/private investment in the airport needed
- Community must lead in support of air service
- Public relations for (a) airport projects, (b) safety, (c) noise, and (d) land use.

Scarce resources require focus & effective marketing

Why Airports Should Market



Guidebook Organization





MARKETING PLAN BASICS

Most Airports Market Already

- Newspaper interviews airport
- Airport recruits new tenants
- Airport meets with neighborhood to discuss noise and traffic
- Airport visits the airlines to get better air service
- Airport approaches local businesses to support new service

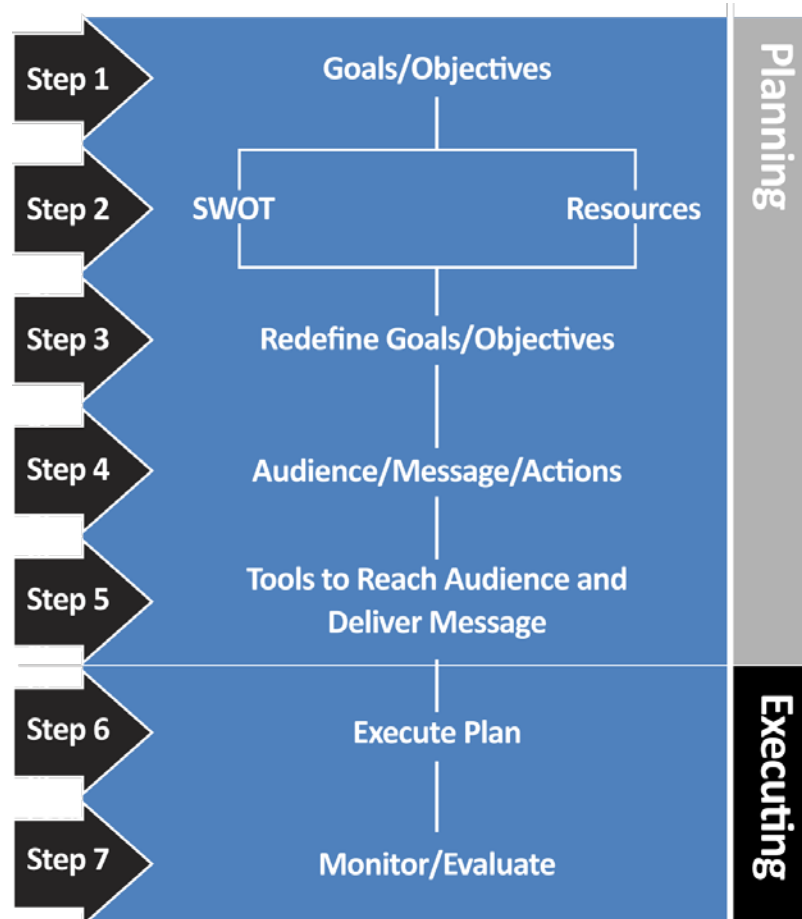
A Marketing Plan Organizes

- What are the **marketing goals**?
- Who are the **target audiences**?
- What is **the message** the airport intends to communicate?
- What **methods of communication** will the airport use to reach its audience?
- What **staffing and financial** resources will support the effort?
- How will the airport **measure success**?



PREPARING THE PLAN

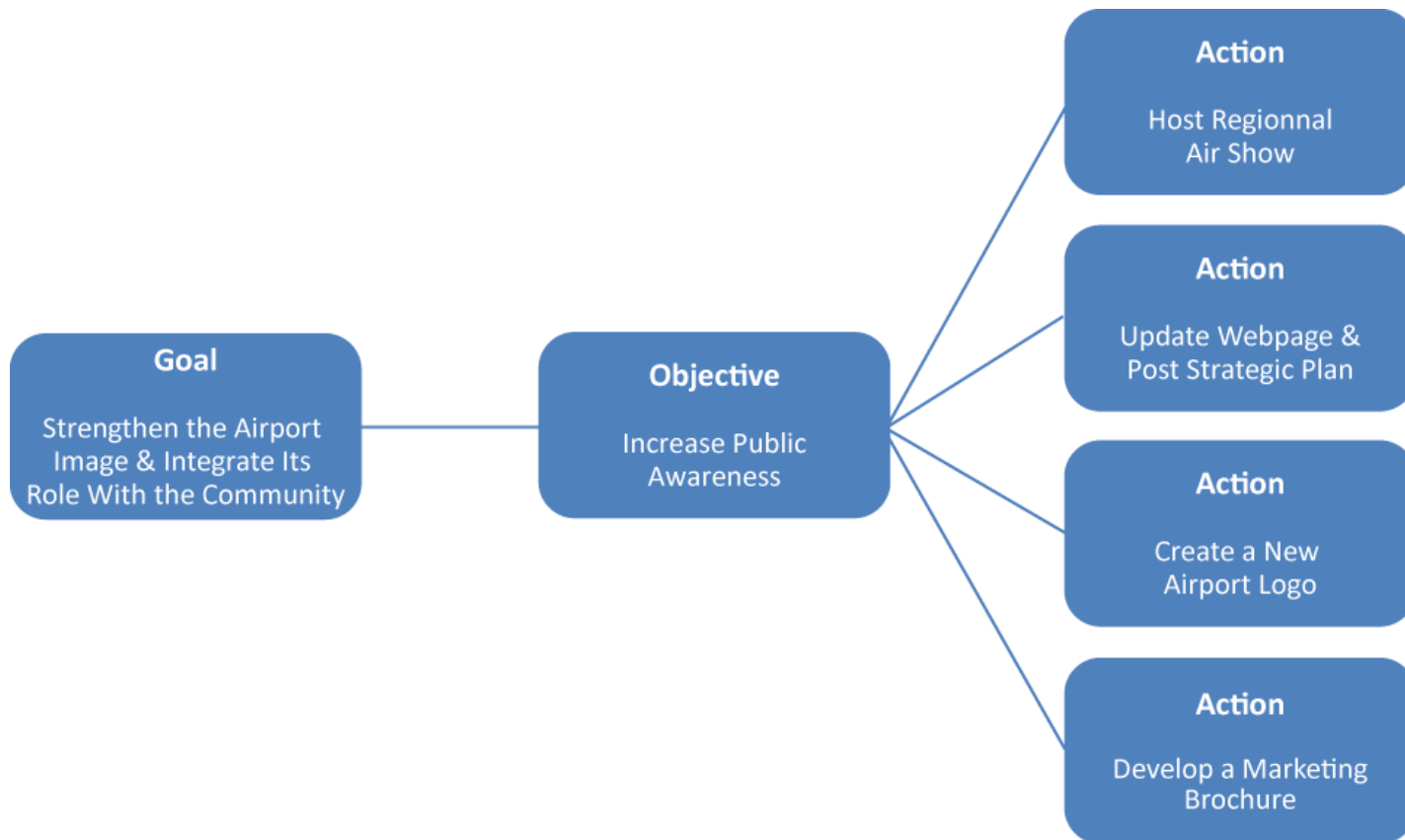
Seven Steps to Build a Marketing Plan



Starting Point

- Assemble the planning team
 - stakeholders/good contributors
- Brainstorm the issues
 - Our customers think...
 - What makes us different...
 - Our community would like..
- First draft of marketing goals, objectives, & actions
 - Goal = what airport wants to accomplish
 - Objectives = short term, measurable targets
 - Actions = specific activities to achieve objectives.

Yuba County Airport Example



Chattanooga's Air Service Goals

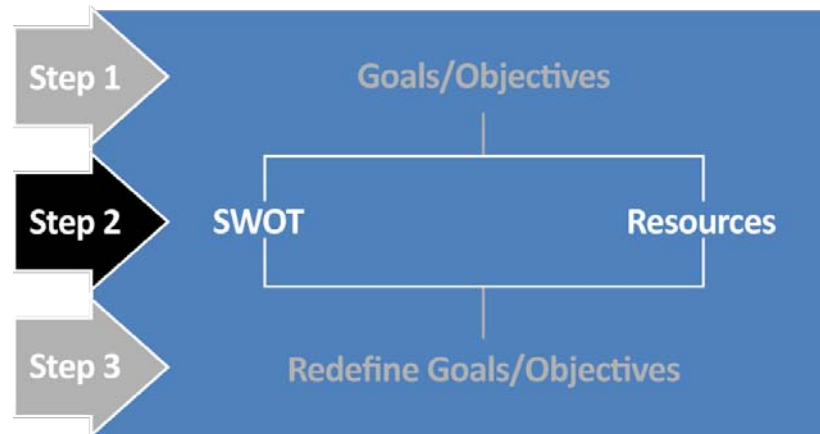
- Bring fares into balance
- Improve airline service
- Improve customer service
- Market aggressively
- Create a fund for future marketing

Chattanooga's Objectives

- Reduce leakage
- Raise airport awareness
- Re-engage business community
- Encourage community ownership of the solutions

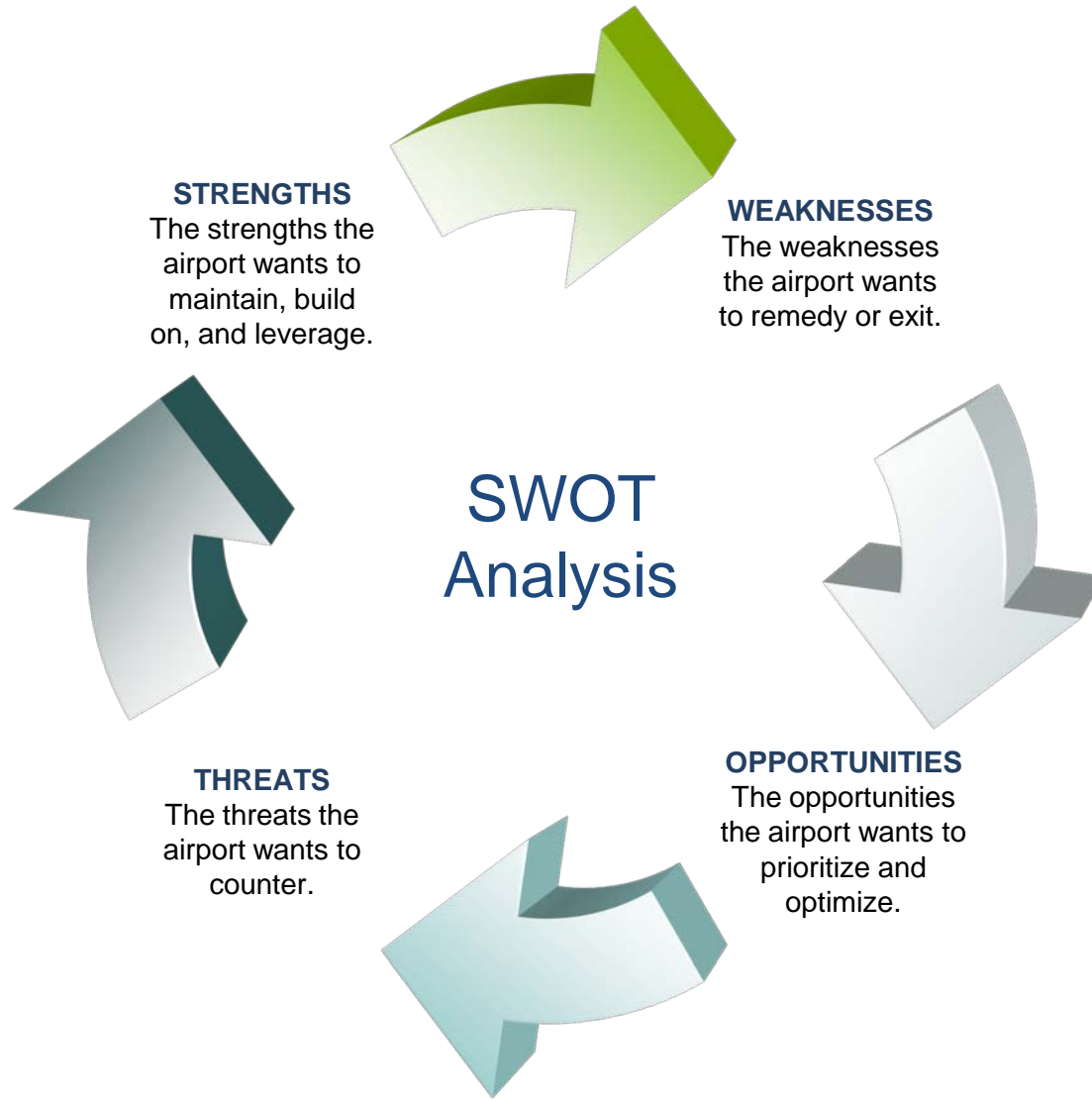
Extensive action plan to achieve objectives

SWOT & Resource Assessment



SWOT and Resource Assessments help to map a realistic path forward.

SWOT



Arnold Palmer SWOT

STRENGTHS

- Strong business travel demand.
- Strong community willingness to invest in projects that makes sense.
- Conveniently located and friendly local airport.

OPPORTUNITIES

- A new carrier could attract a large share of high fare business passengers at Latrobe, including some flying to and from , which that carrier would not attract if it operated at , where US Airways remained the largest carrier.

CONCLUSIONS

- A high level of customer service is important.
- The business traveler should be the focus.

WEAKNESSES

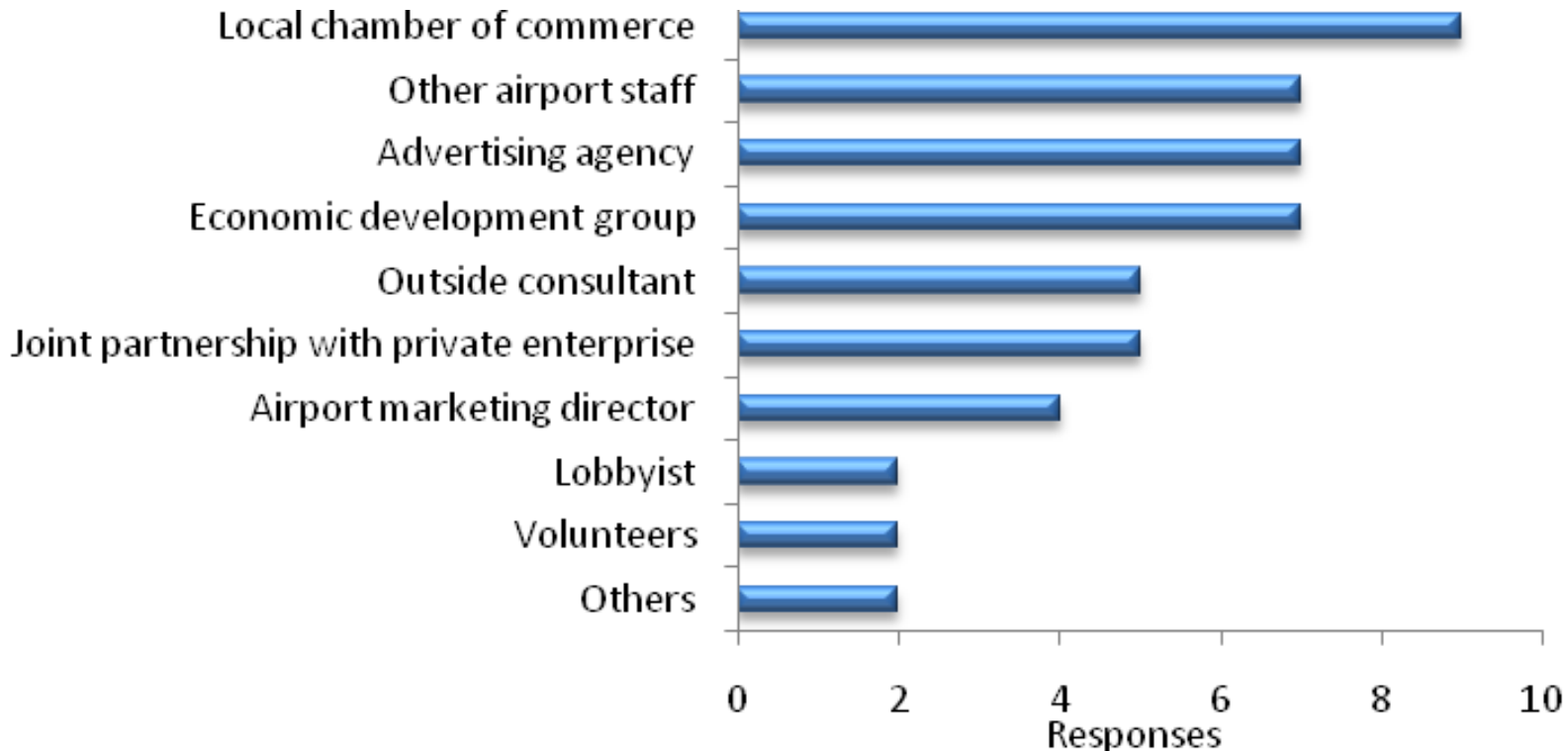
- Within driving distance of much larger airport – .
- Limited market size.
- Community knowledge of what it would take to make the new service successful.

THREATS

- Any Latrobe service must compete against more frequent service offered at Pittsburgh
- Poor or irregular service at Latrobe would quickly result in passengers abandoning the service to drive to .

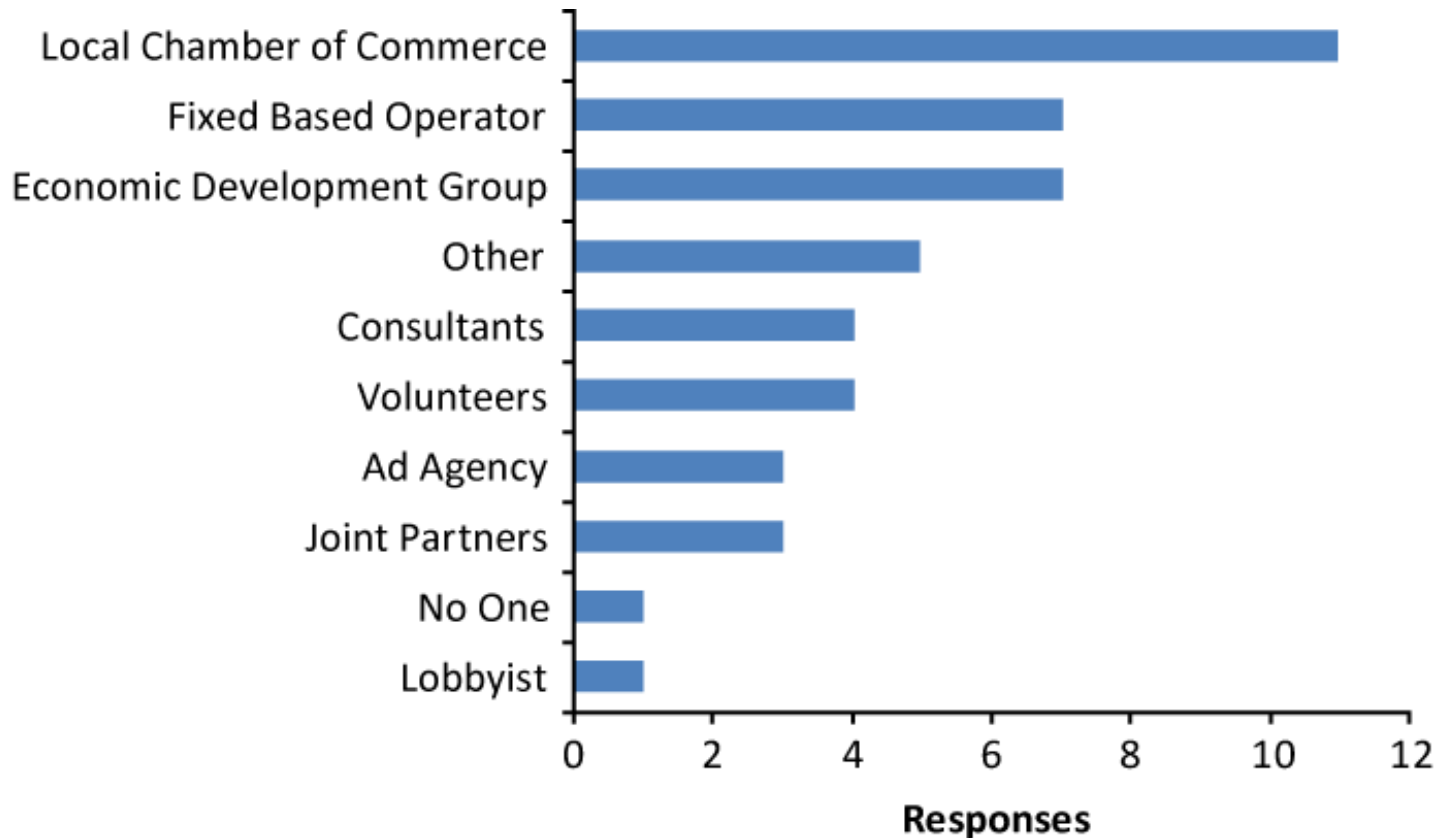
External Resources Airports Use

Commercial Service Airports



External Resources Airports Use

General Aviation Airports



Community Resources Extend Airport Marketing Capabilities



Greeley-Weld County Airport

Putting the Plan Together



Redefine goals/objectives based on SWOT and Resource Assessment

Focus the Message

- The marketing goal is:
- The target audience is:
- What service or facility are we marketing?
- What benefits does it give to the target audience?
- Why is it better than the competition?
- What's in it for the customer to choose your airport?

The message is critical. Make sure to pre-test.

Communicating the Message



*Community leaders on billboard
Announces new frequencies and free parking
Addresses #1 issue: TRAFFIC*

Action Plan – Year 1

- Prioritize goals & objectives for this year
- Target the audience & formulate the message
- Choose the marketing activities
- Estimate the resources
- Plan each activity in detail



Effective Marketing Plans

- Focus on airport customers and services
- Strive to differentiate the airport from competitors
- Are simple to communicate to target audiences
- Motivate staff and airport stakeholders
- Are flexible and responsive to market change.

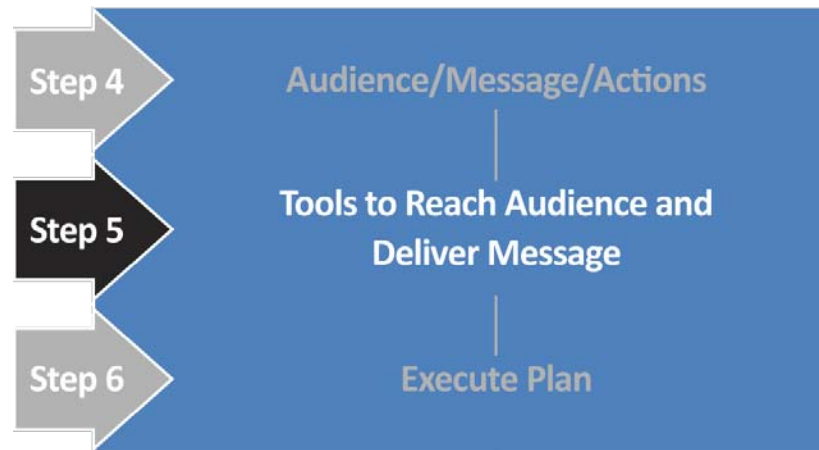


Implementing the Plan

Tools to Market Your Airport

Essentials

- Press Kit
- Website
- Earned Media
- Networking
- Public Speaking



Selecting Marketing Tools



Cost

Effectiveness



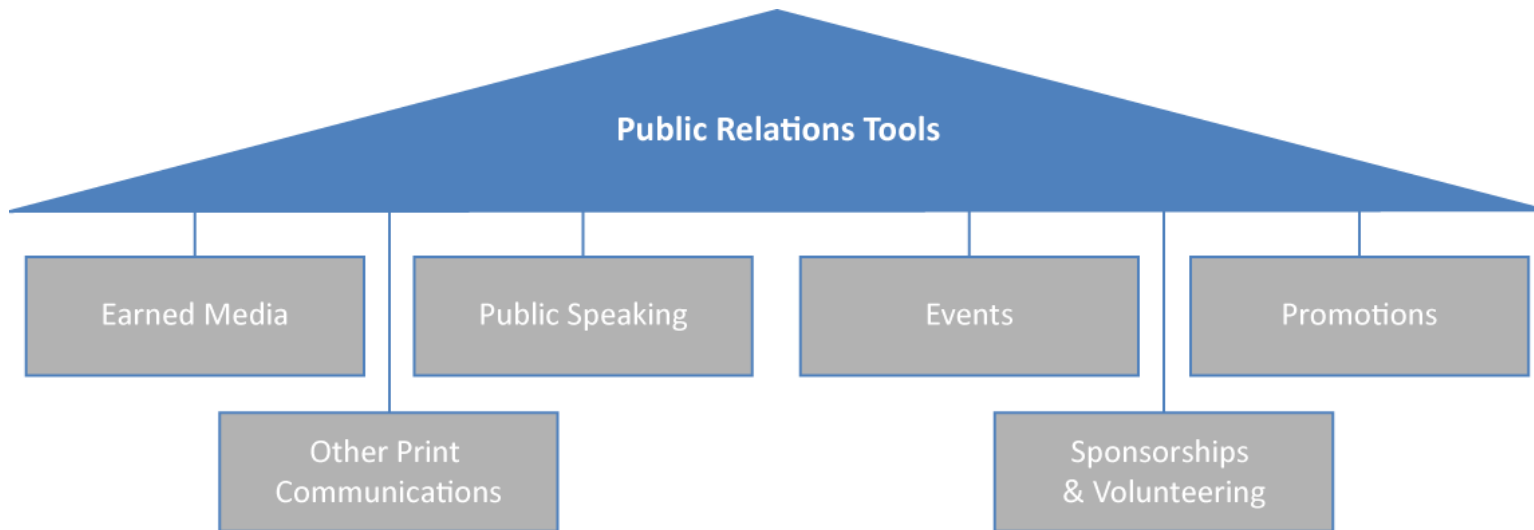
- Press Releases
- Earned Media
- Public Speaking
 - Networking
 - Testimonials

- Website
- Promotions
- Open House

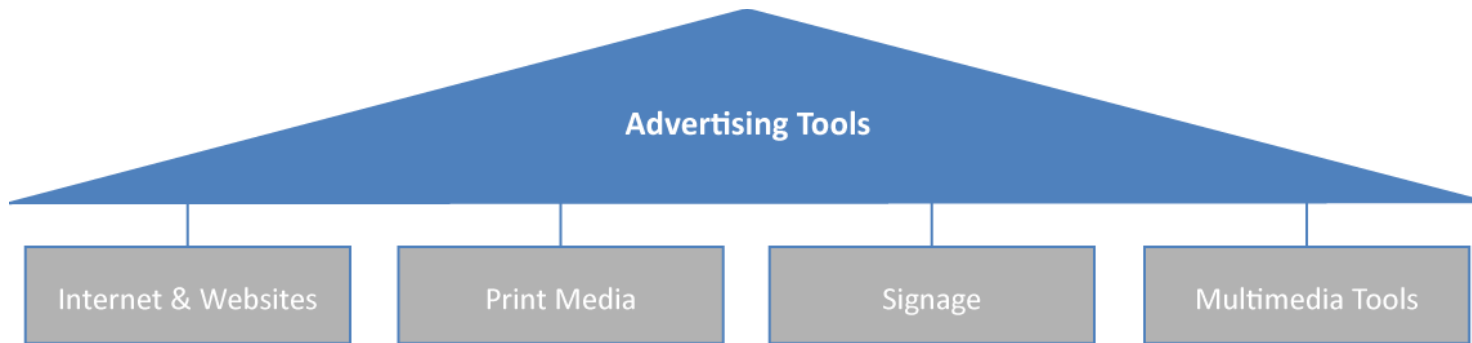
- Radio
- Newspaper Ads
- Billboards

- Television

Tools in the Guidebook



More Tools



Networking Opportunities

- Business, Civic, & Non-Profit Networking Opportunities
- Networking with Professional and Industry Organizations
- Tradeshows & Conferences
- Strategic Partnerships
- Lobbying
- Contact Managers and Networking Tools

Worksheets

- SWOT Analysis
- Human Resources for Marketing
- Financial Resources for Marketing
- Marketing Action Plan
- Marketing Record of Accomplishments

Execute and Monitor the Plan



One person in charge to manage roles, responsibilities, schedule, and budget

Implement

- Communicate with the marketing team, airport governing group, stakeholders.
- Assign roles and responsibilities to staff, volunteers and other participating organizations.
- Set milestones to gauge progress.

Review, evaluate, adjust.

Monitor and Evaluate

- Customer satisfaction
- Audience reaction
- Airport awareness and usage
- Buzz
- Activity changes
- Regional share trends

Keep the Message Current



Marketing and public relations is on-going.

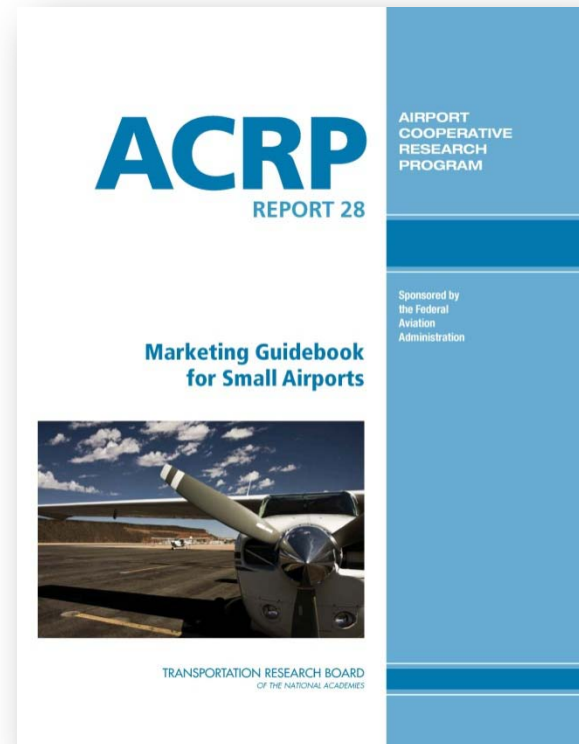
Funding a Marketing Program

Grants	Cash Donations	In-Kind	Cost Sharing
<ul style="list-style-type: none"> • FAA • SCASD • State DOT • Economic development organizations • Local government 	<ul style="list-style-type: none"> • Individuals • Businesses • Airport FBO • Fundraising events 	<ul style="list-style-type: none"> • Experts in other local government departments • Experts on Airport Board • Ad agencies • Newspapers • Local Radio & TV • University or college • Marketing consultants 	<ul style="list-style-type: none"> • Chamber of Commerce • Economic development organizations • State DOT • FBO • Airlines • Other airports

Available online <http://www.trb.org/ACRP>
Marketing Guidebook for Small Airports

✓ Authors

- Lois Kramer
- Gary Harig
- Robert Hazel
- Peggy Fowler

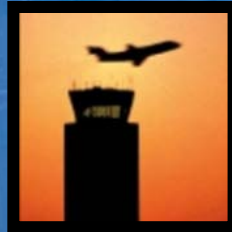


TRANSPORTATION

RESEARCH BOARD

ACRP

Airport Cooperative Research Program



Thank you!

Questions?

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