



2022 Marketing and Communications Plan

Prepared by:

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Objective

Responsibly remind travelers of the exceptional benefits provided by traveling local in a manner that aligns with, not only the La Crosse Regional Airport Strategic Plan, but an overall plan for the betterment of the Coulee Region.

2022 Marketing Goals:

The success of the 2022 marketing strategy will be built off the following goals:

- Educate travelers on the strategic advantage of supporting a strong regional airport
- Encourage the general public and community leaders to view the airport as a vital asset to the economic well-being of the region
- Educate the public that LSE is a low-cost option
- Grow the membership of the LSE Leaders program
- Promote careers in aviation by conducting effective school outreach, maintaining a strong field trip program and hosting events geared towards kids and young adults
- Regenerate internal advertising sales in the Terminal that were lost throughout 2020/2021.

Measurement and Metrics

The success of the 2022 marketing strategy will be measured using the following means and metrics:

- Monthly load factor of commercial air service
- Website traffic, social media engagement and blog interactions
- Open rate, click rate and impressions of campaign elements (Email, Social Media, Online)
- Addition or progression of new air service
- LSE Leader enrollments and re-engagement
- Community perceptions/understanding of LSE benefits (surveys)
- Number of field trips and tours
- Number of new customers, renewals and referrals of in-terminal ad space contracts

In-Terminal Advertising

Reactivating our in-terminal advertising program will boost our revenue stream as well as strengthen our business partnerships around the area.

- Identify package levels/tiers for business partners
- Utilize sales strategy to attract new businesses
- Maximize space and reach
- Focus on large partnerships

Target Audiences

Primary Target: Leisure travelers between the ages of 25 - 44

Secondary Target: Business travelers 18+

Tertiary Target: Empty-nesters 55+

Moving/Challenging Target: Young families

*All targets are within a 60 mile radius of La Crosse. Special focus on La Crosse area as well as Winona

Marketing Messaging Strategy

The slogan of the 2020/2021 campaign, “Yours to Explore”, which has been interrupted by many challenges of the past year and a half, is still relevant in 2022 and will be usable. It is intended to continue forward with the campaign with some minimal adjustments.

The slogan focuses on clean, vibrant imagery containing simple messaging and reinforces the desire to explore beyond our community. This is particularly useful as so many have been limited to the local region for such an extended period of time and many people are keenly aware of the cleanliness of facilities. The slogan implies that the world outside of this region, which one can easily get to through the La Crosse Regional Airport, is “Yours to Explore”. The campaign emphasizes that there is a broad and diverse world beyond and is easy to reach right from La Crosse Regional Airport.

The campaign will support, and continue to utilize, unique approaches to reach community members. This includes through youth programming, tours, and community outreach events.

Coupled with this digital campaign, we will also be utilizing new video creative showing LSE as an easy, low-cost way to travel with families. This will most likely be completed using our partnership with Elevate Media.

Budget Allocation for Promotion and Advertising Placement

The budget allocation below depicts the estimated proportions for how the advertising budget will be spent. Adjustments may be made throughout the year if responses are warranted based on current data and trends. Other budgeting items include outside creative development and marketing service agreements such as Constant Contact, Shutterstock and Adobe.

Digital – 35%

Television/Radio – 35%

Airport Branded Material – 5%

Community Development – 20%

Special Projects – 5%



2022 Marketing Budget Overview

Org	Object	Project	Description	Amount	%	
6006010	520060	ADVER	Promotion and Advertising Placement	\$ 125,000.00	88.7%	
6006010	520060	ADAGY	Advertising Agency Services	\$ 13,000.00	9.2%	
6006010	520060	SERV	Marketing Service Contracts	\$ 3,000.00	2.1%	
				\$ 141,000.00	100.0%	

ADVER: Promotion and Advertising Placement				\$ 125,000.00	%	Code
Digital				\$ 43,750.00	35.0%	
Social Media						
SEO						
Website						
Cinema						
Print						
Magazine						
Newspaper						
Printed Material						
Radio/TV				\$ 43,750.00	35.0%	
Radio						
TV						
Direct Mail						
Mailings						
Promotional Products				\$ 6,250.00	5.0%	
Giveaways for events, tours and businesses						
Community Development				\$ 25,000.00	20.0%	
Events						
Sponsorships						
Special Projects				\$ 6,250.00	5.0%	
Total				\$ 125,000.00	100.0%	

ADAGY: Advertising Agency Services				\$ 13,000.00	%	Code
Creative Development				\$ 13,000.00	100.0%	
					0.0%	
Total				\$ 13,000.00	100.0%	

SERV: Marketing Service Agreements				\$ 3,000.00	%	Code
Email Blast Service (Send in Blue)				\$ 3,000.00	100.0%	
					0.0%	
Total				\$ 3,000.00	100.0%	

2022 Total				\$ 141,000.00	100.0%	
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