



2021 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 the La Crosse Regional Airport Strategic Plan.

2021 Marketing Goals:

The success of the 2021 marketing strategy will be built off the following goals:

- Educate leisure and business travelers on the strategic advantage of supporting a strong regional airport
- Encourage leisure and business travelers 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.
- Gain more visibility in the Winona community

Measurement and Metrics

The success of the 2020 marketing strategy will be measured using the following means and metrics:

- Monthly load factor of commercial air service routes
- Website traffic, social media engagement and blog interactions
- Open rate, click rate and engagement rate of campaign elements (Email, Social Media, Online)
- Addition or progression of new air service
- LSE Leader enrollments
- Community perceptions/understanding of LSE benefits (surveys)
- Number of field trips and tours
- Total number of in-terminal ad space contracts
- Number of partnerships and connections in Winona
- Rollout of a new website

Target Audiences

Primary Target: Young leisure travelers between the ages of 18 and 35

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 campaign, “Yours to Explore”, kicked off in March. It was immediately interrupted by the challenges of the year and never fully implemented. Much of the messaging is still relevant in 2021 and usable. It is intended to continue forward with the campaign with some minimal adjustments. This also fits with the required reductions in the budget and allows us to not spend unnecessary funds on creating a new campaign.

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 people have been limited to the local region for an extended period of time and many people are keenly aware of the cleanliness of public 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 the 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.

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. *Of important note is that the airport made several contractual commitments in 2020 that were unable to be honored for a variety of reasons related to the pandemic. LSE intends to honor these in 2021.* Other budgeting items include outside creative development and marketing service agreements such as Constant Contact, Shutterstock, and Adobe.

Digital – 21.4%

Outdoor/Print – 13.4%

Television/Radio – 35.7%

Direct Mail – 0%

Community Development – 7.1%

Special Projects – 16.4%



2021 Marketing Budget Overview

Org	Object	Project	Description	Amount	%
6001005	521600	ADVER	Promotion and Advertising Placement	\$ 84,000.00	89.4%
6001005	521600	ADAGY	Advertising Agency Services	\$ 8,500.00	9.0%
6001005	521600	SERV	Marketing Service Contracts	\$ 1,500.00	1.6%
				\$ 94,000.00	100.0%
ADVER: Promotion and Advertising Placement				\$ 84,000.00	%
Digital				\$ 18,000.00	21.4%
Social Media					
SEO					
Website					
Cinema					
Print				\$ 11,225.00	13.4%
Magazine					
Newspaper					
Printed Material					
Radio/TV				\$ 30,000.00	35.7%
Radio					
TV					
Direct Mail				\$ -	0.0%
Mailings					
Promotional Products				\$ 5,000.00	6.0%
Giveaways for events, tours and businesses					
Community Development				\$ 6,000.00	7.1%
Events					
Sponsorships					
Special Projects (Website)				\$ 13,775.00	16.4%
Total				\$ 84,000.00	100.0%
ADAGY: Advertising Agency Services				\$ 8,500.00	%
Creative Development				\$ 8,000.00	94.1%
Production Development				\$ 500.00	5.9%
Total				\$ 8,500.00	100.0%
SERV: Marketing Service Agreements				\$ 1,500.00	%
Stock Photo and Videos				\$ 1,500.00	100.0%
				\$ -	0.0%
Total				\$ 1,500.00	100.0%
Total				\$ 94,000.00	100.0%

