

city of billings

OPPORTUNITY

In fall 2022, the City of Billings, which runs Billings Logan International Airport (BIL), turned to Kinetic Marketing & Creative to help improve its social media presence. The intent was to put the airport on the radar of both local consumers as well as decision-makers in the aviation industry. Using social media to bolster recognition and affinity for smaller, regional airports is common in the industry.

Social media marketing is one of the top tools for businesses and organizations in today's digital space. It has the capability of reaching millions of people all over the world or targeting a narrow audience for niche products and services. Social media strategy should be included in all marketing campaigns where visibility is key.

We immediately recognized several opportunities to help put BIL on the map. First, there was an untapped opportunity to market to travelers who didn't recognize the advantages of flying into Billings to begin their Montana travel adventures. Second, the multi-million dollar terminal expansion of the airport that began in 2019 was in full swing, providing an opportunity to inform the public about rebuilding the two expanded concourses. The sense of momentum and growth created an additional opportunity

to leverage LinkedIn to engage aviation industry execs looking for regional expansion opportunities.

ACTIONS

Kinetic created a social media strategy designed to reach people traveling to Montana. The goal was to show travelers that Billings is the gateway to Montana and that flying into BIL rather than other Montana airports can create a great travel experience.

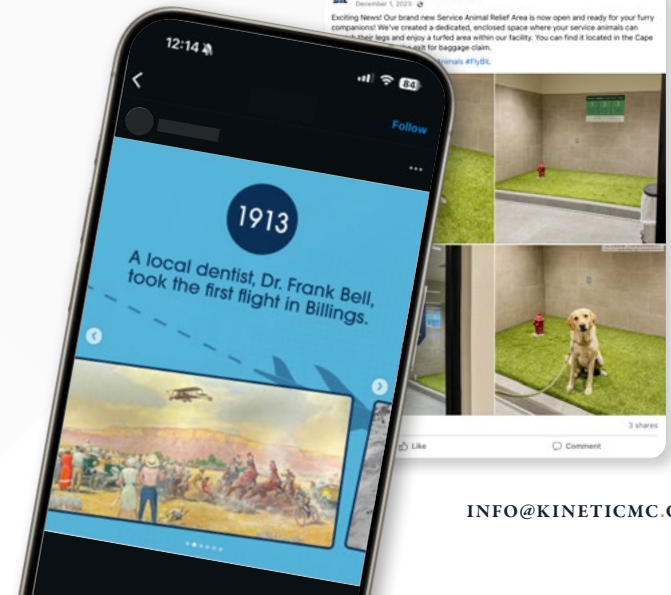
Social media provides an opportunity to be authentic, to put the marketing pitch aside and to connect on a deeper level to foster relationships and brand loyalty.

Our strategy included the following deliverables:

- Brand strategy including brand voice, tenor and brand promise
- Full campaign strategy including messaging
- Monthly content plan and calendar
- A minimum of five Facebook and three Instagram posts per week
- A minimum of one post to LinkedIn per week targeted towards individual airlines
- Monthly performance reports



ORGANIC
SOCIAL MEDIA:
INSTAGRAM





CONTENT PILLARS

The social media content was organized and executed based on the four content pillars below.

Educational Content - 40% of Overall Content

The educational content focused on airport processes to bring awareness to BIL and educate the public on current airport services. Content examples included:

Safety information

- Frequently asked questions
- Facts about the air service
- Tips and tricks for navigating BIL
- Weather updates and information
- Weekly TSA average wait times
- Industry news

Community Content - 40% of Overall Content

The community content revolved around people, places and purpose. Content examples included:

Showcasing Montana attractions in relation to BIL

- Highlighting Billings events
- Featuring airport staff
- Featuring restaurants/shops
- Highlighting airport events

Entertaining Content - 20% of Overall Content

The entertaining content centered around filler content intended to garner engagement. Content examples included:

- Fun facts about BIL
- Traditional holidays
- Non-traditional holidays
- Remodel updates
- Brand reinforcing content

Promotional Content - 50% of Overall LinkedIn Content

Promotional content was only posted on LinkedIn and was aimed at gaining new connections for business opportunities. Content examples included:

- Airport performance stats
- Advertising opportunities
- Job opportunities
- Exciting milestones
- Thought leadership pieces

Content Types

Content types used included general photography, video, shared links, photo galleries and branded content. The tone and tenor for all written content focused on a "reliable, professional and authentic" voice.

RESULTS

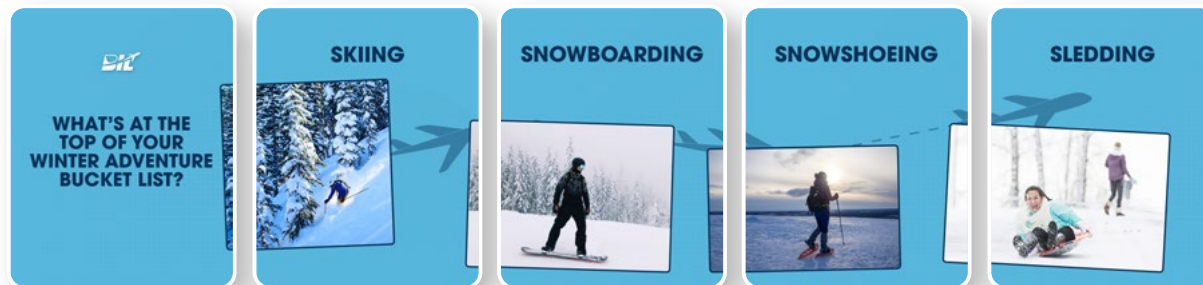
Kinetic monitored the following KPIs to measure results:

- Impressions
- Reach
- Engagement rate
- Clicks
- Followers

In just the first year since Kinetic took over the management of the BIL's social media accounts, there has been a remarkable boost in engagement across all platforms.

Since Kinetic began working on BIL's social media in 2023, Facebook's overall engagement rate skyrocketed over 100%, indicating a significant increase in user interaction. On Instagram, impressions surged by 40%, implying a broader reach and greater visibility for the content Kinetic produced. LinkedIn also delivered exceptional results with an engagement rate of 17.02%, surpassing industry averages.

This steady growth and heightened engagement across platforms exemplify the effectiveness of Kinetic's social media management strategies. By consistently delivering compelling content and employing strategies that resonate with the target audience, Kinetic successfully cultivated a strong, active online community for BIL.



SOCIAL CAROUSEL

