

Air Show Marketing Checklist

What you need to boost visibility, engage audiences, and ensure a successful air show.

Marketing Strategy

- Define goals and objectives.
- Identify target audiences.
- Create a budget and timeline.

Digital Marketing

- Build and design website.
- Purchase custom domain.
- Custom email addresses for show/staff.
- Craft e-mail marketing campaigns.

Media Relations

- Create and distribute press releases.
- Develop a Media Kit.
- Plan media access and events.
- Coordinate paid advertising efforts.
- Track media mentions.
- Media train staff and distribute media guidelines.

Social Media Strategy

- Develop content calendars and campaigns designed to maximize your brands visibility and drive ticket sales.
- Monitor analytics and adjust to maximize your efforts.

Crisis Communication

- Develop a Crisis Communication Plan and create messaging for various potential scenarios, including weather delays or cancellations, accidents or injuries, etc...

Branding + Messaging

- Create a unique logo and tagline.
- Craft key messages.

Promotional Materials

- Develop flyers and posters and other visual assets (videos and social media graphics) to help promote the show.

On-site PR Management

- Plan media access and arrange interviews with performers/staff the week leading up to the show.
- Post live updates on official social media channels, including photos, videos, and key event information.
- Coordinate with official show photographers/media team.

Post-Show/Evaluation

- Provide a comprehensive report with high quality photos, key performance metrics, and a summary of event highlights.
- Distribute post-show press releases.
- Gather feedback, note lessons learned, and begin planning for the future.