



AVIATION TRIAD

NEWS
 **2**
WFMY

Partners

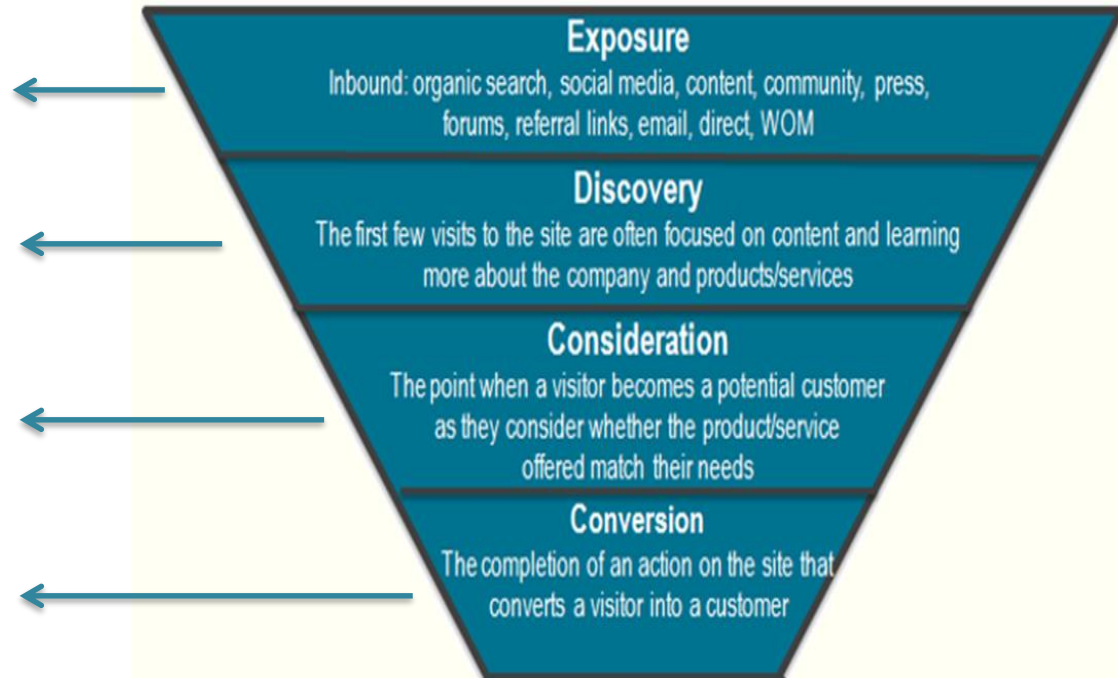


Targets



- Facebook Ads
 - Broadcast TV
 - Digital Banner Ads
 - YouTube Pre-Roll
- PPC
 - Broadcast TV
 - Digital Banner Ads
 - Brand Building/Blogs
- Facebook Ads
 - PPC
 - Brand Building/Blog
- PPC
 - Facebook Ads

Strategy



On-air Elements – 2017 Branding Summary



- ✈ 1,531 TV commercials (07, 15, 30, and 60 sec) have aired on WFMY News2
- ✈ 1 Million+ Triad Adults 18+ have been reached (81%) with 48 million+ impressions
- ✈ 182 bonus spots have run on WFMY 24 Hour Weather Channel
- ✈ 244 “Aviation Update” 1:00 vignettes (Education & Industry partners)
- ✈ Commercials in Wyndham/Friday Football Fever/ACC & NCAA Basketball/NFL/Panthers
- ✈ 944 WFMY Weather Garden :07 Branding spots



Digital Elements Targeted/Lead Generation

Regional Targets

- North Carolina Military Bases
- NC State University
- Bowling Green University
- Bridgewater State College
- Delaware State University
- Florida State College at Jacksonville
- Georgia Tech
- Ohio State
- Virginia Tech
- University of Nebraska at Omaha
- University of Maryland
- Middle Tennessee State University

Behavioral Targets

- High School Graduate
- Interest in Higher Education
- Job Seekers
- Interest in Technology
- Interest in Mechanics
- Interest in Engineering
- Interest in Aviation



- Custom Website: <http://www.aviationtriad.com/>
- Google, Yahoo, Bing Search Ads
- Behaviorally Targeted Display Ads
- Search Engine Optimization, Online Branding, Blogging
- Targeted YouTube Pre-Roll
- Social Media Engagement and Marketing

A New Look in 2018



CAREERS
EDUCATIONAL OPPORTUNITIES
ABOUT THE TRIAD
PARTNERS
BLOG
CONTACT US



Why is Aviation Important?

When people think of aviation, their first thoughts are pilot, flight attendant or air traffic control. Think again!

There is so much more to this field than meets the eye. And there are more opportunities for careers than ever before.



Social Media Creative Examples

Aviation Triad Sponsored ·  Like Page

There is no better time for an exciting new career in the aviation and aerospace industry.



Education Opportunities
It Thrives Here, So Can You!

[AVIATIONTRIAD.COM](#) [Learn More](#)

Aviation Triad Sponsored ·  Like Page

Learn more about training, education, and career opportunities in the aviation industry.



Discover a New Flight Plan
It Thrives Here, So Can You!

[AVIATIONTRIAD.COM](#) [Learn More](#)


Aviation Triad Sponsored ·  Like Page

North Carolina aviation jobs have taken flight. Find the right opportunity now.





Get Moving in Aviation
It Thrives Here, So Can You!

[AVIATIONTRIAD.COM](#) [Learn More](#)




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Your career in aviation is ready for takeoff.



Great Careers [Learn More](#)
Regional Opportunities

Education & Training
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 Like  Comment  Share

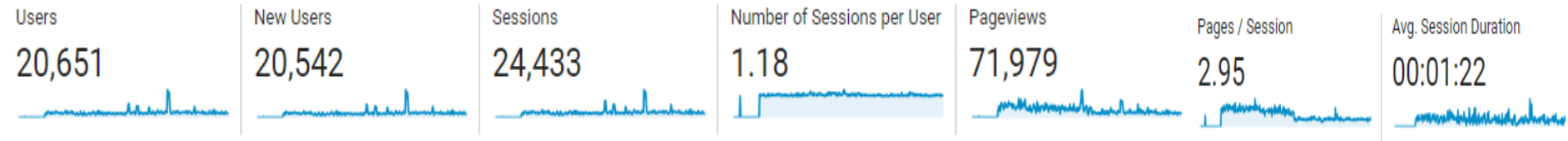
Digital Creative Examples for Students



Digital Creative Examples for Military

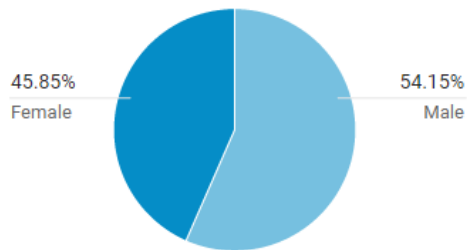


Aviationtriad.com 2017 Stats

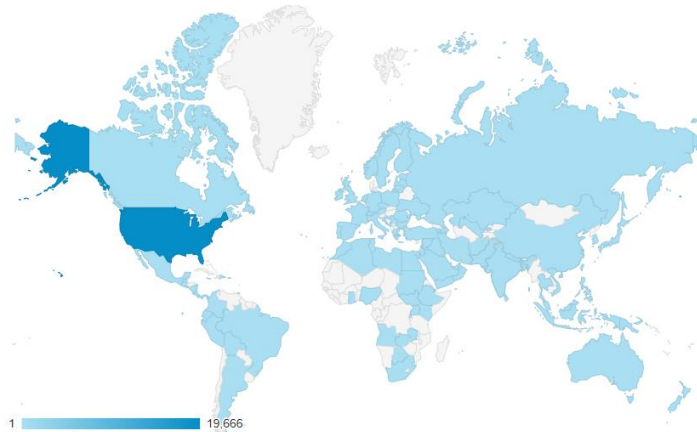
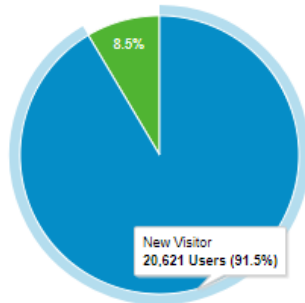


Gender

100% of total sessions

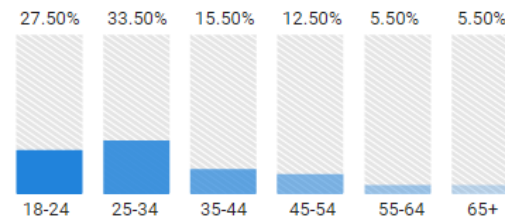


■ New Visitor ■ Returning Visitor



Age

100% of total sessions



*Google Analytics: 1/1/2017 – 12/31/2017

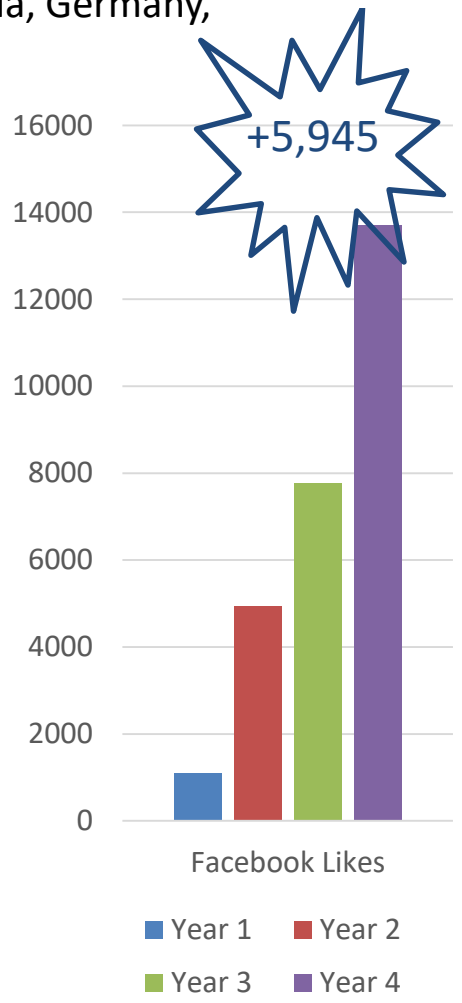
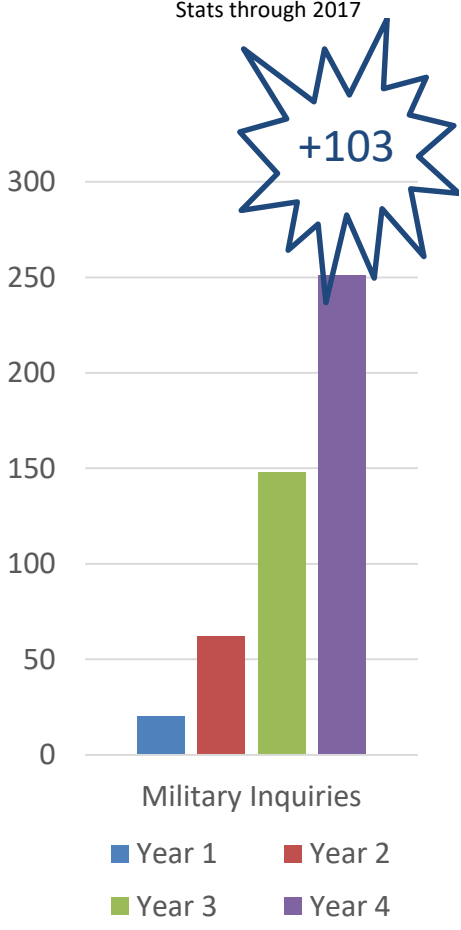
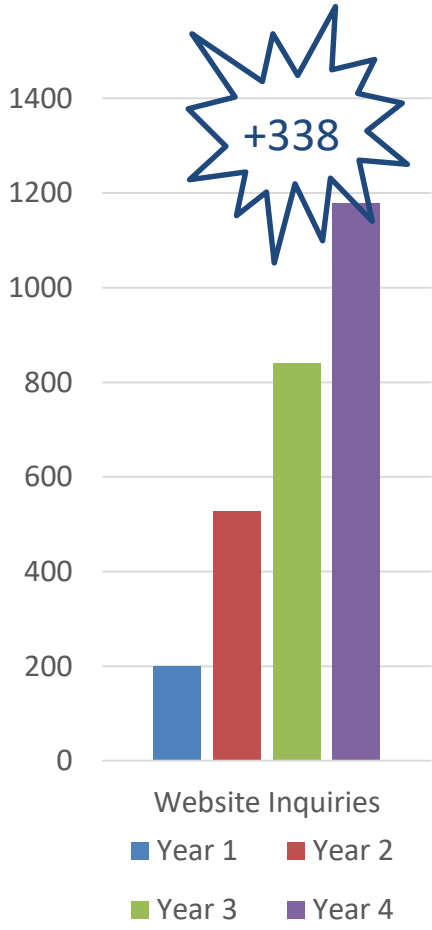
2017 Digital Stats

SOCIAL MEDIA MANAGEMENT	1,539,434 REACH	15,298 ENGAGEMENT 13,430 AUDIENCE
SOCIAL ADVERTISING	14,030 RESULTS	1,396,913 IMPRESSIONS 19,241 CLICKS
WEBSITES	41,872 VISITS	00:01:21 AVG. TIME ON SITE 2.81 PAGES PER VISIT
BRAND BUILDING	22,790 ORGANIC VISITS	-- VISIBILITY SCORE -- AVG. REVIEW RATING

Campaign Results

Website visitors coming from all 50 states
Countries abroad (UK, India, China, Brazil, Russia, Canada, Germany,
Italy, etc.)

Stats through 2017



What to Expect in 2018

- Continue to refresh on air look with new testimonials and Aviation Updates
- Update digital creative for military targeting and educational targeting
- Begin running targeted YouTube video ads in select geographical locations
- Increased focus on social media presence with targeted Facebook Ads
- Continue digital focus around military bases in North Carolina
- Revise geographical areas to target based on feedback from Google
- Revise educational institutions to target based on partner feedback
- Adding additional private partners so that we can expand our reach with OTT
- Capitalize on Aviation Week and Aviation Month by inviting partners to the studio to highlight the aviation industry and opportunities in the Triad

Base Campaign Deliverables

	Project	Platform	Time Frame	Description
1	Aviation Thrives Here, So Can You!		2018	Branding Initiative targeting multiple audiences
a	Base Schedule	WFMY, WFMY Weather	January - December	General Market; focus on targeted programming
b	ACC Tournament	WFMY	March	Broad demographic (Students, Influencers, Job Seekers, Decision Makers)
c	Triad Major Sports: Wyndham, W-S Open	WFMY	August	Influencers, Decision Makers
d	Friday Football Fever	WFMY	August - November	Students, Influencers (Parents)
e	Online	wfmynews2.com	January - December	General Market; engaged consumers
f	:07 Weather Garden Sponsorship	WFMY	January - December	General Market Branding
2	Digital Connection	AviationTriad.com		Interactive "Hub" to engage audiences with aviation opportunities
a	Website (hosting/management), mobile		January - December	Educational / Informational resource utilizing video, links documents, social media interaction, etc.
b	SEO, Digital Branding, Blogging		January - December	Daily process to keep our recourse website front and center in Google Search. Brand across web. Blogging
c	Search Engine Marketing (PPC)		January - December	Process targeted to specific groups through very specific messages to gain direct results/conversions (Geographically targeted)
d	Social Management and Social Marketing		January - December	Produce content for Aviation Triad and Twitter social channels, reputation management. Targeted Facebook Ad campaign
e	Behaviorally Targeted Display		January - December	Digital display marketing process directly targeted to specific audiences with different messages to gain direct results/conversions (Geographically targeted)
f	Retargeting		January - December	Campaign designed to market to AviationTriad.com visitors while they visit other sites on the web
g	YouTube Targeted Video Ads		January - December	Targeted video pre-roll
3	Aviation Update			Interview style vignettes profiling companies
	Fixed position in Good Morning Show, Weekend	WFMY	January - December	Broad demographic (Influencers, Job Seekers, Decision Makers)



Thank You for Your Partnership!