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Exhibit 1.1â Reasons to Market the Airport. Attract additional activity or business to the airport Keep existing tenants Increase the number of based aircraft & hangars Airport Business Attract passengers Solidify existing service Pursue new air service opportunities Air Service Rally support for the airport Inform the community, other stakeholders, and funding agencies Support All airports, regardless of size, engage in marketing on a regular basis.

**Part 1 - Introduction to Airport Marketing | Marketing ...**

Airport Marketing examines the management vision of airport marketing in the post-September 11th environment, presenting in-depth analysis of current airport management practices for both aviation and non-aviation-related activities. The 'aviation-related activities' section covers how an airport as a company develops its own marketing relationship with carriers and, in a broader sense ...

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Use social listening to monitor customer discussions about health concerns or information needs relevant to your brand. Ask sales and account

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### **Airport Development Marketing | The Aviation Agency**

Strategies to cope with stress during COVID-19 Coronavirus. by: Marty Gonzalez. Posted: Sep 19, 2020 / 10:05 AM PDT / Updated: Sep 19, 2020 / 10:12 AM PDT.

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If I needed a digital marketing strategy for a business, I would want to make sure I employed a marketing agency that was going to help with my social media and content strategies. Reply. Rajesh : September 10, 2019 at 5:33 am. A very good article to understand a basic top level view of different digital marketing strategies.

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