



CASE STUDY

"Not only has Proforma ROI Promotions provided us with a quality strategy for our new website and social media campaigns, they are also a very creative and cost-effective resource for our other marketing challenges. The Proforma ROI team truly listens to our needs, are quick to respond, and are a pleasure to work with."

Susan Kittle,
Director,
Business Development
Lehigh-Northampton
Airport Authority.

LEHIGH VALLEY INTERNATIONAL AIRPORT

PROJECT BACKGROUND:

Through a current customer who was on the Board of Directors at the airport, we learned that they were looking for a new agency. The airport had limited marketing people on staff and previous marketing efforts had been geared toward more traditional marketing such as magazine ads, and billboards.

CLIENT'S BUSINESS CHALLENGE:

The airport needed a facelift for their marketing efforts and to start to utilize new marketing tools to improve the image of the airport with the community. They also needed to show Southwest Airlines, who was considering adding service to the airport, that they are in-line with what SW is looking for in an airport in terms of commitment to their employees and the Lehigh Valley community, as well as being a strong potential traveler base.

PRODUCTS & SERVICES PROVIDED:

We identified two critical needs – a new website with Search Engine Optimization, and more user-friendly, and a robust social media campaign. We also expanded on their initial thoughts for a "Touch" Campaign that would make Southwest Airlines aware of the airport's strong desire to bring Southwest to their gates, and educate key decision-makers at Southwest on the Lehigh Valley community and the opportunity for Southwest that exists there.

SOLUTION PROVIDED:

In contrast to the other agencies who presented typical advertising strengths (with no mention or web or social media), we presented a comprehensive Online Marketing strategy, including detailed information on benefits that a new website would provide. We worked to develop an impressive presentation which conveyed the huge benefits of the project to the client. We also positioned ourselves as a no-fee marketing resource – being purely project-based and with the ability to handle a full scope of their marketing needs – from copywriting & design, to print, to promotional products and more. Plus we showed them the potential for new technologies like Mobile Marketing, Text Messaging and QR codes.

THE RESULTS:

The new and improved Lehigh Valley International Airport website www.flylv.com was launched at the end of 2011. Their social media campaign is in full swing and generating a lot of buzz within the community. We also completed a communications campaign entitled "Experience the Lehigh Valley" that included gift mailings to Southwest executives and their team, that represent the businesses/events/organizations in the area in a creative manner.