



Guidelines for application for the Marketing support division of the Route Development Fund

Initial Strategic Flight and Marketing Plan

When applying for the marketing part of the Route Development Fund, the company needs to deliver an initial Strategic Flight and Marketing Plan. That should include the following:

1. Introduction of company
2. Schedule planned for regional airports
3. Marketing planned
 - a. Marketing budget
4. Objectives

Follow-up from Route Development Fund working group

A report should be sent monthly to the Route Development Fund's working group. It should include:

1. Commercial results
2. Executed marketing activities – offline and online (e.g.)
 - a. Print advertising
 - b. Outdoor advertising
 - c. Fairs and events
 - d. Database marketing
 - e. Press and FAM trips
 - f. SEA and social media ads
 - g. SEO
 - h. Social media
 - i. External campaigns
 - j. External blogs
 - k. E-mail marketing
 - l. Video marketing
3. Budget expenditure and progress
4. Overview of campaign activities