



Merced

Q4, 2023 Marketing Update

Overview: Please find the Advanced Air Q4, 2023 marketing overview for Merced.

PROMOTIONS/GIVEAWAYS:

- November 2nd Mercado Night
 - Donated 2 round-trip flights between Merced and Los Angeles or Merced and Las Vegas.

SPONSORSHIPS:

- Brass Corporate Sponsor (\$2,500) for the Merced County Hispanic Chamber of Commerce Events
 - MCHCC Annual Latina Women's Luncheon
 - MCHCC Mercado Night Market (11/2)
 - MCHCC Annual Installation Dinner
 - MCHCC Mayor's Ball (8/25)

MARKETING:

- Met with the YARTS Team on December 5th to talk partnerships and ad space in our AAltitude Magazine, launching Q1 2024.

EMAIL MARKETING:

- Halloween Sale
 - Up to 15% OFF Flights
 - Starting October 31st and ending on November 1st at 11:59 p.m.
- Black Friday Sale
 - 20% OFF Flights
 - Book by November 24th at 11:59 p.m.
 - Travel valid January 1, 2024 to March 31, 2024
- Cyber Monday Sale
 - 15% OFF Flights
 - Book by November 27th at 11:59 p.m.
 - Travel valid January 1, 2024 to March 31, 2024

SOCIAL MEDIA:

Instagram: @advancedairlines

Followers: 7,500 as of 1/15/2024

- **Stories:** Throughout the last quarter, we posted weekly stories highlighting Merced and engaged with the Merced followers by resharing their content. We received shares, likes, and comments. The accounts we reached varied from 25,200 to 30,427 people.
- **Grid:**
 - October 11, 2023
 - https://www.instagram.com/reel/CySC7KSrjtr/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - Accounts Reached: 967
 - Likes: 49



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- Comments: 2
- November 2, 2023
 - https://www.instagram.com/reel/CzKV5SXPI7i/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - Accounts Reached: 929
 - Likes: 39
 - Comments: 2
- November 15, 2023
 - https://www.instagram.com/reel/CzsKUxHLYla/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - Accounts Reached: 4,785
 - Likes: 99
 - Comments: 5
- November 24, 2023
 - https://www.instagram.com/p/C0CrO3LsaX-/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - Accounts Reached: 1,791
 - Likes: 37
- November 27, 2023
 - https://www.instagram.com/p/C0KfOtbO36U/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - Accounts Reached: 1,491
 - Likes: 48
 - Comments: 6

Facebook: @Advancedairlines**Follows:** 3,600 as of 1/15/2024**Likes:** 3,100 as of 1/15/2024

- **Stories:** Same as Instagram.
- **Grid:** Same as Instagram.

TikTok: @flyadvancedair**Followers:** 303

Please let us know if you have any questions or concerns.

Thank you!