

Bell Fort Worth Alliance Air Show - Digital & Social Media



The year 2020 provided a challenging but unique opportunity for the Bell Fort Worth Alliance Air Show to be innovative due to the COVID-19 pandemic. Always looking to uphold its motto of “bigger, better, different,” the event evolved into North Texas’ first drive-in air show experience. Cooksey Communications pivoted its digital strategy and tactics to help spread the word and keep current and prospective guests informed about the new format and evolving attendance guidelines.

To achieve this goal, Cooksey used a combination of organic social media on Facebook, Twitter and Instagram, boosted Facebook posts, the air show’s website and timely e-blast messages. These channels provided stakeholders with the latest information, including ticket availability, COVID-19 safety protocols, directions, last-minute changes before the air show and updates throughout the event.

These efforts resulted in a 38% total increase in followers across all social media platforms, a 20% increase in email subscribers and a sold-out air show with an estimated audience of 20,000 people.

