

JetBlue Communication Audit Part 2

Hook:

Tell JetBlue where you want to fly

Audience Analysis:

The press will be invited to cover this event in the media, including Airways Magazine, as well as the U.S. Travel Association, which is the airline trade association. Celebrities who have previously flown with JetBlue will be invited to this event to generate interest and maintain their customer loyalty. Celebrities who accept will be given three free flights. A twitter contest will be held to tweet the your favorite thing about JetBlue. Select winners will be chosen and they will be invited to tour the new JetBlue headquarters and have lunch with the celebrities who attend.

Central Message:

JetBlue wants people to feel as though they are part of the JetBlue family by taking their opinions into account and counting their votes on the new destination.

Platforms:

The winning destination will be announced on the JetBlue blog to increase the number of views the blog receives. Twitter will also play a major role during the event as well as Facebook and Instagram.

SMS for event:

TrueBlue members can vote on the destination prior to the event. People will talk about this to their friends, which will generate interest among social groups. The voting information, such as where to vote, will be advertised on all their social media platforms, such as Twitter and Facebook. Attention will be drawn to the JetBlue blog where the winning destination will be posted. This destination will be announced at the event before it is posted on the blog.

JetBlue responds to most tweets with their Twitter account, so they will continue doing that. For instance, if a twitter follower posts a picture that says "Had a great time with JetBlue! Met Meryl Streep!" JetBlue can reply saying "So glad you had a great time!" JetBlue can also retweet positive tweets to make followers feel good and make them feel as if their tweets are important to JetBlue. JetBlue can take this interactive approach with Facebook and Instagram, responding to posts and re-posting some as well.