



MARKETING STRATEGIES:

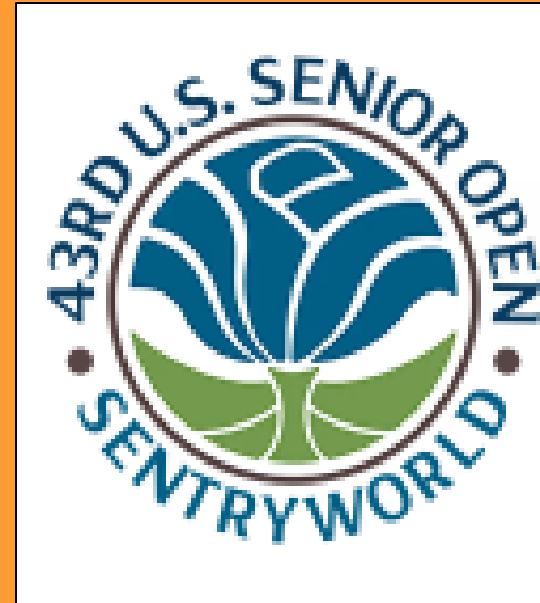
GA/FBO & Commercial Airports





HOW TO DO A LOT WITH A LITTLE GA/FBO

1.) Identify high-profile events





HOW TO DO A LOT WITH A LITTLE GA/FBO



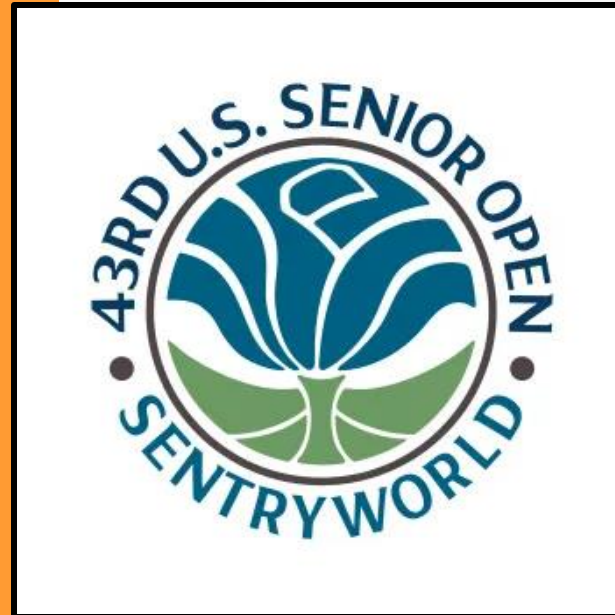
2.) Leverage high profile events

Take advantage of digital advertising's ability to micro-target building an audience two ways:

- Behavioral Targeting: persons who give off signals demonstrating affluence (net worth, HHI, home value, etc.) and interest in general aviation

AND

- Contextual Targeting: persons who are consuming online content related to Draft Day Green Bay, RNC MKE, etc.



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HOW TO DO A LOT WITH A LITTLE GA/FBO

3.) Leverage local relationships and be present

Develop strong relationships with local businesses so that C-Suite Level Execs are aware of your convenient FBO services.

Maintain and update messaging on GA Centric Apps (I.E., foreflight.com, flightaware.com, skyvector.com etc.)

Organic Social (FB/IG/LinkedIn) – highlight passenger and pilot amenities offered in your FBO such as higher amenity lounges, and unique offerings (catering, rental cars, Wi-Fi, conference room availability, concierge services, etc.)

SOCIAL MEDIA STRATEGY



Educate & Entertain

- Industry news
- Content shares from leaders in industry
- Fun relatable content that links to brand
- Engagement with Customers
- Community highlights
- Behind the scenes
- Employee shoutouts

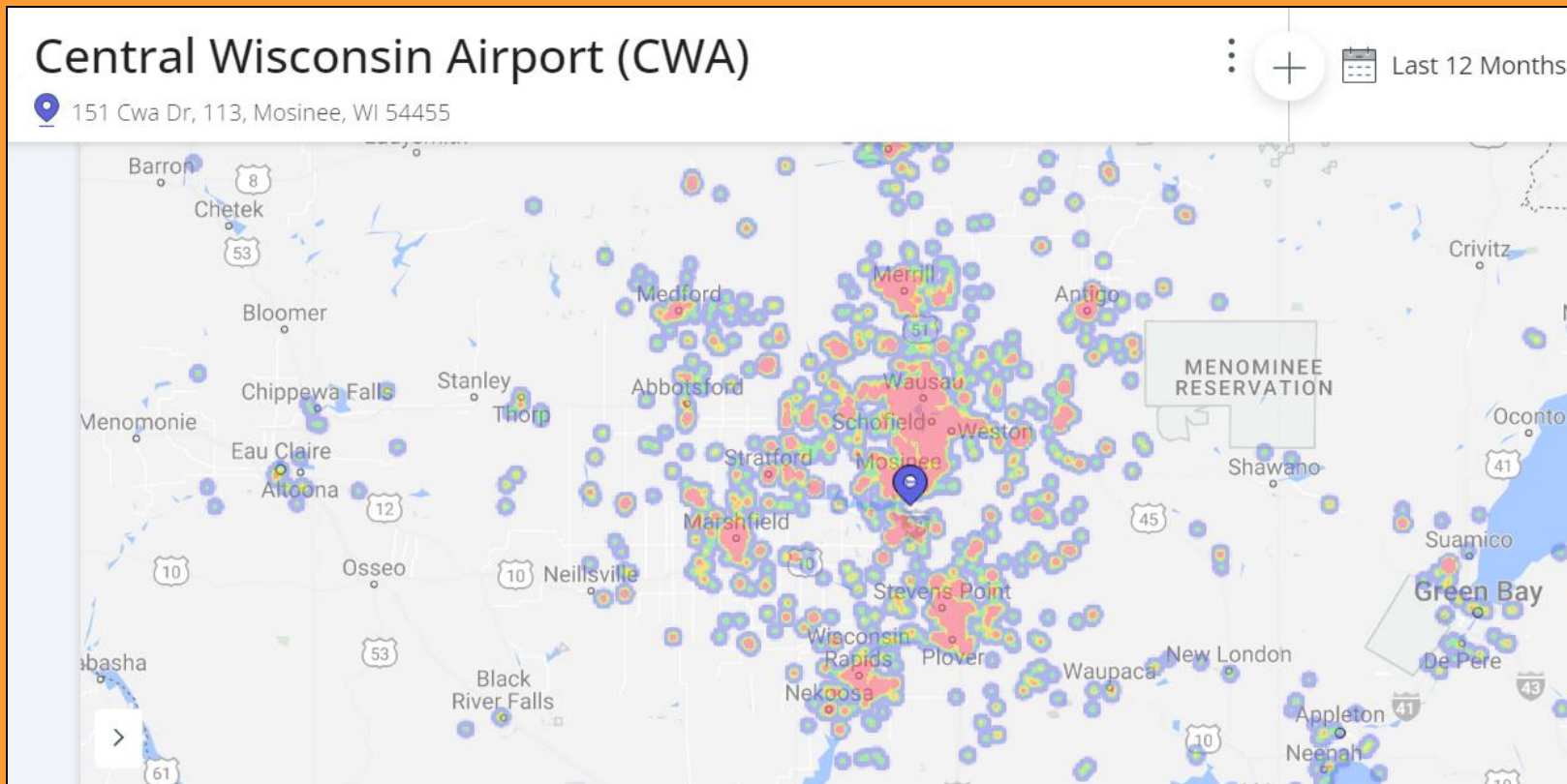
Promotion

- Directly promote brand or offers
- Content calling for direct response
- CTAs



HOW TO DO A LOT WITH A LITTLE COMMERCIAL SERVICE

1.) Latest Data To Inform Your Marketing Strategy





HOW TO DO A LOT WITH A LITTLE

2.) Best Practices to Organize Your Marketing Strategy

Marketing Funnel



MEDIA SCORECARD

	TARGETING	TRACKING	TRENDING
DIGITAL	HI	HI	↑
OUT OF HOME	MED	LOW	→
BROADCAST RADIO	MED	LOW	↓
CABLE TV	MED	LOW	↓
PRINT	MED	LOW	↓
BROADCAST TV	LOW	LOW	↓



OVERVIEW OF A PROVEN CUSTOM FULL FUNNEL STRATEGY



Lat/Long Targeting

(decrease leakage to competitive airports and hyper-target users for events)



Behavioral Targeted Online Video

(YouTube pre-roll)



Behavioral Targeted Display or Target Ads to Travel sites & Re-messaging



Paid Social Ads

(Facebook/Instagram)



Search Engine Marketing



Traditional Media

(Print, Radio, TV, OOH)



Creative Development

(videos, landing page,
digital display ads)



HOW TO DO A LOT WITH A LITTLE COMMERCIAL SERVICE

Avelo Video

3.) Case Study



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QUESTIONS





Thank you



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