

Pushing the Envelope

Marketing Your Aviation
Business Today

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Today's Challenge?

Think differently about
your business

Questions

What is your business?

Marketing Communications

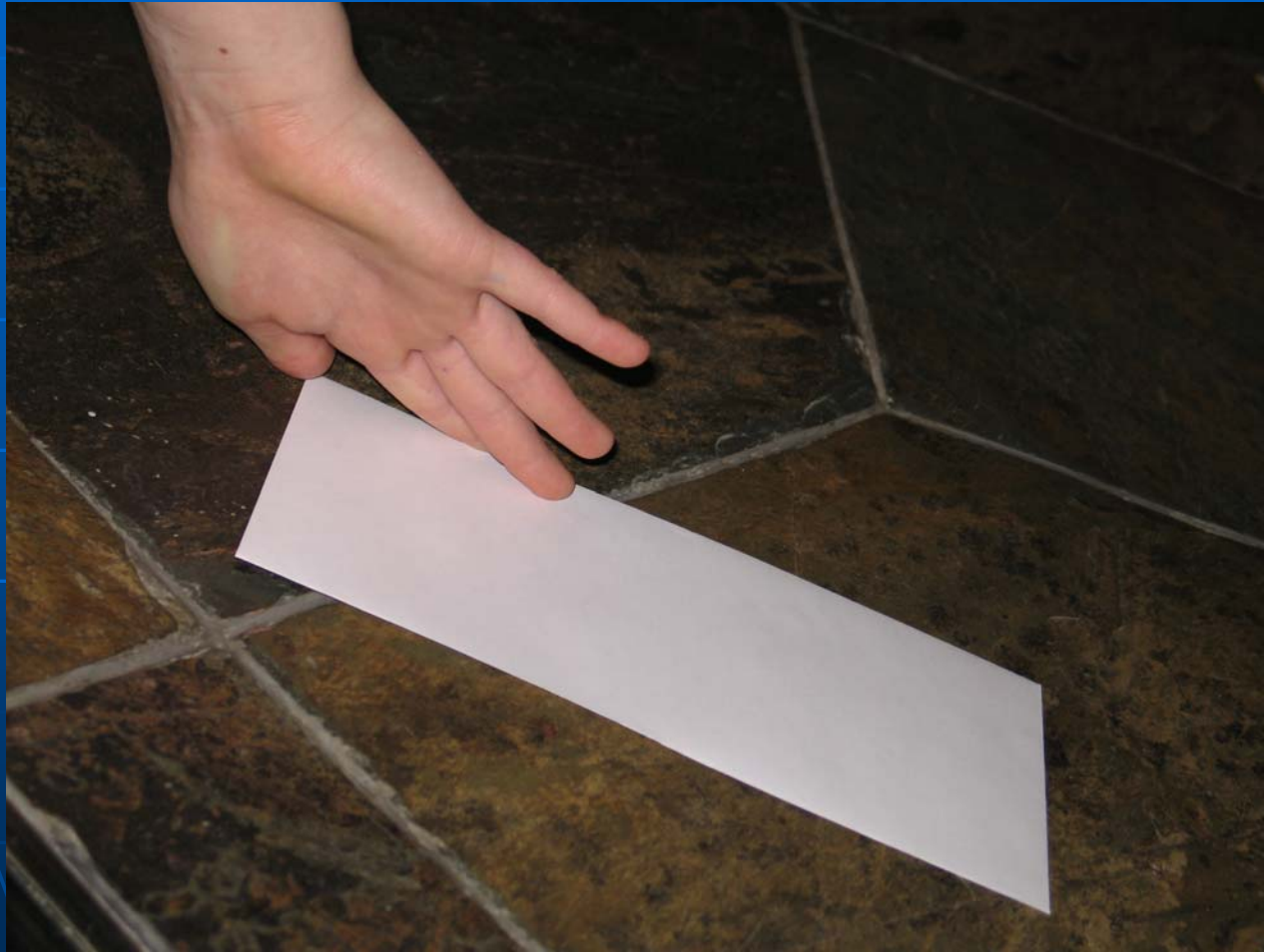
- Convincing people to take action
 - Active – marketing, PR
 - Passive – citizen groups, competitors

Another Challenge ...

- Marketing dollars
 - When business is good ...
 - When business is bad ...

Pushing the envelope?

OK, not this!



More like this



It means ...

- Asking good questions
- Never being quite satisfied
- Watching competitors & the world

First question ...

- Why bother – Chance for perfection
- What is the state of your business today?
- What would success look like?
- A good first step – write your definition

Gathering Great Intelligence

- Enormous number of sources
 - AWIN
 - Wall Street Journal
 - Blogs – What are those again?
 - Business Week

Content has exploded

- “There was as much content on YouTube last year as on the entire web in 2000 ...”

“...cultivate bloggers in much the same way they sought to make contact with traditional reporters from newspapers and TV.”

Bottom Line ...

They're going to talk about you with
or without your input

New media ... blogs, pod &
videocasts - AvWeb

Anyone can publish

Business Week (4/16/07)...

“ Most companies are wholly unprepared to deal with the nastiness that’s erupting online.

That’s worrisome as the Web moves closer to being the prime advertising medium – and reputational conduit of our times.”

Have you Googled your name and company?

Who is Jeff Jarvis?

Blogger – “Buzz Machine”

Dell Computers knows him well

Junk Mail Warning

Plenty of trash

- Analyze everything...closely
- User Fees are no small issue – action ... not reaction
- Competition -The airlines are handing you business (VLJs) – and taking it away

The Airlines ...

- Sometimes competition is a bit over the top

Seriously, what about competition?

- Who are your competitors, precisely?
- On field or off? – fueling
- Is it good or bad?
- Do you learn or react?

**Knowledge means
power**

**Translating knowledge into
action
is what's critical**

Entrepreneurs?

A Strategy ...

Just like your body, your
marketing efforts need regular
exercise

Soak time for great ideas

Relationship Marketing

Easy ... but not common

Bloggers make great
use of this ...

The Blogroll

The Payoff? ...

Is it Joe Sharkey – NY Times &
Fox TV News?

Blogging Costs Vs. Benefits?

- A few hundred dollars
- Cessna Aircraft Company
- Chinese VLJ website (in English)
- Additional business?

Who else sells your products?

- Customers
- The Media
- Local, state and Federal government
- Local residents
- Parents
- Blogs

**How often do you talk
to these people?**

Do you have a
customer complaint
strategy?

Wall Street Journal ...

45 percent of U.S. households say they've experienced at least one serious customer service problem in the last year.

Two thirds were enraged at the way they were handled, 16 percent wanted revenge, three percent went legal.

Wall Street Journal ...

Sixty two percent said they only wanted an opportunity to talk to someone.

Half said no one so much as acknowledged the problem.

Free Research

- How do others see your company?
- Be ready for the answers
- Don't give angry callers to the newest employee ... let them talk to the boss.

Why should
you care?

WOM

“Word of Mouth” advertising

How do you treat
your best
customers?

Southwest Airlines

- Easy free tickets
- Drink coupons
- On time
- The truth
- Funny

Some Tools

- Trade Associations - volunteer
- Surveys
- Speakers Bureau
- Digital camera
- Build a blog
- Organize a database
- And most of all ...

Ask for referrals

Control what you can.

Reacting is important ... but it's
no strategy

The value of great marketing
communications?

Much more than simple \$\$ ROI

RESPECT

If customers respect your company,
your products and you're services,
they'll beat a path to your door.

Make sure you know
where your company is
headed ...

Before it's too late!

Questions?

Marketing Evaluations?

CommAvia.com
Jetwhine.com
800-579-6787