AVIATION MARKETING

Products and services – session 1

What is aviation marketing

- How is it different from other types of marketing, like retail, real estate, or automobiles?
- There are three main differences between aviation marketing and marketing for the “rest of the world:”

❖ A specialized vocabulary and culture

❖ More complex transactions.

❖ Longer sales cycles

A specialized vocabulary and culture

The specialized vocabulary is important for search engine optimization, ppc campaigns, and other online search marketing. You have to know what words and phrases customers are likely to use when they're looking for a solution to a particular problem.

This is the best time to get your web site or advertisement in front of them.

- The terms and habits have become ingrained in aviation industry professionals. They apply these checklists when they're flying or maintaining aircraft. They also apply checklists to other business processes, like making purchasing decisions.

CHECKLISTS;

- MRO MARKETING CHECKLIST
- FIXED BASE OPERATOR (FBO) CHECKLIST
- CHARTER MARKETING CHECKLIST
- ADVERTISING AND BRAND BUILDING CHECKLIST

More Complex Transactions

Many factors affect aviation transactions more than in other industries.

- Deciding which airplane, piece of equipment, product or service to buy depends on a dizzying array of factors including mission profile,operating environment, personnel and resources available
- Aviation decision makers have a huge book of regulations to take into account for nearly any decision.
- These regulations dictate who can purchase or operate aircraft under what conditions.
- Transactions include the size and number of people and entities involved with each transaction.

Longer Sales Cycles

- Large transaction size, means each transaction takes a long time to close.
- It can take longer for aircraft brokers, airport building contractors and large equipment dealers.
- Maintaining long-term relationships is key to profitability in the aviation industry.

Aviation Marketing Tools

- Have a perfect marketing plan.
- Identify your target market
- Develop a clear insight into why a customer would choose your company
- Determine who your competitors are
- Increase your existing customer base
- Focus on market penetration
- Adopt the right diversification strategy for each marke
- Monitor results
- Hire good workforce
- Focus on employee retention

- Innovative Brand Marketing
- Structuring of pricing
- CUSTOMER INTERACTION IS KEY
- PRIORITIZE CUSTOMER GRIEVANCES
- RETAIN LOYALTY
- Position Your Market
- Promote the Community
- Be Consistent

Aviation products and services

AIRCRAFT and AIRPORT

- ✓ Guidance and Parking
- ✓ Ground Services and Handling
- ✓ Cleaning
- ✓ MRO Services
- ✓ Technical Services
- ✓ Shopping an Entertainment
- ✓ Safety and Security

Passenger and Crew

- Baggage and Handling
- Loading and Unloading
- Catering
- Pilot and Crew Supplies
- Ground Transportation
- Concierge Services
- Flight Services
- Aesthetic Serivices
- In flight entertainment

Facilities

- General Aviation Termination Buildings
- Stay and Transportation
- Training Facilities
- Recruitment
- Legal Services
- Horticulture

WHAT CUSTOMERS WANT

- Timeliness
  Delays have a lasting negative impact for passengers.
- Assurance
  A management committed to customer service and satisfaction.
- Convenience
  Convenient check-ins, departure and arrival times, and ticket reservations.
- Helpfulness
  An airline staff willing to meet requests and customer needs in a constructive manner.

- Comfort

  Having enough knee and leg room.
- Meals

  Satisfactory and free in-flight meals
- Safety and Security

  Some people view boarding a plane as a life or death situation. Employees should emphasize the safety features of their airlines.

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- roduct
- rice
- romotion (marketing methods to sell)
- lace (distribution channels used by airlines)

t emphasizes that marketing decisions cannot be made in isolation.

nstead, all decisions are linked, with the ability to make tradeoffs between them in order to optimize the overall result for the firm an absolutely crucial skill


E
economic factors
S
social factors
P
political factors
T
technological factors
PEST

PEST Analysis

– The field of marketing comes up with a useful model for the study of an organization’s Marketing Environment. This model proposes that the factors should be categorized into

Political

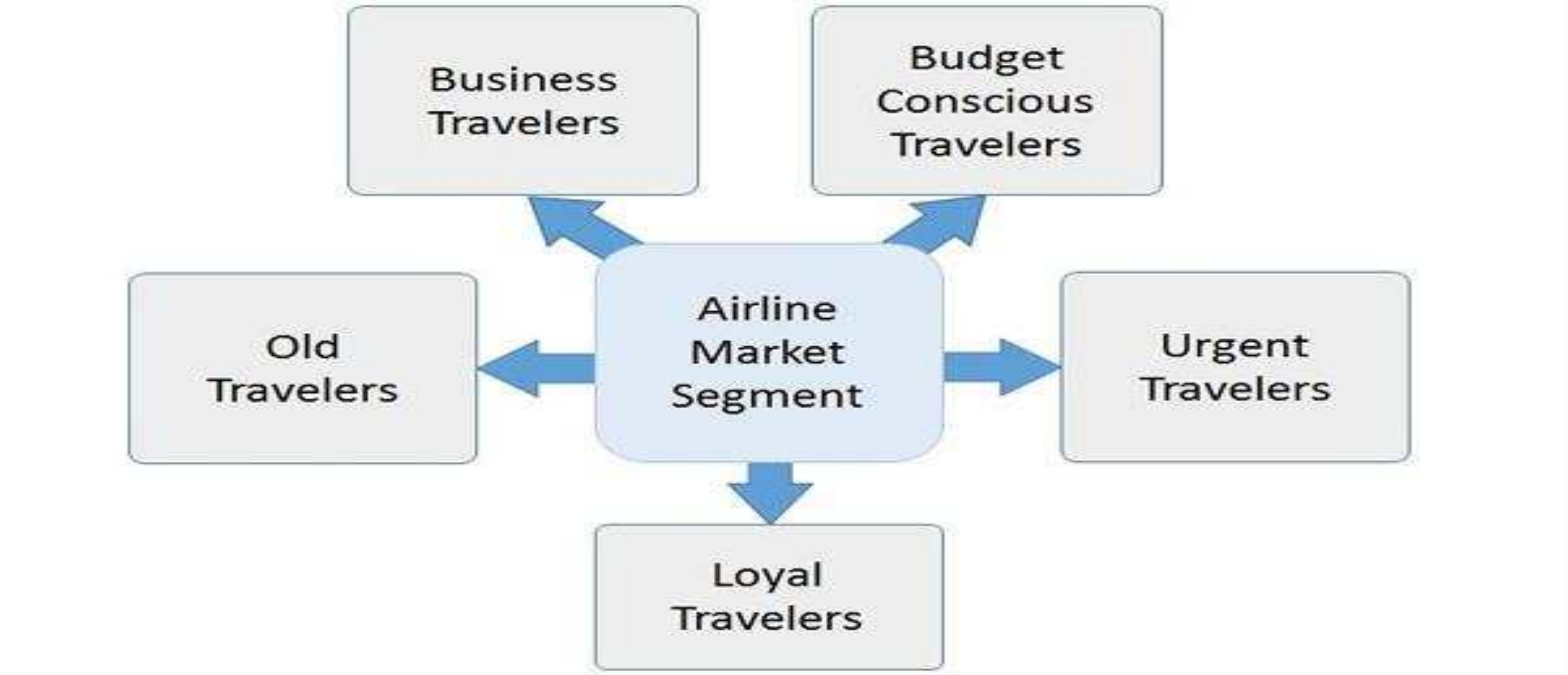
Economic

Social

Technological

- **This model turns up reliable for the airline industry to understand market growth or decline, business position, and direction for operations.**
- Political Factors – **Fear of terrorism, political instability in the country, deregulation of government policies.**
- Economic Factors – **Economic growth or instability in the country**.
- Social Factors – **Aging population, change in holidaying tastes, change in family structures, uncertain labor.**
- Technological Factors – **High-speed electronic devices, fuel-efficient aircrafts, Internet.**

Airline Customer Segmentation



TYPES OF STRATEGIES

- Marketing Strategy
- Pricing Strategy
- Promotion Strategy
- Sales Strategy
- Milestone Strategy
- Staffing Strategy

SESSION II – FUTURE OF AVIATION MARKETING

Expert aviation contributors see change in the air next year.

- From airline M&A to advances in technologies that will change the passenger experience to a slowdown in the torrent of outbound Chinese travel, here are their predictions for 2019.
- THE BIG TREND: Declining profitability as the economy slows, it will be hard for demand to keep up with rising capacity and costs.
- WHAT TO WATCH: Amazon's expansion into the aviation space. By the end of 2019, Amazon's Prime logistics will have all the pieces of a major integrator, like UPS and FedEx (5th largest fleet in the world?): aircraft, distribution centers, last mile delivery, scalable IT platform and customer contact.

- THE MISPLACED ASSUMPTION: That fuel prices will drive airline profitability. Actually it will be demand – the economy – that determines airlines' fate.
- TOUGHER COMPETITION
- UNPREPAREDNESS IN HANDLING OVERCROWDING
- LACK OF SKILLED STAFF AND PROPER STAFFING STRATEGIES

PROJECT