

The Aviation Marketing Lab!



**THE BEST
INVESTMENT IN
MAKING SALES
IN THE AVIATION INDUSTRY**

THE CHALLENGE

1) How do you get the attention of busy aviation industry decision makers?

And then . . .

2) How do you get these busy, risk-averse people to consider changing their behavior to use your solution instead of continuing to do business the way they always have?





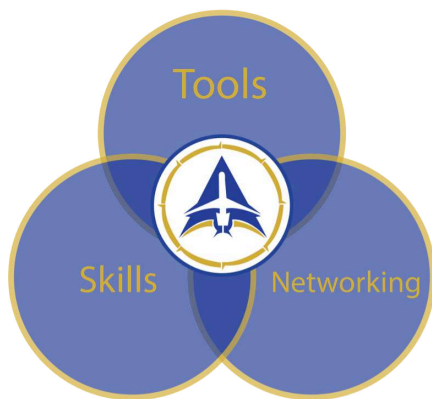
THE SOLUTION

Experienced professionals with a proven process and a winning track record of marketing aviation products and services!

PROVEN SYSTEM

Just as you have your proven system for solving a customer's problems,

ABCI has a proven sales and marketing approach using tools, skills, and networking to create a sustainable stream of revenue for aviation companies.



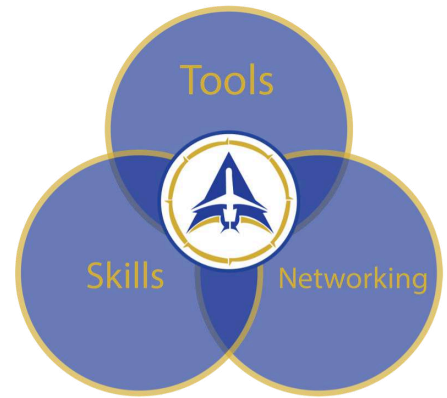
We Use This. . .



To Build This!

The Marketing Lab

In our marketing practice, we have discovered that introducing our members to one another almost always leads to fantastic outcomes.



We also know that together, we are able to leverage economies of scale to acquire and use **tools, skills and networking opportunities** that are not justifiable or practical for every company (large or small) or entrepreneur to purchase, learn to use, and benefit from.

So, we've assembled a roomful of smart, helpful professionals, software and resources to help with whatever you need to accomplish your marketing and sales goals!

This set of resources is for our Insiders to help themselves and each other. We're lucky enough to work with people who care about the Aviation industry and each other!

Our Mission:

To help aviation industry professionals achieve success by selling more of their products and services, and to help them become the leader in their respective niche or specialty.

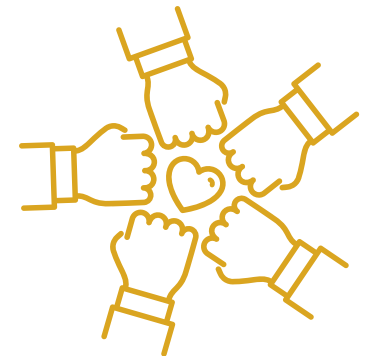
We can help you

- Dominate your niche by supplying the best content, techniques, and skills in sales and marketing.
- Engage our unparalleled networking and connections with some of the most influential people in the industry.
- Provide outstanding value to every member so that for every minute you invest in the Sales Lab you get your investment back ten-fold.

The Marketing Lab is not for everybody. In fact, we anticipate only 1% of the sales and marketing professionals in the Aviation Industry will ever be part of this group!

Your Team

Great people are hard to find!



Luckily, we've already found the best people to accomplish your marketing objectives!



AVIATION MARKETING

Paula Williams
President & CEO

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow Paula:



AVIATION MARKETING

John F. Williams
Chairman & CFO

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow John:



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Abdul Rauf
Website Technologist

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow Abdul:



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Muhammad Ali Memon
Content Team Lead

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow Muhammad:



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John Chvatal
Web Team Lead

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow John:




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Adeela Shahid
Social Media Specialist

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow Adeela:





AVIATION MARKETING

Stella Bouldin
Copywriter

WE HELP Aviation Companies
SELL MORE Of their Products and Services

Follow Stella:



AVIATION MARKETING

Shannon Dousharm
Marketing Coordinator

WE HELP Aviation Companies
SELL MORE Of their Products and Services



AVIATION MARKETING

Angel Duliguez
Executive Assistant

WE HELP Aviation Companies
SELL MORE Of their Products and Services



SALES AND MARKETING SUCCESS

THE PROCESS

Sales and marketing are ongoing efforts that can and should be continuously improved.

We use this process to get maximum results from minimum resources.



PROSPECT



The good news - we already have a pretty good idea of who in our industry are good prospects for various aviation products and services.

The bad news - those people also know about your competition, but may not have heard of you yet.

Here's Why -

Your competitors have invested considerable time and resources into getting found on the web.

This means that when people are looking online for the specific terms or keywords about your product or service, do they find you, or them?

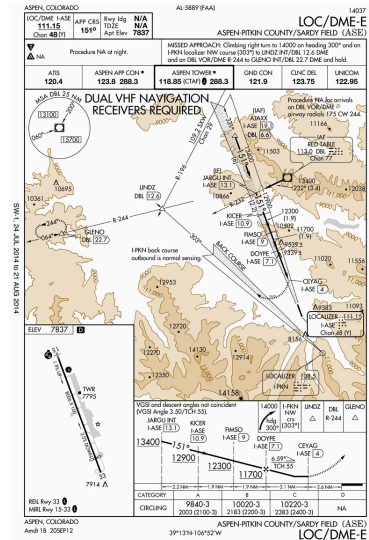
78% of all buyers of B2B products and services begin their buying process with a Google search.



APPROACH



Just as when you're approaching an airport, it's a good idea to do some research before approaching a valuable prospect and making a first impression.



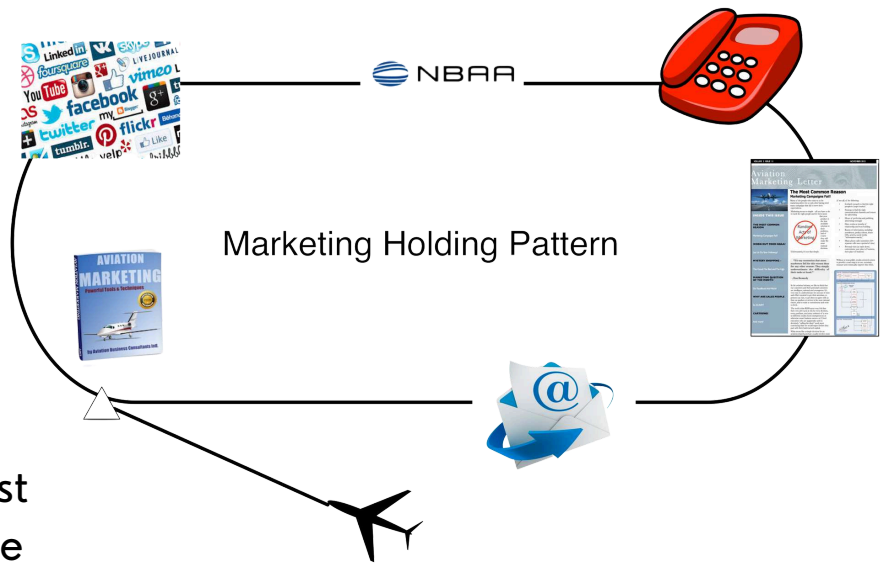
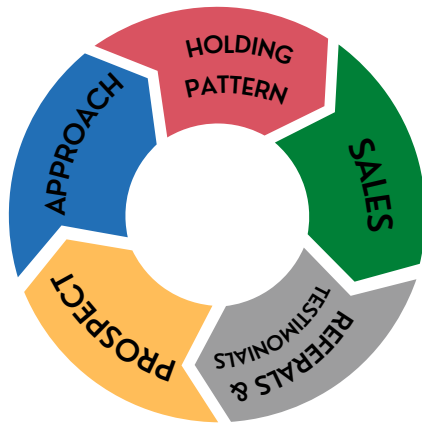
Research to do before contacting a prospect can include:

- Are they a qualified prospect? (Do they have the money, authority and need to contract with you?)
- Does anyone at your company have history with this prospect?
- Does this prospect have history with any of your competitors?
- What are the advantages of your offer that are most likely to appeal to them?
- How do they like to be approached? (Phone? LinkedIn? At an event?)
- What information will be the most influential with them?
- How can we be certain we look like the most attractive option so they are most likely to choose us?
- Have I approached this prospect already? What should I do differently?

Approaches are critical to successful sales. They should be made with preparation and care. Your competition will!



HOLDING PATTERN



Even the best and most qualified prospects are often unwilling or unable to consummate a sale immediately.



They may need to wait for their next batch of pilots or planes, wait for scheduling availability, or wait for a budget to be approved. These things can take weeks or months.

During that time, of course, your prospects are being approached by competitors with attractive offers. We need to provide ongoing contact and new information to keep the relationship fresh and current so they choose you when they are able.

SALES



Once the prospect is ready, willing and able to engage you, there are often remaining items to be resolved.

Handling questions and objections, negotiating options, and making final preparations for a high-quality onboarding experience are far more time-consuming than often anticipated.

Many potentially lucrative deals will "fall apart" at this stage if it's not handled correctly!

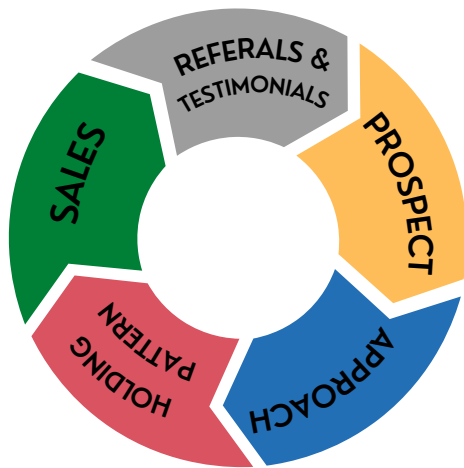
Many phone calls, emails, and texts are often exchanged during the weeks up to, during and immediately after the sale.

If these are not handled promptly and correctly, the client may get "cold feet" and begin looking at alternatives.

ABCI's Aviation Sales Fundamentals Course will ensure your salespeople are ready for this challenge.



REFERRALS & TESTIMONIALS



Aviation is a small world.

And most of the money in the aviation industry is made **AFTER** the initial sale.

Why?

Because repeat business and referrals are **MUCH** easier to acquire and serve than initial contracts with a first-time customer.

- Referred clients know what to expect.
- They are predisposed to enjoy and appreciate the experience because of their association with the person who referred them.
- The transaction usually occurs faster, with less information and negotiation required.
- A testimonial from a current client is by FAR the most effective advertising tool in our industry.

These are reasons we make a great referral and testimonial system part of our sales process.



Pricing

- **Every client is different.** Our job is to leverage the resources you already have to ensure you're getting maximum leverage to meet your sales.
- **Every month is different.** Our first focus may be on your website, the next biggest priority may be preparing materials for a trade show. We meet monthly so that we can adapt that month's focus to accommodate seasonal changes and shifts in your business priorities.
- **Not all clients will need, or use, ALL of these services.** Our intention is to provide a convenient way to provide the services you need.
- These service levels are intended to provide **maximum value for your investment**, based on our experience with many aviation clients over the past 20 years.

Consulting Services



	PRO (WORKSHOPS ONLY)	SILVER	GOLD	PLATINUM	TITANIUM
Number of Authorized People Per Account	1	1	3	5	7
Private Office Hours Per Month	×	1	2	3	4
Group Office Hours	×	2x/mo	2x/mo	2x/mo	2x/mo
Dedicated Project Hours	×	1	3	6	12
Response to Requests/Questions via Basecamp	3 Business Days	2 Business Days	1 Business Day	SAME Business Day	SAME Business Day
Ad-Hoc Phone Support	×	×	×	✓	✓

Technical Services & Tools



	PRO	SILVER	GOLD	PLATINUM	TITANIUM
Website Hosting	×	1	2	2	3
SEMRush SEO	×	10	50	100	200
Simple Website Changes	×	✓	✓	✓	✓
Website Design/Development	×	×	×	✓	✓
LeadFeeder	×	×	✓	✓	✓
Custom Applications	×	×	×	✓	✓



LifterLMS

- **Website Hosting** includes 24/7 uptime monitoring and support. Nightly backups and staging servers as needed.
- **SEMRush** is our primary SEO management tool. Clients are provided with real-time view access and reports. The number denotes the number of keywords we're optimizing your website(s) for.
- **Website Design and Development** would include major technology, platform, navigation, or design changes. WordPress is our preferred platform.
- **LeadFeeder** is provided by DealFront. It is used to identify leads that visit your website as part of your prospecting process. It has interfaces with LinkedIn and popular CRM (Customer Relationship Management) software.
- **Custom Applications** would include online commerce applications or learning management (LMS) systems. As an example, we have created aircraft records best practices courses that are certified by the FAA for continuing education credit for participants.

Content & Media



	PRO	SILVER	GOLD	PLATINUM	TITANIUM
Brainstorming Topics/Editing Your Articles	×	2	4	6	12
Ghostwriting (Articles/Month)	×	×	2	4	6
Holiday/Seasonal Posts	×	1-2 Simple	1-2 Better	3-4 Best	3-4 Best
Content Posts	×	1-2 Simple	1-2 Better	3-4 Best	3-4 Best
Feature/Content Video	×	×	✓	✓	✓

- **Brainstorming Topics/Editing** includes social media posts with popular topics relevant to your audience and purpose.
- **Ghostwriting** includes writing drafts on your behalf of up to 800 words, suitable for social media, or a blog, or can be later compiled into a book.
- **Holiday/Seasonal Posts** would include relevant holidays like International Workers Day or Charles E. Taylor's Birthday/Aircraft Maintenance Technicians' Day
- **Simple Content Posts** would be one image and a paragraph - Quotes
 - Definitions
 - Tip of the Week
 - "Did You Know?" Factoids
- **Better Content Posts** would be more elaborate and custom and may include diagrams and infographics.
- **Best Content Posts** can include an even greater depth of research or scholarship, be written by authors favored by specific publications.
- **Feature/Content Videos** might be created from your footage, commissioned video from a shot list, or animated explainers with voiceover.

Other Services & Tools



	PRO	SILVER	GOLD	PLATINUM	TITANIUM
Basecamp Project Management	×	✓	✓	✓	✓
Alchemer Quizzes and Surveys	×	1	2	3	4
Press Releases	×	1/yr	2/yr	3/yr	4/yr
Paid Ads Account Management	×	×	Simple	Moderate	Expert
Print Brochures/Flyers	×	Simple	Moderate	Complex	Complex
Email Marketing	×	Simple	Moderate	Complex	Complex
Personal Branding	×	1 Person	2 People	3-4 People	5-7 People

- **Basecamp Project Management** - We use Basecamp to organize our work and collaborate with our team and yours. Basecamp includes unlimited file storage.
- **Alchemer Quizzes and Survey** - We create surveys for questionnaires in the sales, process, client satisfaction surveys, to improve retention and resales.
- **Press Releases** - We distribute your news via the Press Advantage wire service, and to our own network of aviation-industry journalists and publications. Press releases will typically be written for clients after six months of engagement.
- **Paid Ads Account Management** - We can manage your Google Ads or Facebook paid ads campaign.

Alchemer



- **Print Brochures** - This might include spec sheets, product sheets, trifold brochures, trade show handouts or other graphics.
- **Email Marketing** - We are agency partners with MailChimp, or we can use your existing CRM or mail system to design newsletters, sequences and campaign emails.
- **Personal Branding** - We evaluate your LinkedIn profile with our checklist designed for aviation industry professionals to help you make your most valuable connections confidently.

Investment



	PRO	SILVER	GOLD	PLATINUM	TITANIUM
2024	\$99	\$379	\$979	\$2779	\$3779
2025	\$149	\$479	\$1379	\$3379	\$4779

Lock in 2024 rates and we won't raise them for at least 2 years.

All Marketing Lab Levels Include:

- Research on Speaking Engagements, Podcast Guest Opportunities, etc*
- Monthly Marketing & Social Media Prompts & Ideas for Campaigns
- Unlimited access to DIY Aviation Marketing Workshops
- Relationship "Matchmaking" with other Members*
- Private Online Networking Community (Circle)
- Holiday Social Media Templates
- Networking Opportunities
- Canva Pro Account
- Book Club



*These are based on finding suitable opportunities that benefit all parties.

The Fine Print

- We require a six-month commitment for any new client relationship.
- We have a collaborative and networking-based business model. We introduce clients to one another and expect clients to interact and behave professionally with one another.
- Work we do for you is considered “work for hire” and becomes your property upon delivery.
- We do not seek copyright on your behalf, but you may seek copyright or trademarks for any intellectual property we produce if you choose.
- We retain the right to use and re-use various themes and examples for our education programs, workshops and marketing.
- We require 60 days notice to terminate your membership. During that 60 days we will do our best to ensure a smooth transition to you, or to any other service providers you choose.



Onboarding Process

We meet with each new member, levels Silver and above, weekly to ensure they start getting great results right away.

We will guide you through the development of your new sales process.



Silver - 4 weeks
Gold - 6 weeks
Platinum - 7 weeks
Titanium - 8 weeks

Week One - Tools & Process

Silver + Levels

Week Two - Personal Branding

Silver + Levels

Week Three - Company Branding

Silver + Levels

Week Four - Content!

Silver + Levels

Week Five - Advanced Prospecting

Gold + Levels

Week Six - Advanced Holding Patterns

Gold + Levels

Week Seven - Resales, Recaptures & Referrals

Platinum + Levels

Week Eight - Advanced Tools

Titanium + Levels

Details and agendas are provided in our Onboarding Checklist.

Let's Get Started!

Agreement

Financial
Details

Schedule

0/12 completed

Onboarding!

- Agreement
- Financial Details
- Schedule Onboarding Sessions **1**
- Basecamp Basics
- Book preferences
- Leadfeeder Setup
- Canva Design School
- Marketing Lab
- Courses & Workshops
- Meet the team
- Birthdays!
- Postal Address

Add a to-do



Office Hours with ABCi

🕒 1 hr

Use this link to schedule the most convenient time for you.

You'll be meeting with Paula, Shannon or Ali.

Select a Date & Time

< April 2024 >

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Time zone

🌐 Mountain Time - US & Canada (6:45pm) ▾

Details and agendas are provided in our Onboarding Guide.

We look forward to working with you!