



















Marketing Firm CHECKLIST

Thank you for considering ABCI for your aviation marketing project. We do our best to deliver what we promise. Our reputation is important to us, we work hard to build and maintain trust with customers.

Below is a checklist to use when comparing marketing service providers.
Fill in the chart as you talk with other providers and review proposals for your project.

<i>These questions are extremely important, since a mistake made in your selection can be costly and frustrating!</i>		Marketing Firm A	Marketing Firm B
20+ Years Marketing Experience?			
Established, Family-Owned Company? With long-term reputation			
Specializes in Aviation			
Knowledgeable in Aviation Terminology? Fixed-wing, rotor, charter, mx, training, FBO, etc.			
Wide Scope of Services Provided? Online, print, trade shows, etc.			
No Long-Term Contracts or Retainers?			
Testimonials and References?			
Ongoing Community and Support? From our Insider Circle			
Leading Education Provider in the Field?			
Published Books on Aviation Marketing?			
Detailed Written Project Scope?			
Competitive Pricing?			
Members of NBAA, AOPA, FSANA?			
Customer Testimonials and References?			
Largest Social Media Following? LinkedIn, Facebook, Twitter?			
Alexa Rating?*	788,113		
Website Traffic - Alexa.com			
Klout Score?*	62		
Measure of Online Reputation – klout.com			

*As of October 16, 2016



We help aviation professionals **sell more** of their products and services.

If you have any questions or concerns, please do not hesitate to contact us!

702-987-1679 | www.ABCI1.com | Paula@ABC11.com