

Join us for our Live Aviation Marketing Workshop

# ONLINE NETWORKING



Everyone Welcome!  
Invite friends and Colleagues!

Sessions will be recorded.

Print This Workbook for your notes during the Workshop!

## Agenda:

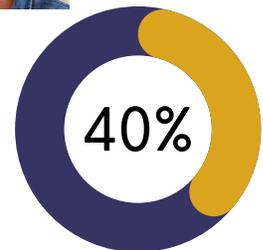
- Networking in Aviation Marketing
- Building Your Online Presence
- Networking Strategies
- Maximizing Opportunities
- Making an Offer
- Appendices - Starting a Conversation, a Better Free Consultation



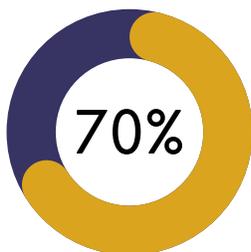
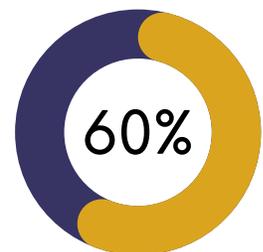
# Networking in Aviation Marketing



- Online networking is preferred over in-person networking by 40% of people.



- Social media platforms have become one of the greatest ways to connect and meet people, potential employers, or clients as 60% of the planet's whole population uses them actively.



- People will look up your social media before and after meeting you. 70% of employers use social media to evaluate potential employees and vice versa.



# Building Your Online Presence



- A customized profile URL
- Get a professional photo taken every three years
- Use the real estate of your LinkedIn profile banner
- Write a summary
- STAR method for bullets for experience
- Optimize for your most wanted keywords
- Work samples - articles, books, videos, etc.
- Recommendations/Endorsements
- Connections
- Publish posts
- No direct selling



# Networking Strategies



## Follow Fridays.

30 Minutes - 2 Hours Every Week! -It's worth it!

- Search for 10 people who fit criteria you choose.
- Write one or two recommendations for people who have impressed you this week.
- Write posts or articles and schedule them for the week.



# Maximizing Opportunities



- Learn to use Zoom and other online meeting tools
- Have a "fun fact" ready, be prepared for icebreakers
- Identify and engaging with key stakeholders in aviation
- Leverage online events, webinars, and forums effectively
- Build and maintaining long-term relationships



# Q&A



1. How can I make my LinkedIn profile stand out to aviation industry professionals?
2. What are some effective strategies for initiating conversations and building relationships online?
3. How can I leverage LinkedIn groups and forums to expand my network within the aviation sector?
4. What types of content should I share on LinkedIn to engage with my network and demonstrate my expertise?
5. How do I navigate networking events and webinars to make meaningful connections and follow up effectively?
6. What are some common networking mistakes to avoid in the aviation industry?
7. How can I maintain and nurture relationships with connections I've made online?
8. What are the best practices for requesting introductions or referrals from existing connections?
9. How can I leverage LinkedIn's advanced search features to find and connect with key stakeholders in aviation?
10. How do I strike a balance between networking online and offline within the aviation industry?



# Next Steps



Any workshop is only as good as what comes of it.

1. Connect with the people you met today.
2. Improve your profile today.
3. Start a new habit tomorrow (Follow Friday!)



# Starting the Conversation/Building Rapport

The first interaction should be a question about him or her.

That shows you've done your homework and respect their time!

**Easiest** - comment on something they've said on LinkedIn or in a common group.

**A bit harder** - try finding common ground to talk about business.

- I see you went to \_\_\_\_\_ event. What did you think of it?
- I see you went to school at \_\_\_\_\_. Are they still heavy on \_\_\_\_\_ emphasis?
- I noticed you post a lot about \_\_\_\_\_ topic. I'd like to hear your opinion on \_\_\_\_\_.
- Many people in \_\_\_\_\_ position are finding \_\_\_\_\_ a problem or challenge. Is that the case for you?
- I see you were promoted to \_\_\_\_\_ at \_\_\_\_\_. Congratulations!
- Happy Anniversary at \_\_\_\_\_!



## ChatGP Prompt

Suggest some ways to open a conversation on LinkedIn with John Williams.



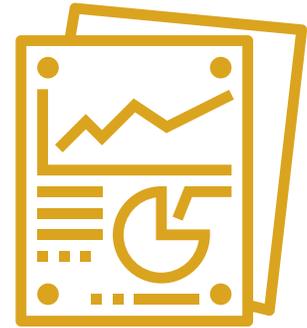
# Making an Offer



Low Risk



Consultation



Customized Report



Detailed Trip  
Quote or Proposal



Industry Insights  
from an Expert



Demo Customized  
with Their Use Case



Cup of Coffee  
(Literally!)

Your initial offer must be high-value but low-risk on both sides.

Ideally, something they actually want, but can't get anywhere else!



# Offer a **Better** Free Consultation



Free Consultations are a great way to attract and engage with prospects.

But the internet is awash in offers for free consultations that are little more than a thinly veiled, high-pressure sales pitch. So, your prospects are suspicious!

## Here are some things you can do to make your free consultations more attractive:

- Provide a time frame. Busy people don't want to be tied up indefinitely!
- Be specific about exactly what information will be shared during the consultation.
- Use a program like Calendly or TimeTrade to make scheduling easy & convenient.
- Ensure that a few times each week are available, so that people have choices..
- Offer additional value, such as a free report, recording and/or transcript, or a free copy of your book to make this an even better value for your ideal prospect.
- Ensure this is something that many of your ideal customers want to know! (A topic you get the most questions about is a good place to start!)
- Provide choices. You can offer more than one type of consultation and let prospects choose. ("Pricing Your Aircraft for Sale" vs. "Timing the Sale of Your Aircraft")



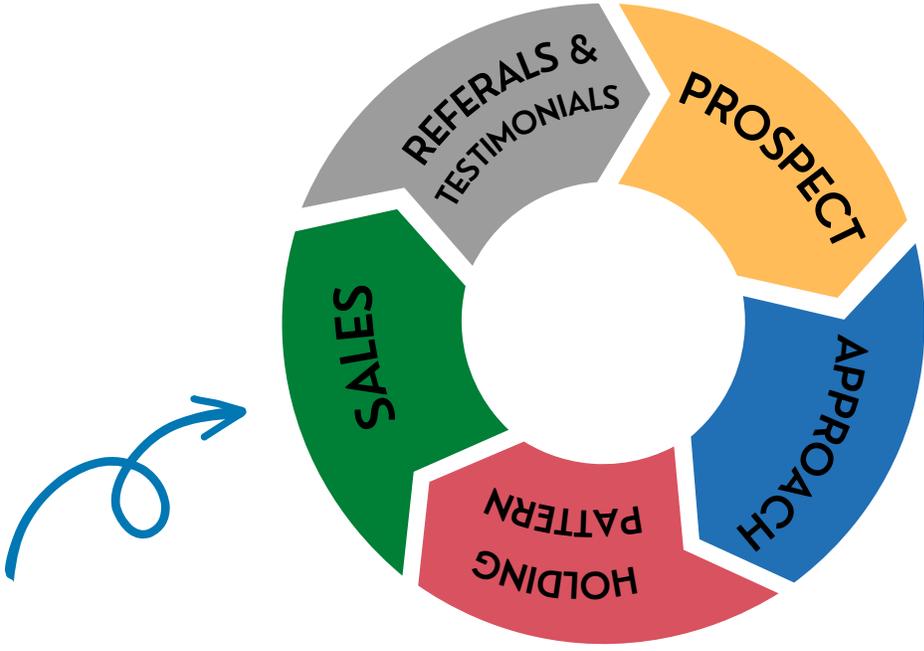
### BEFORE

"Sign Up for a Free Consultation Today!"

### AFTER

"Schedule a 45 Minute Professional Evaluation of Your Aircraft, Pricing & Current Market Conditions."

# Next Steps!



Holding Pattern

Sales

