



Marketing Firm CHECKLIST



Thank you for considering ABCI for your aviation marketing project. Our reputation is important to us, we work hard to build and maintain trust with customers.

Use this checklist when comparing marketing service providers. Complete the chart as you talk with other providers and review proposals for your project.

		Competitor 1	Competitor 2
20+ Years Marketing Experience?	☒		
Experienced, Family Owned Company?	☒		
Specializes in Aviation?	☒		
Wide Scope of services Provided? (Online, print, etc.)	☒		
No Long-Term Contracts or Retainers?	☒		
Testimonials & References?	☒		
Ongoing Community and Support?	☒		
Leading Education Provider in the Field?	☒		
Published Books on Aviation Marketing?	☒		
Detailed Written Project Scope?	☒		
Competitive Pricing?	☒		
Members of NBAA, AOPA, FSANA?	☒		
Customer Testimonials or References?	☒		



Google
Analytics

1. Organic Search	19,969 (68.20%)	19,781 (68.38%)	23,161 (66.93%)	83.86%	1.39	00:00:53
2. Direct	6,061 (20.70%)	6,054 (20.93%)	6,541 (18.90%)	82.69%	1.44	00:00:40
3. Referral	2,017 (6.89%)	1,925 (6.65%)	3,558 (10.28%)	21.05%	2.08	00:01:04
4. Social	915 (3.12%)	887 (3.07%)	999 (2.89%)	87.49%	1.45	00:00:45
5. Email	250 (0.85%)	214 (0.74%)	274 (0.79%)	75.91%	1.49	00:00:31
6. Paid Search	61 (0.21%)	60 (0.21%)	66 (0.19%)	69.70%	2.06	00:01:37
7. (Other)	7 (0.02%)	7 (0.02%)	7 (0.02%)	100.00%	1.00	00:00:00



Name	Total audience
ABCI You	21,661
gretemangroup.com	7,608
aviationmarketing.aero	2,433
theaviationagency.com	934
aerospacemarketing.com	44



We help aviation companies **SELL MORE** of their products & services.