

Aviation Marketing is a Team Sport with ABCI

[By Kathryn Creedy](#)

Larry Hinebaugh, Founder, V-Log Aircraft Digital Logbooks uses ABCI for aviation marketing.

When V-Log first started working with Aviation Business Consultants International two years ago, CEO Larry Hinebaugh faced a marketing challenge. He had invented a new product, one that was critical to aircraft value, but needed more than the traditional marketing approach. Much of the message was about educating the industry on the importance of V-Log, which digitizes logbooks and creates an online backup for something that represents about 30% of the value of an aircraft.



"I knew there would be a lot of education involved in bringing V-Log to market," he said. "I was impressed with ABCI's marketing classes and I felt confident they could probably help us. That included educating ABCI about the product and why it is so important to collaborate. Paula and John were able to help us articulate our message, constantly coming up with really great ideas. I think if I had to describe ABCI, I'd say they are the idea people."

Hinebaugh zeroed in on what he liked best about ABCI. "Their role is definitely one of creativity and that's exactly what you want," he said. "That was also what we needed. I'm not a marketing person and have never marketed a product. Before we started with ABCI, we were limited to word of mouth and that worked because VIP aviation is a very small industry. But I knew we needed something more and I was very happy with the ideas they developed."

With a new product, he explained, success can't be achieved solely by word of mouth because your prospective customers don't know they need something like V-Log. In fact, prospective customers not only didn't know about V-Log, they didn't even know they needed to back up these records which are searchable so maintenance, compliance and sales become much more efficient.

"We had to get the message out but we didn't know how to educate the industry and have it wrapped up in a marketing envelope," he said. "But they always came up with good ideas and then it was just a matter of my refining it. We've gotten a lot of traction in the industry because of it. We spent 2015 experimenting with different things and finding out what worked and didn't work. We have changed the program significantly for that reason and this year our program will be much more narrowly focused on what worked."

Hinebaugh explained that at the beginning of his marketing efforts, V-Log hired a sales consultant who told him he wasn't ready for a big marketing campaign. "This consultant said we were too small for a marketing company," he said. "But Paula turned him around and he continually sang their praises the entire time he worked with us. That is a good testament of how ABCI works and we want to keep working with them."

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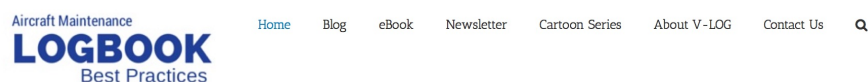


Some of the work developed by ABCI for (and with!) V-Log:

Logbook Best Practices Blog

Audience – DOMs, maintenance personnel, aircraft owners

Purpose – Provide articles, information and discussion on aircraft logbook related topics.



Our Mission – To Help Aircraft Owners and Managers
Preserve the Value of their Aircraft
By Promoting Aircraft Logbook Best Practices
Through our Blog, eBook, Newsletter, Cartoon Series and Events.

www.LogbookBestPractices.com

Printed book – the Plane Owner's Guide

Audience – Aircraft owners

Purpose – Provide case studies and high-level information about how aircraft logbooks can impact airworthiness and resale value.



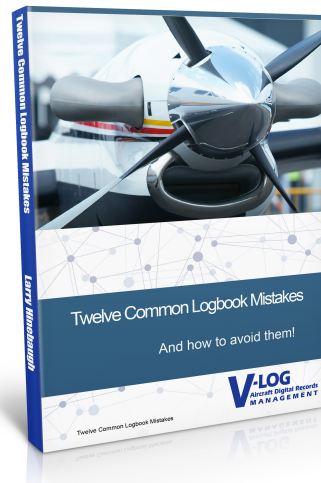
[Http://Book.LogbookBestPractices.com](http://Book.LogbookBestPractices.com)

eBook – 12 Common Logbook Mistakes

Audience – DOMs, maintenance personnel, aircraft owners

Purpose – Provide more detailed information about aircraft logbook and how to avoid them.

<http://www.LogbookBestPractices.com/Freebook>



errors

Promo Video

Audience – Aircraft owners and brokers

Purpose – Promote the Plane Owner's Guide

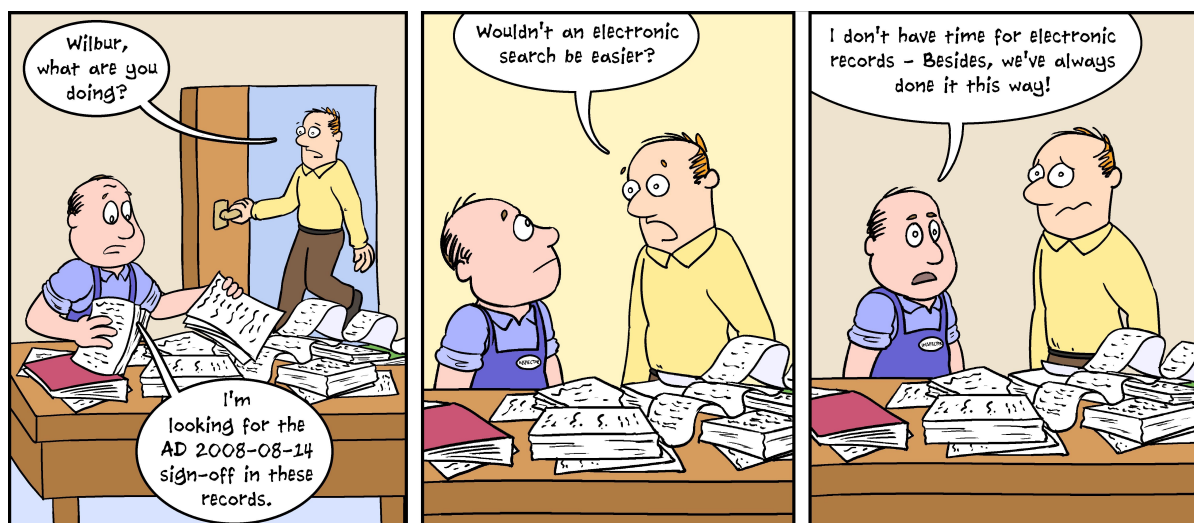
<http://www.LogbookBestPractices.com/PlaneOwnersGuide>



Orville & Wilbur In Charge Cartoon Series

Audience – DOMs, maintenance personnel, aircraft owners

Purpose – Simplify and explain complex technical information in a fun and easy format.



<http://www.LogbookBestPractices.com/Cartoon>

Printed Newsletter

Audience – DOMs, maintenance personnel, aircraft owners

Purpose – Provide articles, information and discussion on aircraft logbook related topics.



My Aircraft is on a Digital Maintenance Program, Do I Really Have a Complete Backup?

In my 35 years as a consultant and licensed A&P mechanic, I've found that poor logbook practices are responsible for several huge practical and financial issues.

Many aircraft owners and even DOMs whose aircraft are serviced by major OEM companies or large maintenance providers, are under the impression they "are covered" with a full digital backup of their maintenance records.

Of course, these programs do create a digital record of a maintenance event, and many of these records are published online so they can be accessed remotely.

However, there are some key items to consider:

- Do those OEM or maintenance-provider generated electronic records cover the entire history of your aircraft or do you have patchwork of partial and fragmented sources?
- Are you able to search the digital records to find what you need?
- What happens when you change maintenance providers? Can you take the entire aircraft record with you and access it in the future?



Do your electronic records cover the entire history of your aircraft, or do you have a maintenance tracking patchwork of partial and fragmented sources?

Manufacturer maintenance tracking programs or "e-log" programs are owned by major maintenance organizations and only provide digital backup for specific maintenance events. Many non-serialized components and servicing tasks are not updated in your maintenance tracking program. That leaves you with a digital

record of only those items that are input into the tracking system.

As you can imagine, this only provides a partial picture of individual maintenance events. Tracking programs may provide a snap-shot of digital images, matching specific task cards with logbook entries, but fail to provide a complete historical digital logbook. If you use several different providers, (on an extended international trip, as an example) you may have several different "e-records" and/or paper records, in different, incompatible formats.

V-Log's Aircraft Digital Logbook (ADL) was designed to include every entry that should exist in your paper logbook. *(Continued ->)*

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How Can We Help You Today?



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Think you don't have time to digitize your records? You might be surprised how easy it is. And we'll do most of the work to digitize your current logbooks. Call us today, or visit our website (VLog.Aero) or blog (LogbookBestPractices.com) for more information!