Executive Brief | NOVEMBER 2026

AI Use in Aviation Marketing

Selecting tasks and setting sensible guardrails

November 12, 2026 at 10:00 AM Central | Workshop brief

Executive recommendation

Build on responsible AI use already underway. For each current or proposed task, decide what business purpose it serves, what tool and information it may use, what a person must verify, and who approves the result. Continue or improve suitable uses; review new or uncertain tasks through a bounded, human-reviewed test. ABCI can collaborate with clients using agreed tools and data rules, and executives can bring rough AI outputs or ideas for ABCI to refine and implement. Keep safety, maintenance, regulatory, legal, pricing, and customer-commitment decisions human-led. Do not authorize autonomous external communication.

Decision at a glance

The same tool can be appropriate for one task and unacceptable for another. Decide based on the input data, the consequence of an error, and whether a person can verify the result.

Recommended status	Aviation marketing examples	Minimum condition
Permit with standard review	Summarize public information; brainstorm campaign angles; repurpose approved articles, webinars, or service descriptions.	Use public or approved non-sensitive sources. A person checks facts, terminology, and voice before use.
Permit with added controls	Analyze customer feedback or CRM exports; draft a buyer-specific follow-up; prepare an outline using customer or commercial context.	Use only an organization-approved service for that data. Limit access, remove identifiers where appropriate, and require the account owner to verify and approve.
Keep human-led	Maintenance or safety judgments; operational, regulatory, or legal determinations; pricing or contract terms; capability claims and customer commitments.	AI may help organize questions or approved source material. A qualified person makes the decision and owns the communication.

A reliable AI assistant workflow



AI across the Demand Engine



AI can support parts of a marketing system, but it cannot choose a company's strategy or own its customer relationships. These examples show where a bounded assist may fit across the five Demand Engine phases; the organization still decides what to authorize and who is accountable.

Demand Engine phase	Possible AI assistance	Human responsibility
Prospecting	Summarize public company information; suggest possible segments or research questions.	Executives and marketers set the ideal customer profile, priorities, and relationship strategy.
Approaches	Generate possible conversation angles from approved, verified evidence.	A person decides whether and how to approach someone, then reviews and sends the message.
Holding Pattern	Organize approved notes or suggest useful follow-up topics and content.	A person judges timing, relevance, and relationship context. Sensitive CRM data requires an approved tool.
Sales	Organize approved service information into a proposal outline or answer structure.	People set scope, pricing, negotiation positions, and commitments.
Referrals and testimonials	Find themes in approved feedback or draft a permission request.	Obtain customer permission; verify quotations and let the customer approve their words and attribution.

These are strategic application areas, not an automated sequence. The same task may need different controls depending on its data, audience, and consequence if wrong.

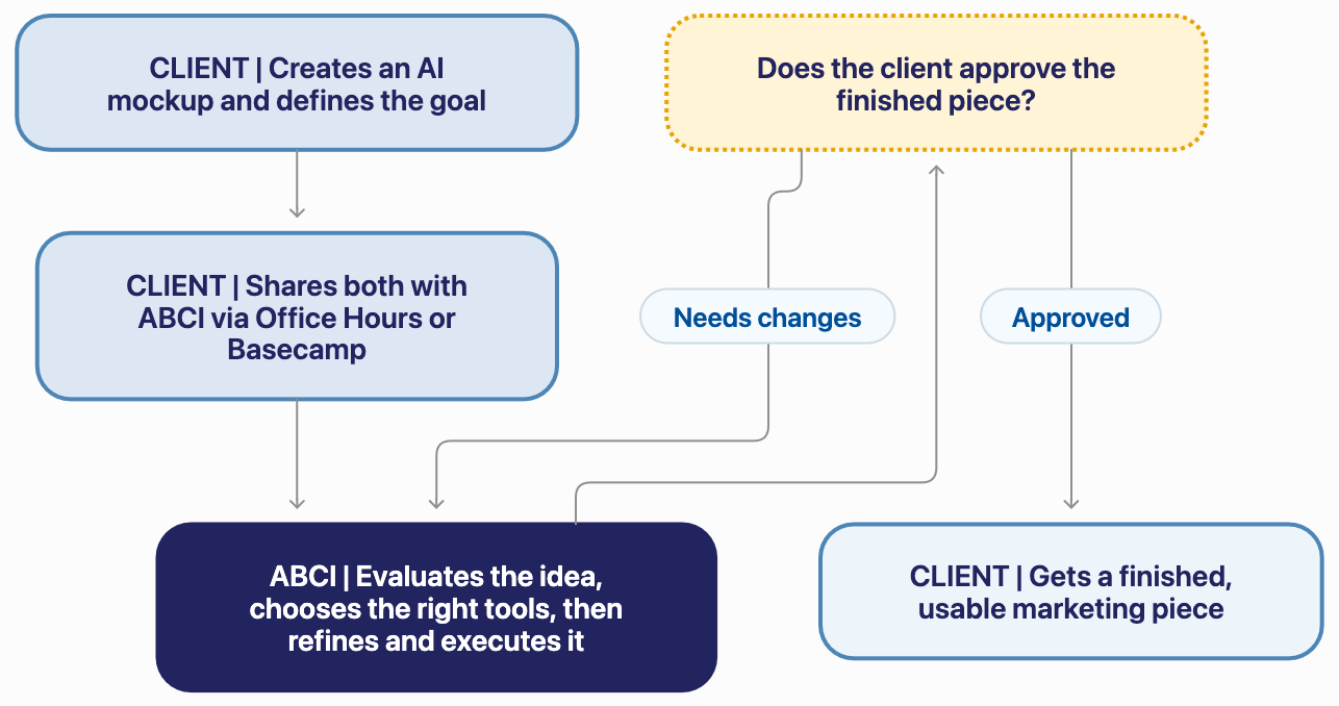
A practical way to work with ABCI

It's happening more often – a client can bring a business goal, customer insight, source material, or even a rough AI draft to ABCI in an Office Hour or a Basecamp task.

We discuss it, and can often get a clearer idea of how to make an AI idea work well in the "real world"

We already know the client's objectives and priorities, so we can assess what is useful, correct unsupported assumptions, sharpen the aviation audience and message, then develop and implement the agreed marketing work.

AI may assist behind the scenes where appropriate; the client and ABCI agree on scope, tools, data, review, and approval before use. The value is the judgment and execution around the output, not access to a prompt.



A weekly rhythm for thought leaders

Executives and subject-matter experts can use a simple weekly rhythm to notice, interpret, and share useful ideas. AI may help prepare or organize the work, but the expert supplies the experience and decides what is worth saying. This is a thinking and communication discipline, not a requirement to publish every week.

Weekly cue	What the thought leader does	Where AI and human judgment fit
Marketing Monday	Choose one action that makes the company easier to find, understand, remember, or choose.	AI can brainstorm from approved facts. The thought leader chooses the action that fits the strategy.
Wins Wednesday	Capture evidence: a customer compliment, repeat business, a referral, a successful proposal, or better execution.	AI may help sort approved or anonymized evidence. A person confirms the facts and explains why they matter.
Follow Friday	Reconnect with a customer or contact; ask what they value, thank a referrer, or follow up with a promising contact.	AI may help prepare context or a rough draft. The relationship owner makes it personal and sends it.

From rough idea to finished marketing

Executives do not need to produce polished copy before asking ABCI for help. A rough AI output, voice note, customer question, or half-formed idea can be a useful starting point. Share the goal, intended audience, relevant approved facts, and what must not be claimed. ABCI can then decide what to keep, what to correct, and how to turn it into suitable content and coordinated marketing work. The executive remains the source of business direction and approves sensitive facts or commitments; ABCI handles the agreed refinement and implementation.

Review a task, not AI in general

When approving or reviewing an employee's recurring AI task, the manager should be able to answer each question below. If an answer is unknown, define what needs to be checked, who owns it, and whether the task needs a temporary limit while it is resolved.

Approval gate	Ask	If no or uncertain
Business purpose	Is the task recurring, specific, and worth improving? Is there a named owner?	Define the output and who is accountable; avoid vague approval such as "use AI for marketing."
Tool and data	Is this service approved for the information being entered? Is the user authorized to share it?	Do not enter customer, employee, commercial, maintenance, or operational information into an unapproved service.
Impact if wrong	Could an error affect safety, airworthiness, compliance, legal rights, price, or a customer commitment?	Keep decisions in these areas human-led. AI can organize approved facts or questions, not decide or issue direction.
Verification and release	Can a knowledgeable person check the result against an authoritative source before anyone acts on it?	A named person approves external messages, published claims, customer recommendations, and any commitment.

Minimum controls for approved AI use

- Use the company-approved AI service and follow its data-handling rules.
- Provide only the information needed; remove personal or customer identifiers when they are not necessary.
- Verify names, numbers, technical terms, claims, and commitments against source material.
- Do not permit automatic sending, publishing, quoting, or operational action without an explicit review and authorization.
- Keep a short record of the task, tool, reviewer, corrections, and decision, subject to company rules.

A practical 30-day review

Choose one task already supported by AI or being considered, such as summarizing public material, drafting an internal outline from approved content, or finding missing information on a page. Record the current time and quality, then compare total AI preparation, human review, and correction time. Keep or expand the use when quality holds, net effort improves, and controls work in practice. Adjust the task or review process when avoidable corrections emerge. Address unauthorized data use or customer and operational risk promptly; do not assume that every issue requires abandoning AI across the task or organization.

Why the controls matter now

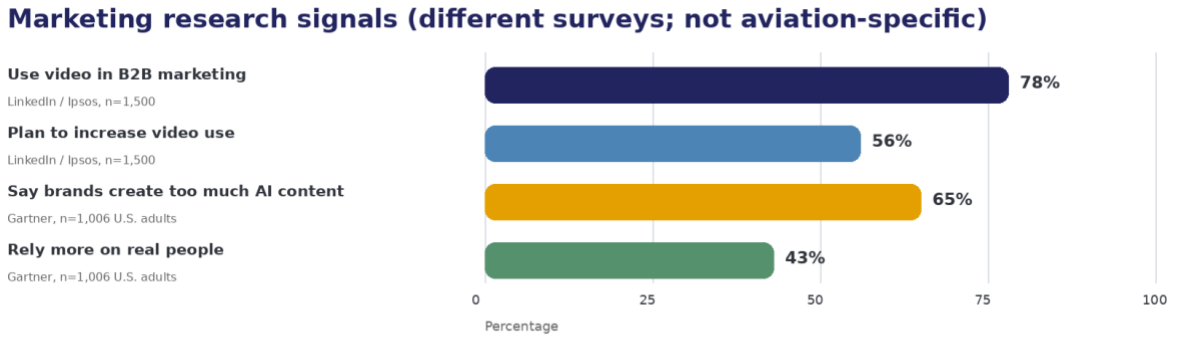


Figure 2. Gartner surveyed 1,006 U.S. consumers in May–June 2026; LinkedIn and Ipsos surveyed 1,500 B2B marketers in March 2025. Neither sample is aviation-specific. [1][2]

The research points in two directions: marketers are using video and investing more in it, while many consumers say brands are producing too much AI-generated material and place greater value on real people. Use AI to help experts prepare and adapt useful work, not to flood channels with generic copy. Google's October 28 update describes changing search behavior around AI Overviews and AI Mode; it does not establish an aviation-specific result or guaranteed marketing outcome. [3]

Workshop decision

Decision	Question to answer
Task	Which current or proposed marketing task merits approval or review?
Tool and data	Which approved service and information may it use?
Accountability	Who reviews the output, and what evidence would support continuing or expanding it?

Sources and scope

[1] Gartner, "Marketing Survey Finds 35% of Consumers Rely on Influencers Less Due to AI," September 22, 2026. Survey of 1,006 U.S. consumers, May–June 2026. https://www.gartner.com/en/newsroom/press-releases/2026-09-22-gartner-marketing-survuey-finds-35-percent-of-consumers-rely-on-influencers-less-due-to-ai

[2] LinkedIn and Ipsos, "2025 B2B Marketing Benchmark: Trust Is the New KPI." Survey of 1,500 B2B marketers, March 2025. https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/site/pdf/wp/2025/2025-b2b-marketing-benchmark-trust-is-the-new-kpi.pdf

[3] Google, "How AI Overviews and AI Mode are changing search habits," October 28, 2026. https://blog.google/products/ads-commerce/ads-decoded-podcast-search-data/