

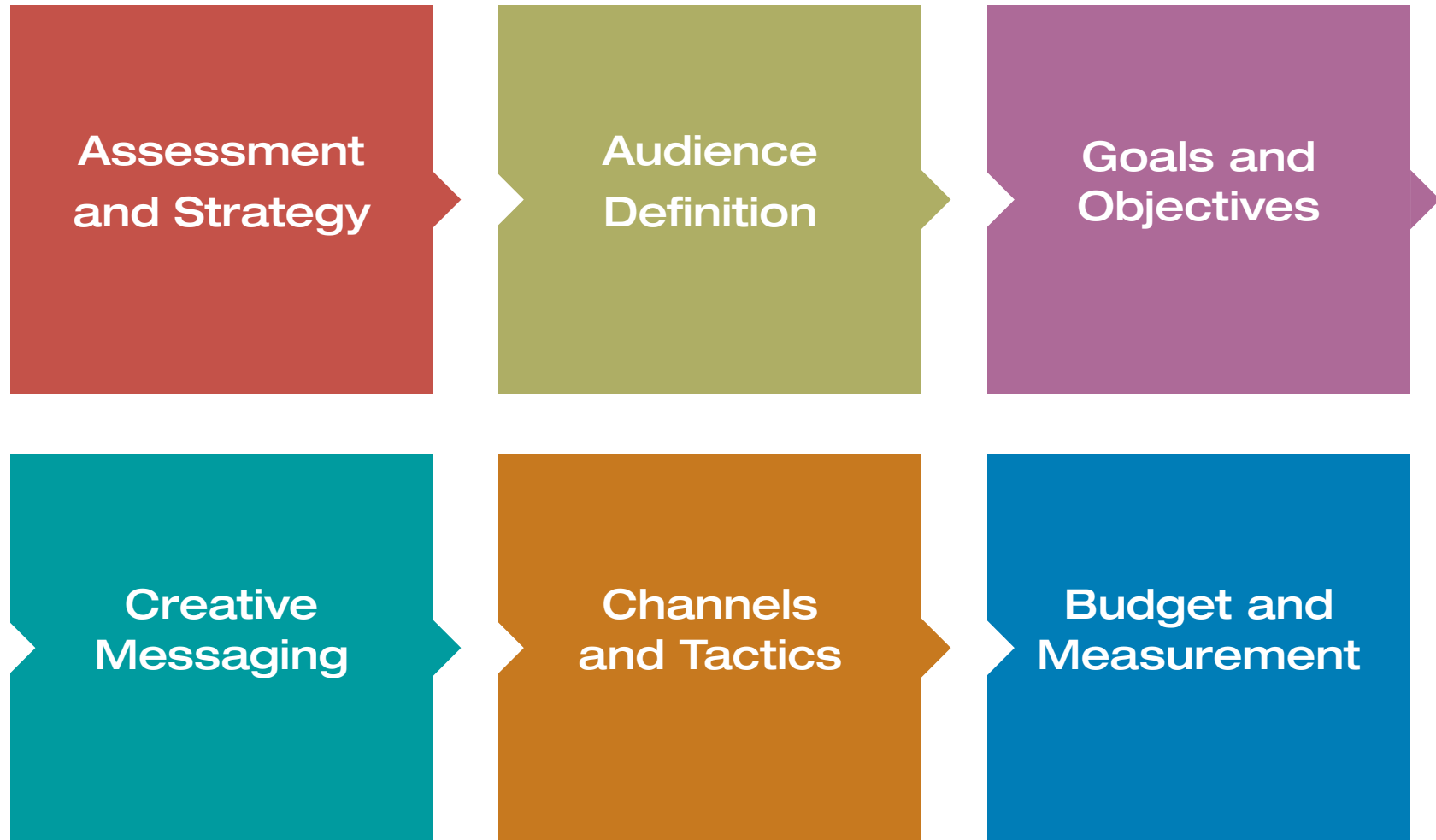


A&D Marketing Planner

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AEROSPACE MARKETING

Six Steps to Aerospace Marketing Success



Assessment and Strategy

Marketing without a great strategy is like a jet without an engine. It's going nowhere.

Step one in the development of your marketing plan is information and understanding. This will drive strategy and creative solutions.

Be sure to include:

- Research: Surveys, focus groups, and interviews, both internal and external
- Business overview/products and services matrix
- Competitive review and SWOT analysis
- Research results and analysis
- Strategic recommendations

Situation Analysis

Your business overview should answer these questions, at a minimum.

1. What are your current products/services? What are your upcoming products/services and time frames for same?
2. What are your marketing advantages and specific challenges?
3. Who is your competition and what, if any, threats do they pose? Are there areas of weakness among your competition that you can exploit over the coming year?
4. What single factor most differentiates you?
5. What are the outside forces that will affect your business in the coming year? This can be anything from a diminished business sector to an interruption of supplies or other resources.
6. What are the internal forces that will affect your business in the coming year? Reduced budgets? Other?
7. Are there any unique opportunities that you need to take into account? A large program, perhaps, or new product introduction, for example.
8. How do you currently market? What are your specific tools and tactics?
9. How do you sell? What channels are used? Direct? Dealer? Do you use a CRM?

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Audience Definition

The skies are always friendly when you know who you're flying with.

Identify and define your target audience in as much detail as possible.

Based on research, establish personas for each audience.

Personas ensure that we:

- Focus communications on real audience needs
- Create messages for specific people — not generic groups.

Visit the Buyer Persona Institute
to learn how to build insightful buyer
personas for more effective marketing.
www.buyerpersona.com

Targets

Jump start your audience definition by asking and answering the right questions.

1. Who, specifically, are the decision makers for purchasing your products/services? Procurement people? Pilots? Maintenance personnel? Others? Prioritize them, separating by commercial and military if needed.
2. What are today's primary markets, defined by customer type, for your products/services, by percentage? (For example, 10% law enforcement, 10% air medical, 10% firefighting, 50% military, etc.) What are the desired percentages you want to achieve in these areas? Are they the same or different?
3. What are today's primary markets, defined by geography, for your products/services, by percentage? (For example, 10% Asia/Pacific, 10% Europe, 10% Latin America, 50% North America, etc.)
4. Name the three biggest growth areas, market-wise or geographically, for the next five years.
5. What are the pain points, problems and challenges for each audience segment? What are their priorities and needs? What do they know or believe about your company and products?

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Goals and Objectives

Where are we going, and how will we know when we've arrived?

Marketing programs don't make sales — they create environments conducive to making sales.

Campaign objectives often fall into one or more of these categories:

- Educate or inform
- Support sales and revenue growth
- Enhance brand status or reputation
- Demonstrate industry leadership
- Lead generation

Each of these objectives must be linked to a specific, measurable goal. Tracking key performance indicators is essential.

Goal — Setting

In one page or less, list your company's sales and marketing goals for the coming year.

The key is to make your goals realistic and measurable so that you can easily evaluate your performance. "Increase sales of aircraft" is an example of an ineffective goal. You'd be in a much better position to gauge your marketing progress with a goal such as, "Increase sales of commercial aircraft by 10 percent in the first quarter, 15 percent in the second quarter, 15 percent in the third quarter and 10 percent in fourth quarter," or something along these lines. Other examples of goals: "Position us as the industry leader in widgets," or "Increase market share by 25 percent."

Some questions to ask yourselves:

How much do we need to sell? Do those sales need to be in particular sectors and, if so, how much of each? Do those sales need to be associated with specific products or services?

With high-level goals established, develop supporting marketing objectives. For example:

- Develop a focused dealer marketing campaign to increase fixed-wing product sales by 20%
- Source and implement a marketing automation system to support 30% increase in qualified leads.
- Update website to function as a lead-generation tool.

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Creative Messaging

Marketing without a great message is like an aircraft without wings. It just won't fly.

A great value proposition is at the heart of strong messaging and creative.

The value proposition flows directly from the assessment/strategy and audience definition process.

The magic happens when you fuse all of this information with insight and creativity for a succinct promise of value to be delivered.

JetBlue got it right.
“Bringing humanity
back to air travel.”

Checklist

Use this checklist to evaluate your own Value Proposition.

3 Keys

1. Is it relevant and meaningful to the customer, meaning, will it alleviate their pain points?
2. Is it specifically credible, meaning, is there data to substantiate claims of value?
3. Is it uniquely differentiating?

If it meets these criteria, then step back and ask yourself a few additional questions:

3 Tough Questions

1. Is the message so strong that it will compel prospects to want to learn more?
2. Could the message apply to any other company?
3. Would you want to do business with this company?

Don't settle for value proposition that is boring and predictable or full of buzzwords. But don't try to be cute, either – this is not a slogan or tagline. When people read your value proposition they should have an “aha” moment when they intuitively understand exactly who you are, what you do, and why they should care.

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Channels and Tactics

It's time to fly. Let's get going!

What channels and media will you use to reach your targets efficiently and effectively?

Here is a high-level overview of options.

Awareness

Branding Ads
Social Media
Public Relations
Website
Trade Shows
Sponsorship
Product Demos
Product Information

Education

Product Demos
Videos
Website
Public Relations
Trade Shows
Print Collateral

Leadership

Industry Involvement
Public Relations
Subject-Matter Expertise
Government Relations
Speaking Engagements
White Papers
Research
Philanthropy

Tools & Templates

1. The American Marketing Association is a great place to start, with dozens of interactive tools, templates and samples: ama.org
2. BDN offers comprehensive directories with 600+ listings for aerospace and defense events and media.
3. Other marketing and aerospace information resources include:
 - marketingsherpa.com
 - hubspot.com
 - marketo.com
 - nbaa.org
 - rotor.com
 - gama.aero
 - aia-aerospace.org

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Budget and Measurement

Track results. You can't afford to wing it.

Linking marketing investment to measurable results is imperative, and today's marketers have an array of tools – primarily digital – to connect marketing spend to business outcomes.

There are hundreds of marketing metrics, and all of them are helpful for different people, project and goals. In general there are three broad categories of metrics in which a marketer might be interested.

1. Revenue Metrics

Aggregate impact on company revenue.

2. Marketing Program Performance Metrics

Incremental contribution of individual marketing programs.

3. Profits Per Customer

Lifetime value of an incremental customer.

Source: *Marketo*

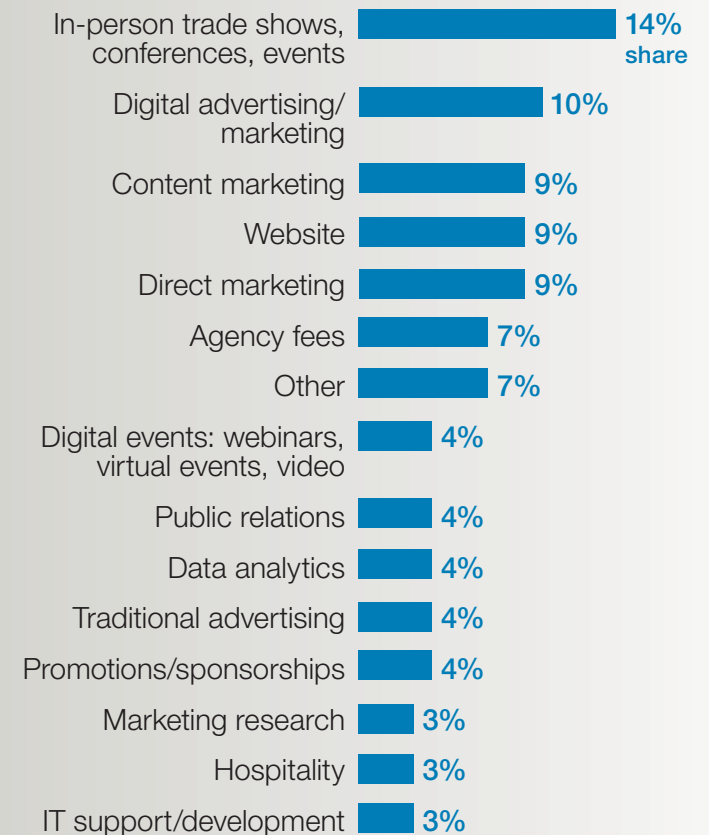
Resource:

James Lenskold is one of the recognized experts in Marketing ROI. www.lenskold.com

Benchmarks

Establishing a budget is always a balance between what you should spend to achieve objectives, and what you can spend. Most B2B marketing budgets average 2–3% of total gross revenue, allocated as follows:

B2B Marketing Budget Allocations



Source: Forrester Research, 2015

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ABOUT BDN AEROSPACE MARKETING

As the world's premier aerospace marketing agency, BDN works with clients to brand and market their companies, products and services. Our agency capabilities encompass branding and strategy, design, advertising, trade shows, multimedia, PR/writing, and more.

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