

10-Point Marketing Checklist for Aviation/Aerospace Companies

Check as many of the boxes below that apply to your company

- Does your business have a marketing program that runs on a day-to-day basis with minimal dependence upon top management to implement?
- Does your marketing program have specific objectives to achieve linked to a timeline that are aligned with your overall business goals?
- Does your company branding represents your company's core values, is professional in its execution and presents your company in a positive and accurate manner?
- Has your company developed a positioning strategy or U.S.P. (Unique Selling Proposition) that capitalizes on your competitive advantage in the marketplace?
- Have you identified who are your most important and profitable customers?
- Have you set aside a specific and realistic marketing budget that will achieve your marketing objectives?
- Do you have a system in place to track leads and evaluate the effectiveness of the marketing tools and media you are utilizing?
- Are you employing an integrated approach to your marketing which uses a blend of multiple marketing tools to achieve synergies that improve the overall effectiveness of your marketing?
- Are you keeping abreast of the new marketing opportunities, such as social media and mobile advertising, and evaluating how they might enhance your marketing program?
- Are you regularly thinking "outside-the-box" for a "big idea" that would be a home-run for your business?

Rate Your Company - how many boxes did you check?

Less than three boxes: You're flying an Aeronca Champ into a strong headwind. Making progress with your company's success will be a long time coming.

Three to Five Boxes: You're on the flight path towards reaching your company goals, but it's time to trade in that Cessna 172 for a marketing program that will speed you along like a Learjet.

Five to Eight Boxes: You're in blue skies and clear air with a strong tailwind - right on track for an on-time arrival with success.

More than Eight Boxes: You're a marketing maven! May we offer you a job?

Whether you checked eight boxes or one, your company would benefit from our comprehensive **Aviation Marketing Audit Program** – a program that will contribute to the growth and success of your business.

Call our President, Rocco Cipriano, at **801-820-0020** to schedule your no-obligation, one-on-one consultation and marketing analysis for your business.