

AVIATION MARKETING TRENDS 2015

BDN met with a roundtable of marketers at a recent aviation convention and identified four industry trends that just might surprise you.

MARKETING FOR SALES

- Modern marketers want to enable sales. They seek outcomes versus outputs.
- Measurable tactics are preferred and increasingly funded.
- Businesses are re-evaluating dealer vs. direct sales. Those with dealers want to improve communications.

OLD VS. NEW

- Younger marketers are frustrated by veterans who are not open to new ideas.
- They disagree about the value of brand building, print advertising, and other hard-to-measure activities.
- They value research to validate long-held beliefs about customers and the buying process.

SOCIAL MEDIA

- Few genuinely believe that social media directly impacts sales.
- Some companies do it because they think they should or to support SEO.
- Internal restrictions result in weak or company-centric content.

IN-HOUSE

- More companies now handle marketing internally.
- In addition to controlling cost, businesses desire more control of the work.
- Marketers are frustrated by inadequate resources and growing demands.

