

## Challenge

1

Embrace emerging sales and marketing tools and techniques

2

Raise awareness of industry expertise in markets served

3

Generate more leads

After building a successful niche marketing firm over 16 years using mostly traditional marketing techniques — like referrals and events — BDN Aerospace Marketing decided it was time to take things to the next level. While sales and marketing had always been a part-time endeavor, the company made a strategic decision to build its own full-time team. This dedicated group would then expand its use of emerging marketing tools and techniques and serve as a how-to case study for the development and execution of a comprehensive and effective marketing program.

Working from the strong foundation of a sales and marketing plan with clearly defined goals and objectives — the challenge was clear. In addition to dedicating more resources to sales and marketing, the BDN team would need to raise the firm's profile and leverage aviation industry expertise to improve lead generation and increase revenue opportunities.

**Inbound marketing refers to activities that bring visitors in by earning the attention of customers, making the company easy to find and drawing people in by providing interesting, relevant content.**

## Strategy

With the sales and marketing plan and resources in place, BDN made the strategic decision to emphasize an inbound marketing strategy.

BDN was confident that inbound marketing, in conjunction with other tactics, would fully address all of the identified challenges while leveraging BDN's unique domain expertise in the fields of both aerospace and marketing. Marketing automation was a must-have and BDN selected SharpSpring. The system rapidly became an important tool that enabled key elements of the overall effort.

## Tactical Calendar Activities

The tactical calendar maps out everything that needs to happen to support the established plan and strategy. Key activities include:

- Foundational tasks
- Branding tasks
- Website optimization
- Trade shows and events
- Digital tasks
- Business development tools
- Metrics

## Inbound Campaign Tools

BDN creates and publishes 4-8 pieces of content monthly. Everything is easily accessible and free. Content development follows a thematic calendar determined by audience pain points and promoted through integrated channels:

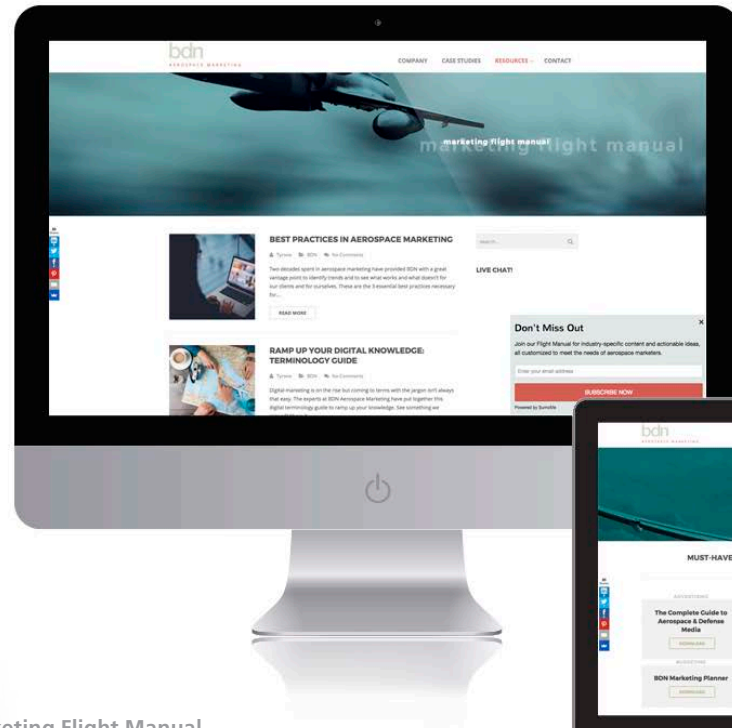
- Social media
- Email campaigns (automation)
- Blog posts
- Business development
- Paid ads
- Print ads
- Website subscription forms

## Solutions

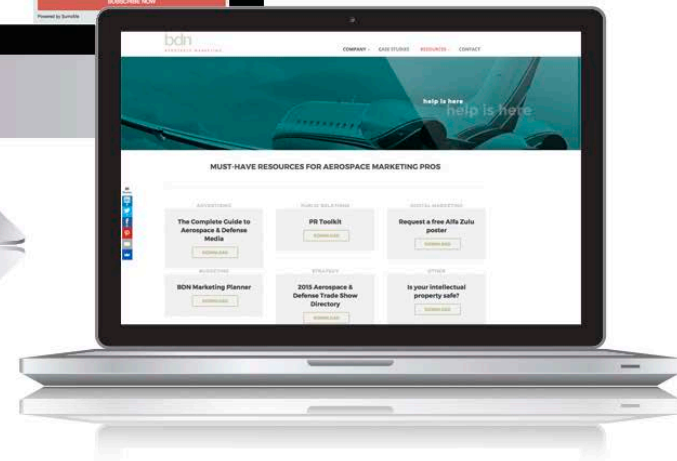
Account Coordinator Sarah Stanczyk was named as the firm's internal account manager. She developed a monthly tactical calendar for the overall marketing function and also organized the inbound campaign, starting with a content calendar.

As a key element of the inbound campaign, BDN created a content magnet, the Marketing Flight Manual, a type of hyper blog with substantial industry-specific content, actionable ideas and information. Introduced in Q3 2015, the Flight Manual covers valuable topics such as a step-by-step marketing planner, budgeting tips for aerospace marketers, year-ahead predictions, trade show and event calendar, and much more.

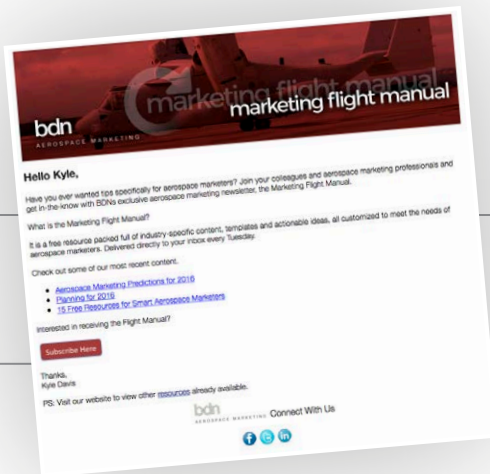
The company also promotes the Marketing Flight Manual using multiple channels. Interest grew rapidly, and 130 people became subscribers in the first three months.



Marketing Flight Manual (Blog)



Marketing Tool Kit



Marketing Flight Manual (Email Update)

BDN consistently blogs weekly and works hard to ensure visitors' time is well invested by delivering a rich stream of usable information.

## This campaign wasn't about vanity metrics. It had to capture key data and track leads to conversions and end up with sales-ready prospects.

### Results

The test program was launched in Q3, and compared to Q1 and Q2, the results were nothing short of impressive.

#### Website

- July introduction of the Marketing Flight Manual spiked web traffic by 51%, which has stayed in the stratosphere ever since
- 42% increase in page views (Q3 vs Q2)
- According to Google Analytics, compared to other select aviation or marketing websites, BDN produced:
  - 40% better bounce rate
  - 20% higher average time on site

#### Social Media

- Facebook conversions (defined as traffic that clicks through to the website) jumped 61%
- Twitter followers increased 15%
- LinkedIn conversions rose 38%

#### Paid Advertising

- Paid advertising netted a solid conversion rate of 4.6

Aviation Marketing Agency  
Strategy, Design, Multimedia & PR  
Learn More About BDN Today!  
[www.BDNaerospace.com](http://www.BDNaerospace.com)

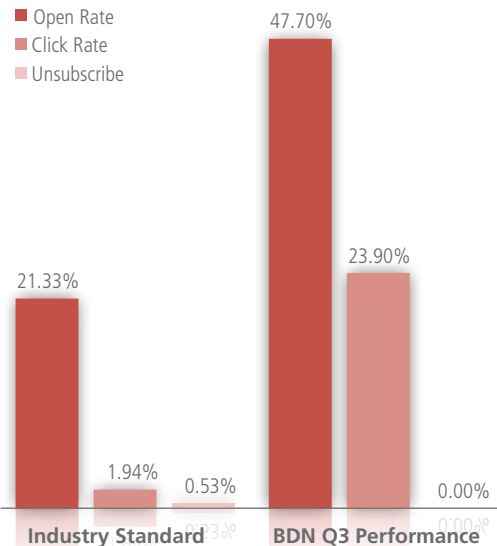
www.BDNaerospace.com  
Learn More About BDN Today!  
www.BDNaerospace.com

#### Email Marketing

For email marketing, BDN outperformed industry averages in all categories:

- 26.3% higher open rate
- 21.9% higher click-through rate

BDN sent out 50% more blasts and, as a result, increased open rates by 64% and clicks by 93% over Q2, without any unsubscribe requests.



#### Leads & Sales

The most significant number for aerospace marketers is the welcomed 17 leads that made their way to the sales funnel in Q3, compared to only two in the previous quarter. Four sales have already closed, and others are working their way through the funnel.

#### Q3 & Q4 Sales Funnel

Prospects:

34

Qualified Leads:

17

New Clients/Sales:

4

\*One sale is directly linked to website; three had multiple influences including the website.

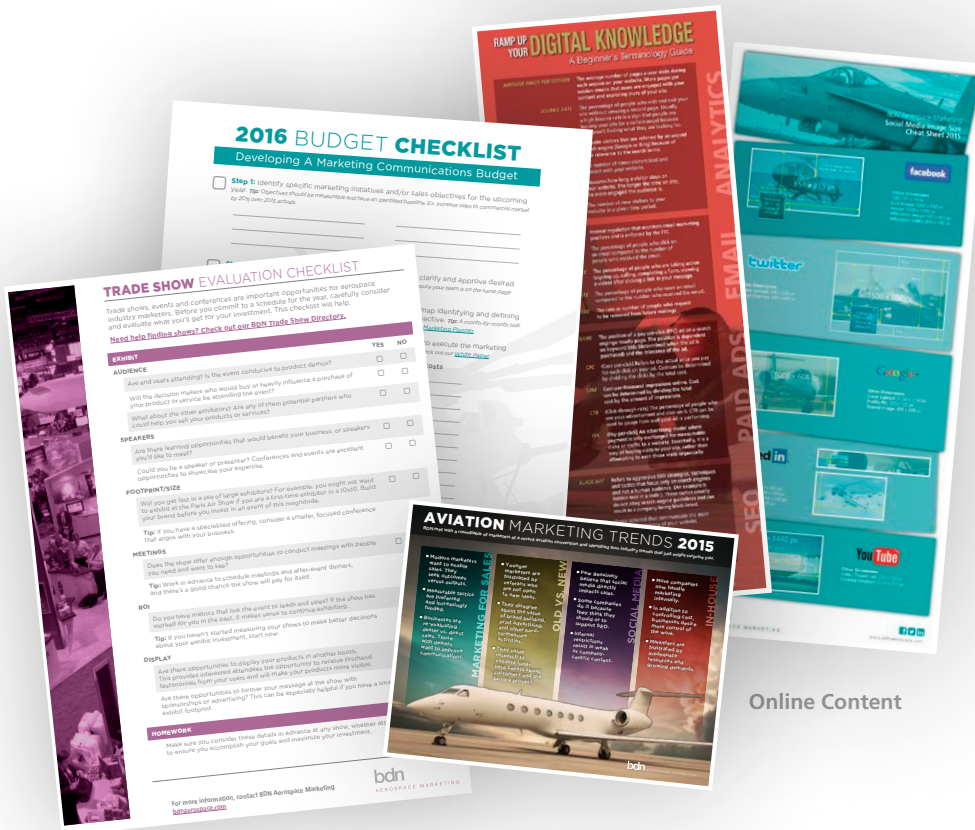
## Success Insider

Transforming Traditional Marketing into a Measurable Program, Leads & Sales  
BDN AEROSPACE MARKETING

## Reflections

On reflection, BDN seeks to do more interactive content, in addition to the Marketing Flight Manual, such as flip-books, quizzes and even more guides and templates. However, the team is exceptionally pleased with the outcome and response to the work at hand, and even more pleasantly surprised to see how fast results emerged. All of these results took place over 90 days beginning with the launch of the Marketing Flight Manual in July.

The issue now is to see how inbound marketing translates to sales over time. Onward to 2016.



## Meet the Team

**Kyle Davis**  
Partner



**Sarah Stanczyk**  
Account Coordinator



**Ashley Cutler**  
Business Development Executive



**Savannah Ivanitski**  
Digital Coordinator



An extended group of writers, designers and senior advisors supported the core team.

## 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. Agency capabilities encompass branding and strategy, design, advertising, trade shows, multimedia, PR/writing, and more.

**BDN AEROSPACE MARKETING**

1410 West Guadalupe Rd Ste 109, Gilbert, AZ 85233

If you have any questions, give us a call: 480.924.0690

**Success Insider**

Transforming Traditional Marketing into a Measurable Program, Leads & Sales  
**BDN AEROSPACE MARKETING**