



## 2015 AFRA Annual Meeting

Marketing Strategies in the Digital Age

By Alyssa Connell

June 9, 2015



Nothing messes up your  
Friday like realizing  
it's only Tuesday.



your  cards  
someecards.com

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# About Connell Aviation Group (CAG)

- CAG answers a need in aviation – the ability for aviation companies to have access to the highest quality communications solutions by specialists solely dedicated to their industry.
- CAG is unlike any other company in America. It is led by an Executive Advisory Board of elite aviation and aerospace professionals whose entire careers have been dedicated to advancing flight in America.

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# About the Executive Advisory Board



The EAB of CAG is comprised of five members of the Connell Family – with a combined total of more than 250 years of aviation and aerospace experience.

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# About Alyssa Connell



[Alyssa@ConnellAviationGroup.com](mailto:Alyssa@ConnellAviationGroup.com)

- CEO of Connell Aviation Group and Connell Communications
- Nationally-recognized industry leader in PR, marketing and social media.
- Expertise includes strategic communications, social media/SEO, business development, trade events, crisis communication, media/community relations, fundraising, TV production and event planning.
- Has led as many as 129 of the current Fortune 500 – and every size company in between.



"When everything seems to be going against you, remember that the airplane takes off against the wind, not with it."

*Henry Ford*

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# Let's start at the beginning...

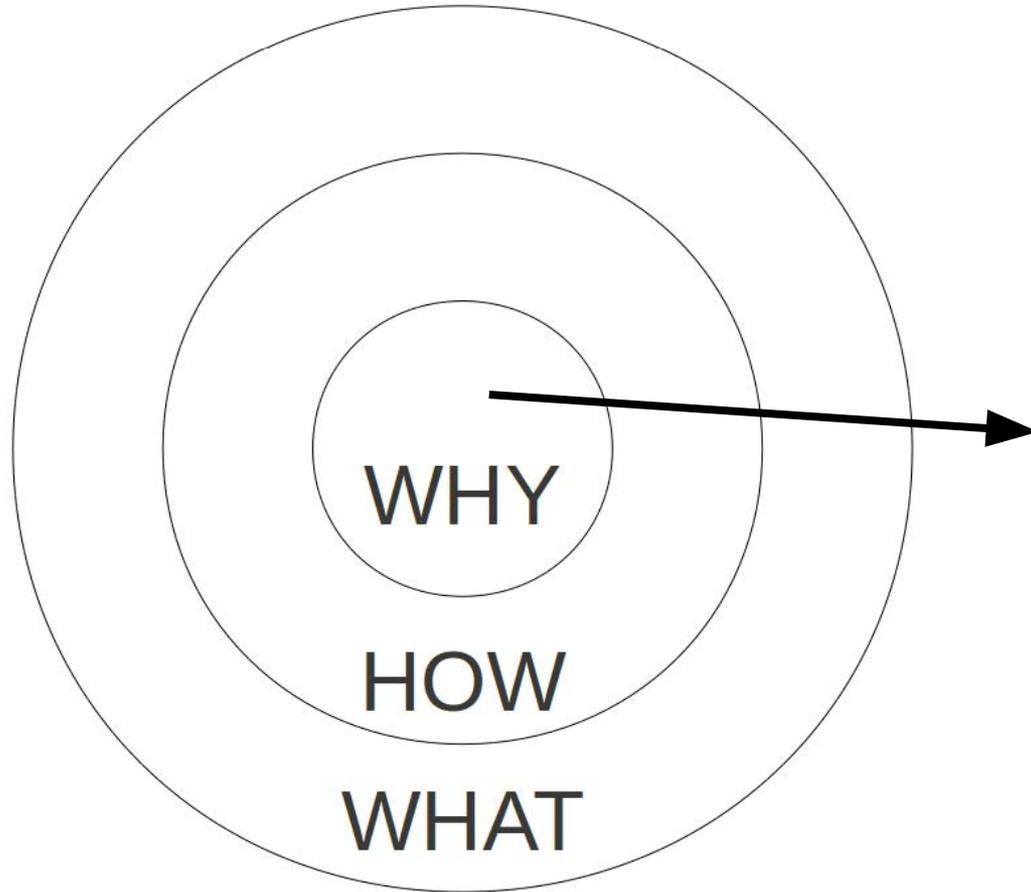
- All companies function on three levels: What we do, How we do it, Why we do it.
- When in balance – everyone knows what you stand for.
- All successful companies communicate the complete opposite as everyone else.

Source: Simon Sinek

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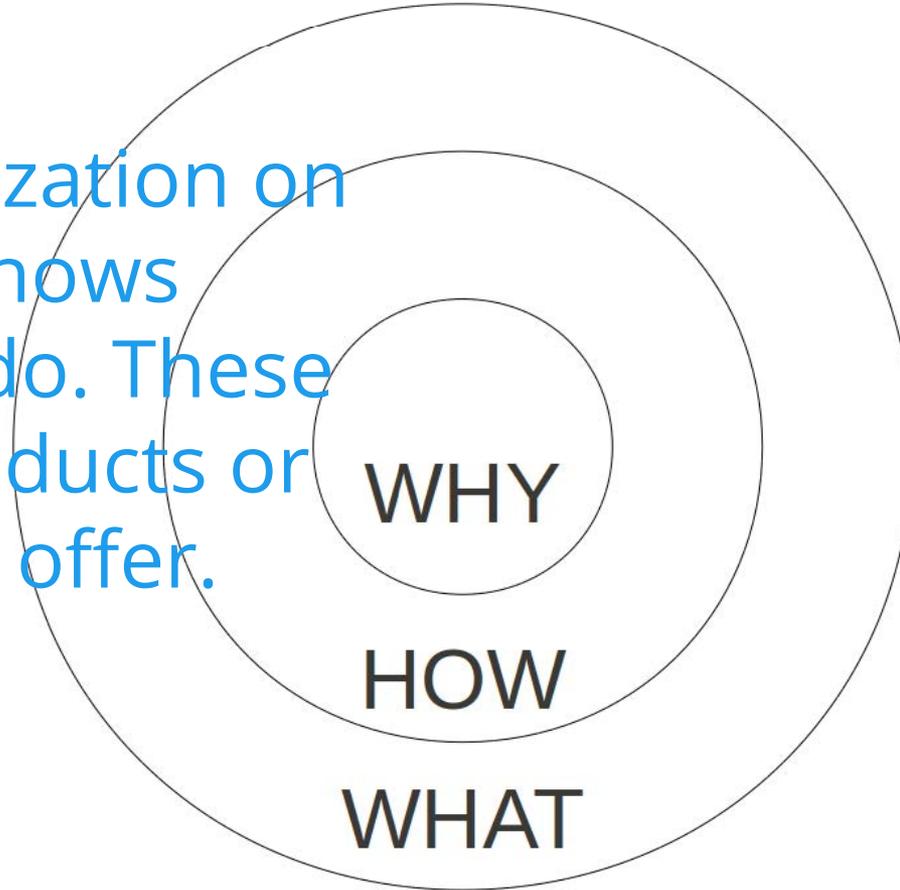
# The Golden Circle



# The Golden Circle

WHAT:

Every organization on the planet knows WHAT they do. These are your products or services you offer.



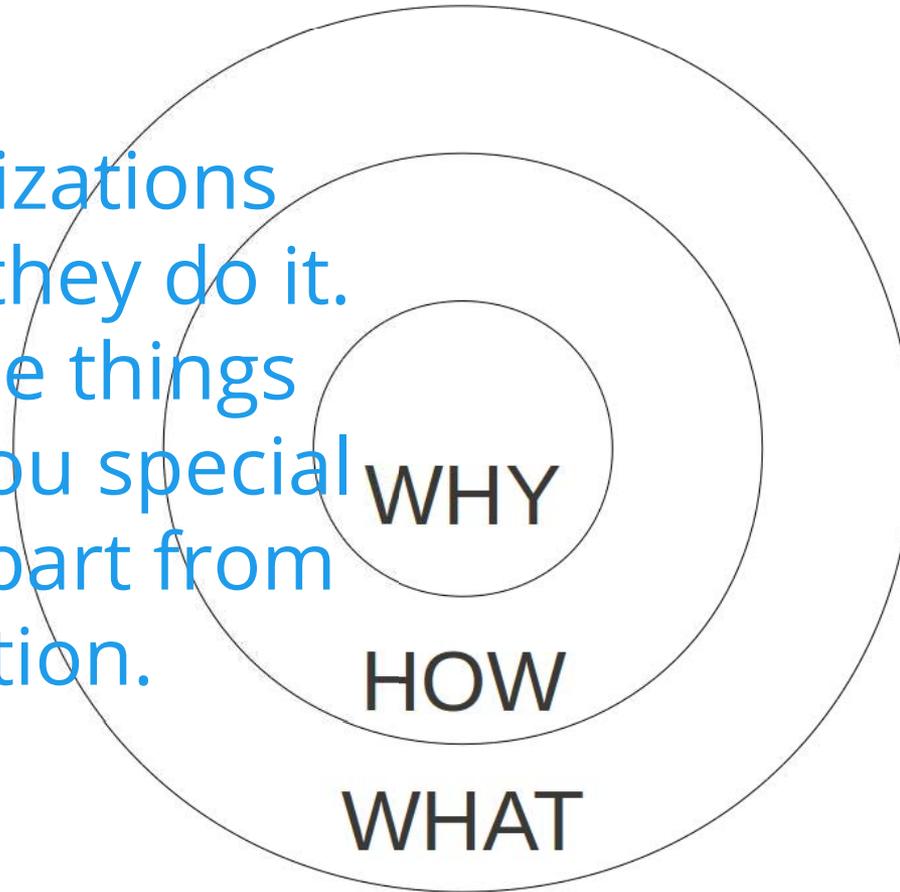
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# The Golden Circle

HOW:

Some organizations know HOW they do it. These are the things that make you special or set you apart from the competition.



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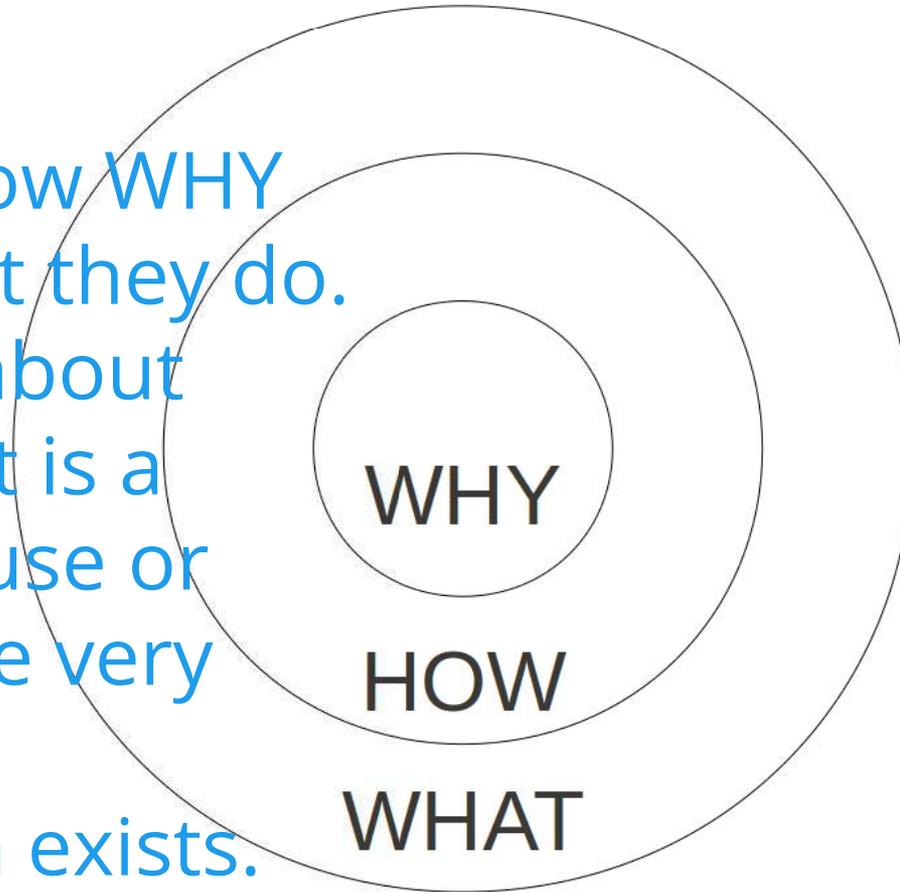


# The Golden Circle

WHY:

Very few know WHY they do what they do.

WHY is not about making \$\$\$. It is a purpose, cause or belief. It's the very reason your organization exists.

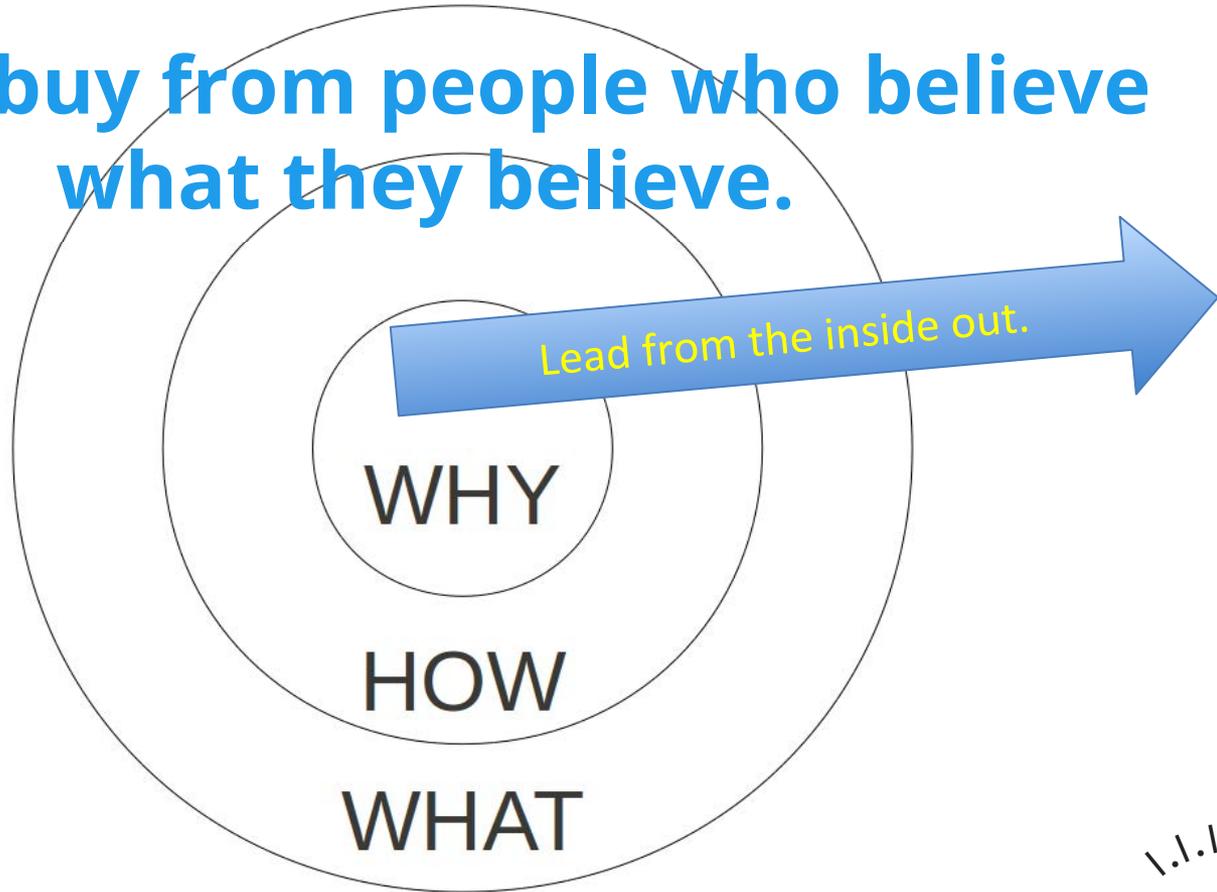


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# The Golden Circle

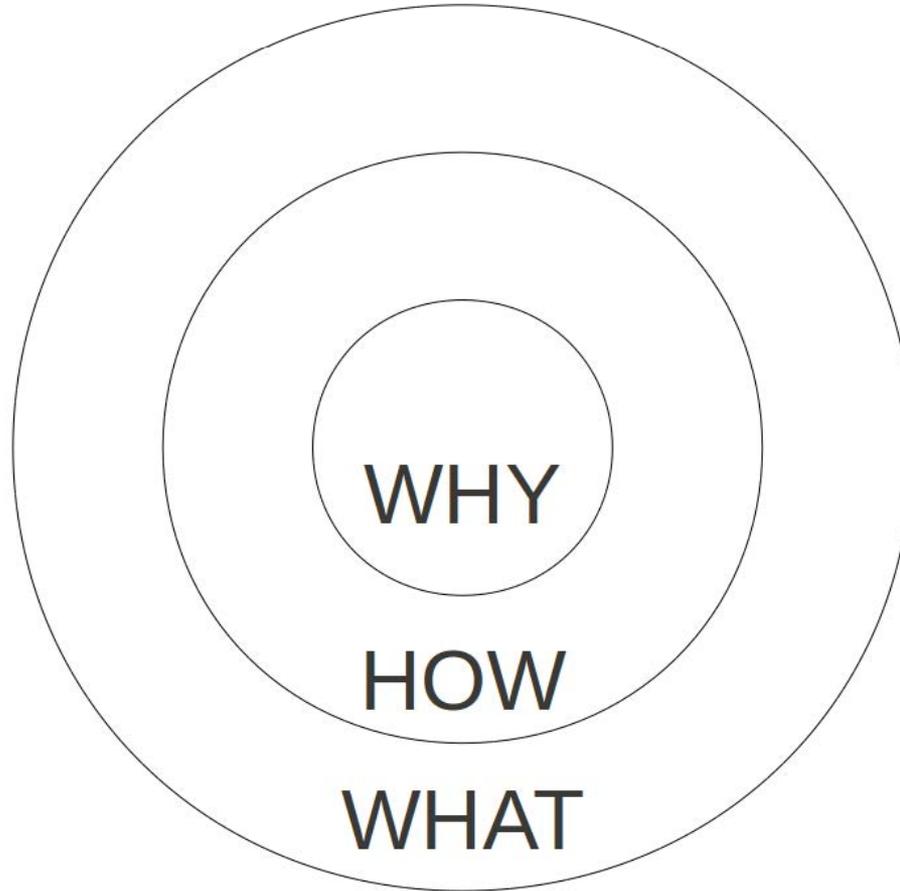
People buy from people who believe what they believe.



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# Let's practice building one.



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# Mission Statement

GUIDED BY A RELENTLESS FOCUS  
(HEARTFELT ADJECTIVE)

ON QUALITY, \_\_\_\_\_, AND \_\_\_\_\_  
(CLICHE) (ANOTHER CLICHE) (YET ANOTHER CLICHE)

WE WILL STRIVE TO \_\_\_\_\_  
(LONG-WINDED PHRASE)

DELIVERING \_\_\_\_\_ TO OUR \_\_\_\_\_  
(BIG ASPIRATIONAL WORD) (VAGUE GROUP)

SLIDE 1 OF 42

QUALITY! WE'VE  
ALREADY  
USED  
THAT



# The Value Proposition Process

**O.G.S.I**

Objectives ♦ Goals ♦ Strategies ♦ Initiatives



# Objectives

What we need to achieve (words)

- Develop a Unique Selling Proposition (USP) – The Golden Circle
- Differentiate from the competition
- Must be proprietary
- Must support the company branding

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[www.hellman.com](http://www.hellman.com)



# Goals

What we need to achieve (numbers)

- ROI Metrics
- Recall Measurement
- Sales
- Traffic



# Strategies

How we will do it: This is the process in which we take apart everything that's been done before, from messaging to tactical execution – and rebuild it back with solid branding and strategy.



You'll learn more in a day  
talking to customers than  
a week of brainstorming,  
a month of watching competitors,  
or a year of market research.



# Customer Development Cycle

- Awareness
  - Make customers aware of the product or service. We must be where they are looking and “jump up and down waving our arms” so they see us.



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# Customer Development Cycle

- Comprehension
  - Help customers understand how the product or service can benefit them.
  - They must immediately be able to identify what we do and why we are relevant to them.



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# Customer Development Cycle

- Conviction
  - Our branding, value statement, positioning, website, printed materials, trade show booth and public relations must all convey and support the value statement.
  - We must reinforce who we are in every communication so the customer will be supported in his/her buying decision.



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# Customer Development Cycle

- Advocacy
  - The customer must become a “fan” or advocate so he/she can “carry our water” to the decision-makers at the targeted companies and organizations.
  - We must supply our “advocate” with backup that allow him/her to convey our story in the easiest manner possible and remove any barriers.

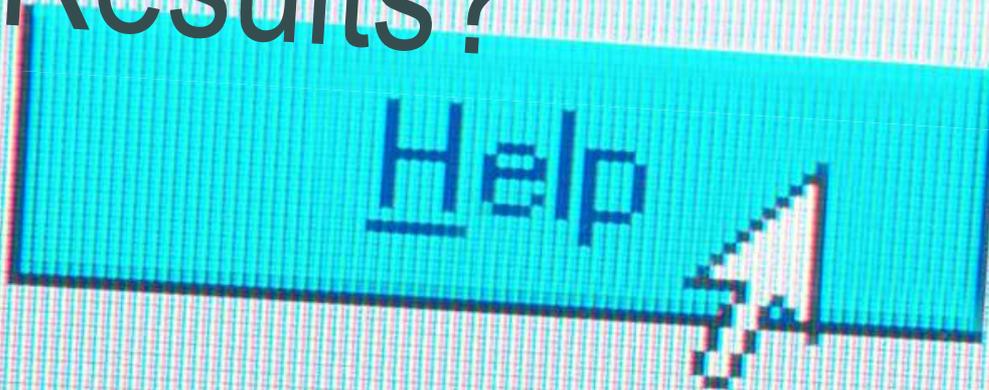
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# Customer Development Cycle



Now what:  
How can you achieve maximum  
Results?



# Solution:

- Develop an integrated strategy: A healthy blend of traditional marketing & PR with a strong mix of social media. Establishing carefully-executed tactics in relevant platforms.

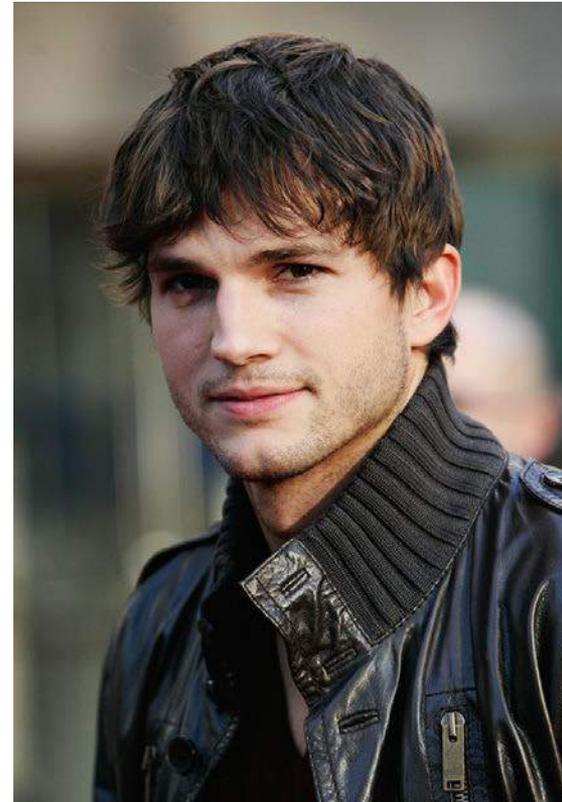


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# Question:

What does an **Iowa-born Hollywood actor** have to do with the digital age?



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# Answer: Critical mass.

A screenshot of Ashton Kutcher's Twitter profile. The profile picture is a yellow square with a black 'A+' logo. The bio reads: "I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me." The location is "Los Angeles, California" and the join date is "January 2009". A red callout bubble points to the "FOLLOWERS" count, which is "16.9M". The text "More than 16.9 million" is written inside the bubble. The tweet feed shows two tweets from Ashton Kutcher, both mentioning "aplus.com/search?so=FpS6...". The "Who to follow" section lists "Real Relationship", "Emma Watson", and "Laughing".

More than 16.9 million

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
8,765	674	16.9M	152	10

ashton kutcher @aplusk

I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me.

Los Angeles, California

facebook.com/Ashton

Joined January 2009

Tweet to ashton kutcher

Tweets Tweets & replies Photos & videos

ashton kutcher @aplusk · 5h

My 16 year old dog had surgery yesterday. These stories are helping me cope. [aplus.com/search?so=FpS6...](#)

ashton kutcher @aplusk · Jun 3

I'm loving the new search @aplusapp church out A+ parenting [aplus.com/search?so=FpS6...](#)

Who to follow · Refresh · View all

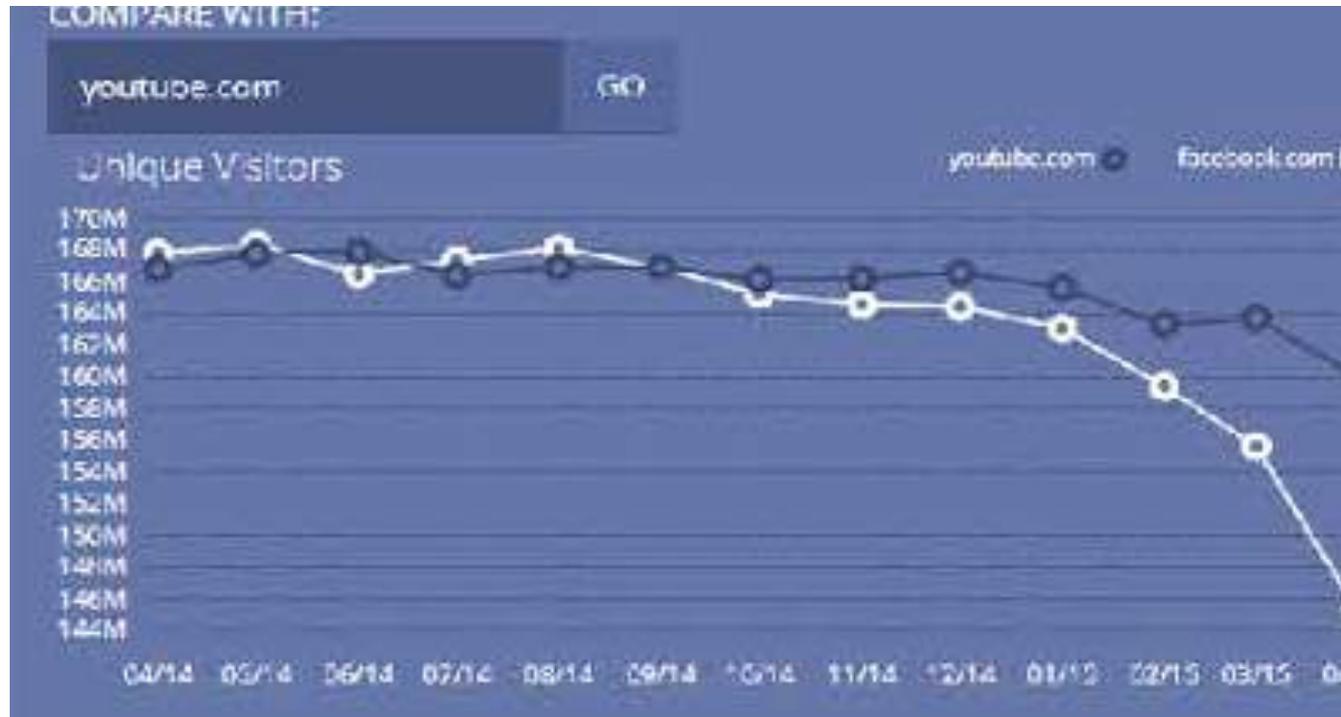
Real Relationship @REL..

Emma Watson @EmWa..

Laughing @ComedyTruth

Find friends

# Here are the facts.



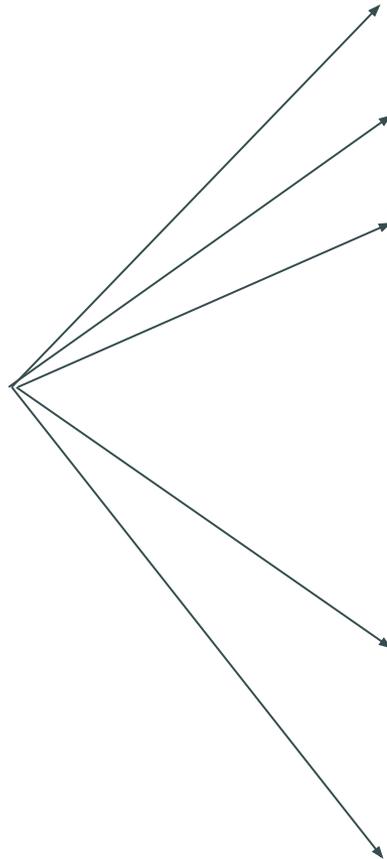


YouTube reaches more  
**18- to 49-year-olds** than  
any cable network in the U.S.

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# Why is the internet so important?

- These sites all work together, comprising the top Web traffic.
- Make your Website work for you. Have your marketing and awareness strategy compliment your **online presence**.
- Drive traffic. See results across multiple platforms!



1	Google.com	Enables users to search the world's information, including webpages, images, and v
2	Facebook.com	A social utility that connects people, to keep up with friends, upload photos, share l
3	Youtube.com	Youtube is a way to get your videos to the people who matter to you. Upload, tag a
4	Yahoo.com	A major internet portal and service provider offering search results, customizable c
5	Baidu.com	The leading Chinese language search engine, provides "simple and reliable" search
6	Amazon.com	Amazon.com seems to be Earth's most customer-centric company, where customer
7	Wikipedia.org	A free encyclopedia built collaboratively using wiki software. It received awards for
8	Taobao.com	Launched in May 2003, Taobao Marketplace (www.taobao.com) is the online shopp
9	Twitter.com	Social networking and microblogging service, utilizing instant messaging, SMS and w
10	Qiy.com	China's largest and most used Internet service portal owned by Tencent, Inc founda
11	Lynda.com	

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# Social Optimization

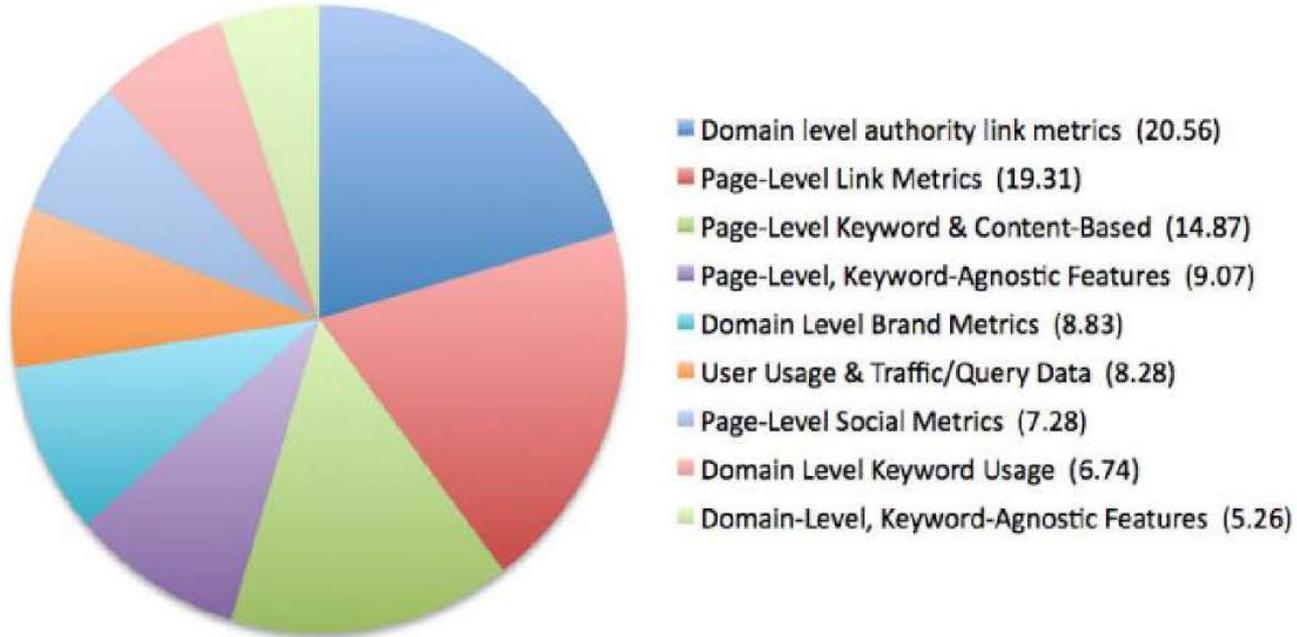
Search engine optimization  
+  
Social media  
=  
Social optimization

This unique approach combines SEO and social media strategy to create powerful conversion with built-in metrics.



# Why? The two are intertwined.

According to our survey respondents, here is how Google's overall algorithm breaks down:



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# Social Optimization

*A trifecta of powerful traffic/conversion drivers – implemented holistically.*

- **Keyword strategy** – based on the communications strategy, use keyword discovery tools for SEO and paid search.
- **Link building** – get great sites to link to your site via PR.
- **Awesome content – create compelling content**, socially optimize it, and update it frequently. Make it match your marketing strategy.



# A Typical Campaign Schematic



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# Mobile-Friendly Website

- It's what your customers want and they expect you to provide it.
- Google may penalize you if you don't have it.
- You'll begin to lose web traffic and ultimately potentially business.

**Check your site: [www.Google.com/webmasters/tools/mobile-friendly](http://www.Google.com/webmasters/tools/mobile-friendly)**



“A brand is no longer what we  
tell consumers it is, it is what  
consumers tell each other it is”

-Scott D. Cook  
Founder, Intuit, Board of Directors, P&G

bazaarvoice:

@psain

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# Change the way you connect!

- Technology is driving people to connect and meet up in mass with others in the social space.
- Mass mingling is powered by social networking, such as:
  - Facebook: Nearing 1.4 billion users. Approx. 5 new profiles every second. 4.5 billion “likes” per day. 1.5 million businesses on Facebook.
  - Twitter: 288+ million users, with 500 million tweets sent each day. Driving traffic back to websites serving as the “Hub.”

Source: Trendwatching.com



# Change the way you connect!

- Overall people in the U.S. spend nine hours per day engaging with digital media with TV, phones and computers...”



# Keys. Wallet. Watch.

- 90% of adults in America own a cell phone.
- 80% of cell phones have a browser.
- 38% of American adults own an e-reader or tablet.
- 67% of cell owners find themselves phantom checking.



**VS.**



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**YOUR BRAND IS  
WHAT OTHER PEOPLE  
SAY ABOUT YOU WHEN  
YOU'RE NOT IN THE ROOM.**

Jeff Bezos, CEO & founder Amazon

STARTUPVITAMINS

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# Questions

