

Aviation Business Consultants Intl. Helps Clients Hold an Aviation Marketing Webinar During Covid19 Crisis

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Aviation Business Consultants Intl. (ABCI), a company based in the Salt Lake City area, has announced that they are helping clients generate leads and find new business using an aviation marketing webinar. These webinars can be used in lieu of the aviation trade shows and conferences that are not allowed because of the Covid19 situation. Trade shows have been considered to be the most effective way of marketing in the aviation industry. Fortunately, technology has made it possible to hold webinars, including product demos, facility tours, happy customer interviews, and other interactive sales activities and experiences for potential clients in the aviation industry.

Paula Williams, President of Aviation Business Consultants Intl., says, ?With an aviation marketing webinar, customers can see your face on webcam, or your slides or video content. They can ask questions. You can respond personally. Also, aviation professionals are comfortable attending webinars ? probably more comfortable than attending an in-person sales presentation. And they appreciate companies that take the time to present information interactively and consider webinars more credible than video or printed information.?

There are a number of important components of the aviation marketing webinar offered by ABCI. First, there is the strategy session, which allows brainstorming for a great title, topics, and format that will target the client?s ideal customers. Second, there will be a tech set up and rehearsals where they will work with the client to ensure that the client will feel comfortable and look great on the webinar. Third, ABCI will help with advertising the webinar through the use of social media and email broadcast to target ideal customers. Fourth, a sales call outline will be developed for the client?s sales team to invite their prospects. Fifth, ABCI will design an attractive landing page for registrations to the aviation webinar.

Aviation Business Consultants Intl. will also provide other things to help ensure the success of the webinar. These include the: creation of a compelling slide deck; management of the technology so that the client can focus on the message; recording, editing, and production of the webinar in video format; introductions and facilitation for a professional touch; detailed reports, including prospect contact information, questions asked, and more; transcription of the webinar?s audio; and if requested by the client, advertisement of the webinar by using 500 mailed postcards that are sent twice to people in a targeted mailing list. One set will be for inviting guests to the webinar, and the other set will be for inviting them to the replay.

Paula Williams points out that there are number of important things that clients can expect from the webinar. These include the: collection of contact information from leads; establishment of the client?s leadership and authority; ability to deeply engage with potential customers; provision of brochures, handouts, and other materials, ability to show live camera, diagrams, animated slides, and other complex information; ability learn from the questions asked by prospects; and ability to make a presentation across geographical boundaries.

ABCI is a leading aviation marketing company focusing on business to business marketing. They can provide help with various aspects of marketing and sales support. These include: sales and marketing consulting, including the client?s Marketing Flight Plan; strategy, design, identity, and branding services; resources and training for the client?s sales and marketing teams; online marketing; traditional marketing services; sales training on topics, such as sales process collateral, sales presentation development, and mystery shopping; customer service consulting, including testimonial interviews, customer satisfaction surveys, and more; and full service aviation marketing.

Those who have tried the services offered by ABCI have mostly positive things to say about the company. For instance, Taylor G. who owns a corporate aviation photography company, said, ?I hired Paula as a business consultant for my aviation photography. She has a wealth of knowledge that I feel is unmatched in her field. I have seen my business grow into something that my thoughts couldn?t even conceive a year ago. The credibility that her work has given my business is wonderful and I couldn?t be happier. I am truly grateful for everything she has done for my business and her continuous hard work.?

Those who are interested in the webinar as a tool for marketing for aviation may want to check out the Aviation Business Consultants Intl. website, or contact them on the telephone, or through email.

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Aviation Business Consultants Intl. (ABCI)

ABCI helps companies sell more products and services in the Aviation industry. We work with charters, brokers, flight schools, MROs, component manufacturers, software, doctors, lawyers, insurance professionals and others.

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