

# Case Study: **Aircraft Insurance Provider**



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# Overview

Focused on amplifying their online presence, our approach delved into the intricacies of marketing to aircraft owners with tailored insurance needs.

Understanding the discerning nature of our target audience, our content creation strategy centered on industry-specific nuances. We developed and curated content addressing the unique concerns and requirements of aircraft owners, insurers, and aviation professionals. This meticulous approach ensured that our messaging resonated with the specific challenges and considerations within the private aircraft insurance sector.

Conversion optimization was a core objective, and our data-driven strategies were deployed to enhance the entire conversion funnel. By meticulously optimizing user journeys, we facilitated seamless transitions from awareness to inquiry and ultimately, policy acquisition. We completely overhauled the online quote generator, making it into an effective and modern lead collection tool, that gives clients a good jumping off point, and sales teams the info they need to pursue warm leads with situational awareness. This systematic approach addressed the unique decision-making processes inherent in the private aircraft insurance sector.



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# Objectives

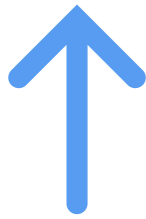
- Develop a robust online quote generation system to streamline the lead collection process, and give clients and sales staff a good starting point for the customer journey.
- Implement targeted advertising campaigns to reach self-managed VVIP corporate clients, emphasizing the reliability and trustworthiness of the insurance provider to CAMs and Chief Pilots.
- Enhance the website's SEO to improve visibility within the competitive aviation services landscape.



# Key Results



**Increased lead generation per website visit by 53%**



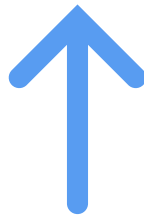
**53%**



**33%**



**Increased re-marketing email engagement by 33%**



**70%**



**+70% Increase in front-page search presence on niche keywords such as "Private Aircraft Insurance"**



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# Conclusion

A critical aspect of our forward-looking strategy involved implementing targeted advertising campaigns to CAMs and Chief Pilots of self-managed corporate aircraft, as well as aircraft management companies that make fleet-wide decisions for their insurance policies. Our data-driven and highly focused approach to audience definition ensured the client deployed a truly direct digital marketing campaign, spending their ad dollars where they count.

Furthermore, recognizing the paramount importance of efficiency in lead generation, we advocate for the development of a robust online quote generation system. Such a system streamlines the lead collection process, providing clients and sales staff with a seamless starting point for the customer journey. This not only expedites the decision-making process for potential clients but also empowers the sales team with valuable insights to tailor their approach effectively.

As part of our comprehensive strategy, we led an enhancement of the website's SEO to bolster visibility within the competitive aviation services landscape. A meticulous optimization approach, centered on industry-specific keywords and trends, will ensure the insurance provider stands out amidst the digital noise. Improved SEO not only increases organic traffic but also positions the brand as a reliable source within the aviation insurance sector.



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