

Case Study:  
**Aircraft Management /  
Charter Operator**



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(512)-580-9043

# Overview

In this case study, we tackled the distinctive challenges of the private aviation industry, working in tandem with leadership to fortify the operator's online presence and reinforce their standing in the market. We focused on pragmatic solutions, paying mind to the complexities of private aviation and VVIP clientele. We devised and implementing highly targeted audience-definition strategies to achieve tangible results with accountable ROI.

Our partnership with Aircraft Services Group, is a testament to Rotation Direct's commitment to delivering effective digital marketing solutions for aircraft management and charter operators. In this dynamic and competitive sector, we addressed critical objectives with precision, emphasizing accountability for adspend in our approach. From refining and optimizing search presence, to targeted advertising campaigns on LinkedIn, our tailored strategies reflect a keen understanding of the industry's nuances.

As we delve into this case study, we'll explore three specific objectives look into the key metrics that experienced notable improvements, and conclude with the impact of our collaborative efforts on the operator's sustained growth and success.



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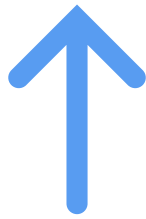
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# Objectives

- Develop a robust online booking system to streamline the charter reservation process, enhancing user convenience.
- Implement targeted advertising campaigns to reach VVIP corporate clients, emphasizing the operator's fleet reliability and safety.
- Enhance the website's SEO to improve visibility within the competitive aviation services landscape.

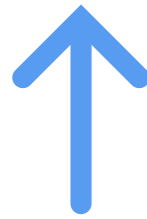


# Key Results



45%

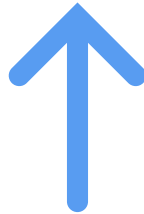
**Increased online  
booking conversions  
by 45%**



23%



**Increased empty leg  
liquidation by 23%  
with email and social  
media campaigns**



65%



**+65% Increase in search  
presence on niche keywords  
such as "Aircraft management"**



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# Conclusion

Through targeted strategies and precise execution, we successfully achieved the outlined objectives, contributing to the operator's enhanced market position.

The implementation of a streamlined online booking system resulted in a marked increase in booking conversions, streamlining the reservation process for clients. Our focused advertising campaigns facilitated improved visibility and engagement with corporate clients, fostering valuable partnerships within the aviation sector. Additionally, the strategic enhancement of the website's SEO positively impacted search engine rankings and organic traffic, solidifying the operator's online presence.

At Rotation Direct, our commitment to delivering results-driven solutions is evident in the concrete improvements observed across key metrics. As we navigate the intricacies of specialized industries, our collaborative efforts with the Aircraft Charter Operator stand as a testament to our ability to provide practical and effective digital marketing solutions, contributing to the sustained growth and success of our clients.



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