

DISCOVER/DEFINE

DEVELOP

DEPLOY

BUSINESS / MARKETING GOALS

AERIAL PROMOTIONS STRATEGY

- Market positioning
- Go to market needs
- Branding requirements

- Cross-functional team
- Co-campaigns
- Roadmap schedule
- Post-flight follow-up plans

- Enjoy the airshow
- Continue social conversations
- Sales follow-up on leads
- Integrate in content marketing

- Desired user experience
- Channel integration needs
- Key success metrics

- Aerial products
 - Banners
 - Blimps
 - Skywriting

- Boost elements
 - Social media tags & channels
 - Geo fencing areas
 - Video or photography plans
 - Baseline report metrics

- Take flight!
- Capture images
- Amplify social conversations
- Deliver post-flight reports
- Wrap-up Boost elements

