

Grand Aire, Inc.

# Social Strategy Assignment 06/06

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Due June 11, 2018

## Competition:

- Air Charter Service
- The Charter Store
- Charter Guru's
- Crow Executive Air

**Goal: Our goal is to improve our communications via digital channels and to improve engagement with our consumers.**

**a. Objectives-** Increase reviews from logistics clients

- FB Reviews
- Google Reviews
- Yelp

**b. Strategy-** Reward Grand Aire customers for reviewing and sending in feedback.

- Public: Logistic customers
- Logic: We want more ratings/reviews to increase engagement between us and our customers. We also want to attract future consumers.
- Communication channel: Mass media
- Medium Type: Facebook, Google, Yelp, Glassdoor, etc.
- Timing: Quarterly

**c. Tactic-** Promote rewarding customers with Grand Aire Merchandise such as stickers, mugs, hats, etc.

**a. Objectives-** Engage with past, present, and future customers.

- b. Strategy-** Hire more employees to engage with customers
  - **Public:** Past, present, and future customers
  - **Logic:** Increase customer satisfaction,
  - **Communication channel:** Mass media
  - **Medium Type:** Social media, phone calls, etc.
  - **Timing:** Over the fiscal year
- c. Tactic-** Advertising on social media to hire someone to fill the position.

**a. Objectives-** Run more events and engage with customers organically.

**b. Strategy-** Hire event planners

- **Public:** Past, present, and future consumers.
- **Logic:** Keep consumers engaged with the company and introduce new consumers to the company.
- **Communication channel:** Mass media
- **Medium Type:** Social media, Facebook, Twitter, LinkedIn.
- **Timing:** Semi-annually

**c. Tactics-** Increase customer base, network, increase sales.

-Research local events planners in the area.

## Personas:

**1. Persona Name:** Jack Owner

**Background-** Business Owner: Small Technology Company

**Family:** Married. Two college aged kids.

**Demographics-**

**Gender:** Male.

**Age:** 45

**Income:** \$160 k

**Location:** Toledo, Ohio

**Identifiers-**

**Demeanor: Driven, Forceful, Outgoing, Financially savvy.**

**Communication Preference: Assistant screening calls, emails, collateral mail/print.**

**Goals- Flexible transportation**

**Challenges- Conscious about getting the best deal. On a tight schedule.**

## **2. Persona Name: Jackie Good**

**Background- Nonprofit Manager**

**Family: Single. No children.**

**Demographics-**

**Gender: Female**

**Age: 37**

**Income: \$57 k**

**Location: Toledo, Ohio**

**Identifiers- Demeanor: Motivated, Committed to cause, shy.**

**Communication preference: Email. No paper.**

**Goals- Creating a budget plan that would allow for her to afford Grand Aire Inc.**

**Challenges- Financial concerns.**

## **3. Persona Name: Janet Living**

**Background- Organ Transplant Director - Doctor**

**Family: Married, 1 child.**

**Demographics- Gender: Female**

**Age: 55**

**Income: \$206 k**

**Location: Rochester Minnesota**

**Identifiers- Demeanor: Focused, Confident, Intelligent, Detailed.**

**Communication preference: Staff, all electronic/email.**

**Goals- Working closely with Janet and her assistant to fulfill her needs.**

**Challenges- Very tight schedule.**

## **Empathy Map:**

Jack Owner

Said: "How much will it cost?"

"Is the price negotiable?"

"Is there a contract?"

Did: Compares providers, talks with other business owners to get the best deal, and Jack Owner

Thought: "I want the best deal." "This is my decision." "I am the customer."

Felt: Confident, Non-emotional (all about money), Decisive.

## **Jackie Good**

Said: "Who else have you provided services for?" "What do you think?" "I just want to do what is right."

Did: Organizes the information given, checks website, looks at reviews from other nonprofits.

Thought: "I hope I am making the right decision." "This is a huge decision." "What are the positive outcomes that will come from this charter?"

Felt: Personally invested, obligated, unsure.

**Janet Living**

Said: "Get me the information." "I need references." "

Did: Checks references, does research on company and competition.

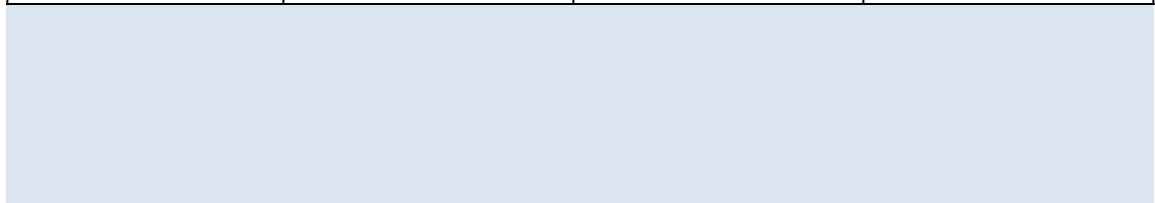
Thought: "I think I am making a great decision." "I can check this off my list."

Felt: Accomplished, Confident, etc.

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Facebook	Page or Group	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>	None	5; Informing, while also inspiring interaction
	Timeline	None	5; Informing while also inspiring interaction
	About	None	10; Covers all info needed
	Reviews	None	7; A decent amount of reviews, mostly positive. Should reply to every review.

	Videos	None	3-4
	Events	None	0

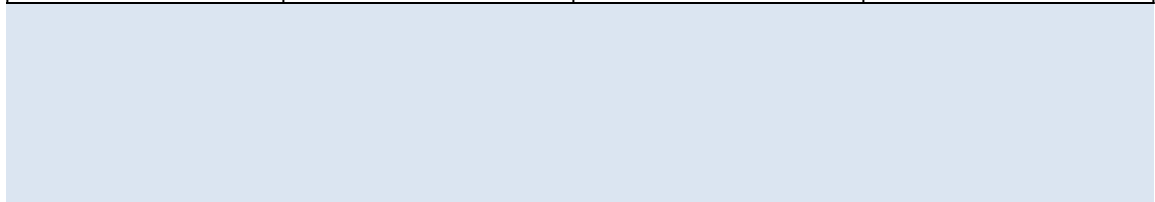


Twitter	Handle	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	None	6-7

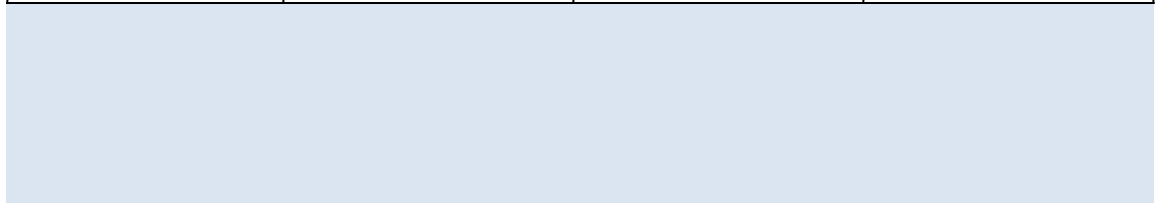


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Blog	Address	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	<a href="http://www.grandaire.com/tag/latestnews/">http://www.grandaire.com/tag/latestnews/</a>	None	4



Linked In	UserName	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-7), Engaging (7-10)
	<a href="https://www.linkedin.com/company/grandaire-inc-">https://www.linkedin.com/company/grandaire-inc-</a>	None	2

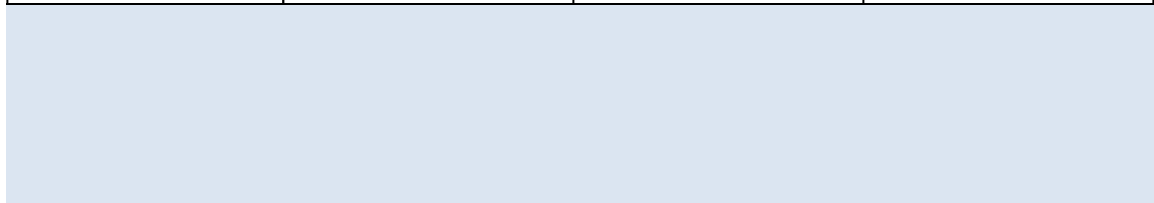




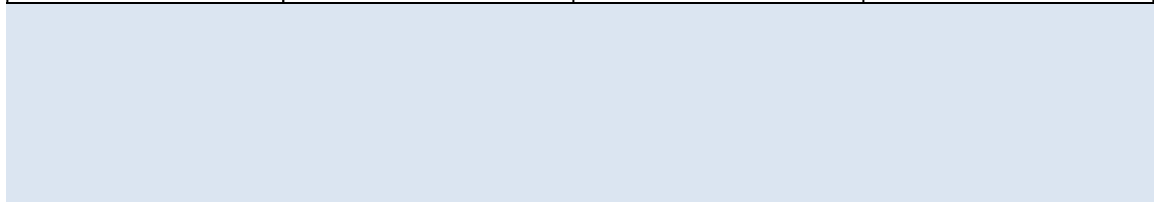


	Observed	Recommended	Post Fre
Facebook	Strategy/Purpose	Strategy/Purpose	Current
	Pushes sales and attempt to interact with customers; also crossposts auto to Twitter which is a bad practice	Promote the brand, Highlight news stories to show the company cares, Be quirky, Use social listening, Engage with your audience	Irregular
	Inform, Promote, Entertain, Update	Pushing the brand, Linking New blog post, Inform, Connecting with partners, Engaging with audience, Reposting relevant news, etc.	Call for more engagement within consumers. Ask questions, use hashtags, get feedback. Actively answer questions about the company.
	Covers all areas required	N/A	N/A
	N/A	Use this info to populate your content calendar; what are people feeling in the dark about?	Not with every post

	Entertain/ Inform	Use videos to promote products more efficiently. Show what the company is actively doing to show they care about specific events. Show the company's mission. Use videos for updates on products	Last posted 3 weeks ago. Other than that, they are fairly sporadic
	N/A	Ad an events tab for starters. Update frequently and keep users informed.	No events so far

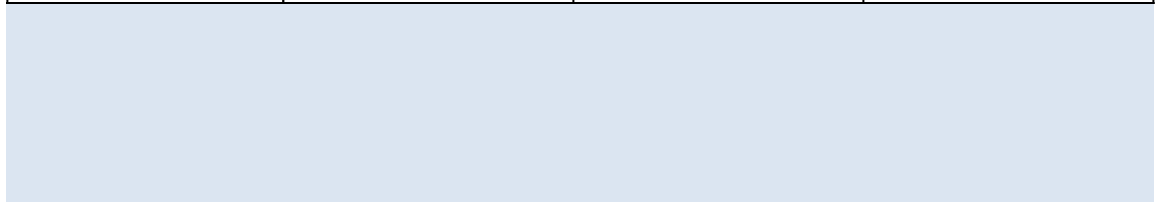


	Observed	Recommended	Post Fre
Twitter	Strategy/Purpose	Strategy/Purpose	Current
	Crossposting from FB	Discontinue	Slightly more frequent than FB, due to RT's



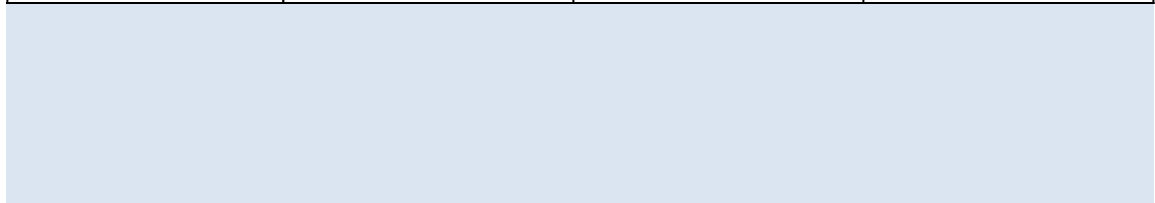
	Observed	Recommended	Post Fre
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Blog	Strategy/Purpose	Strategy/Purpose	Current
	Just created a blog. Inform others on specific happenings/events	Use blog to talk about things other than sales. Make blogs interesting, creative, and to the point	Monthly



	Observed	Recommended	Post Fre
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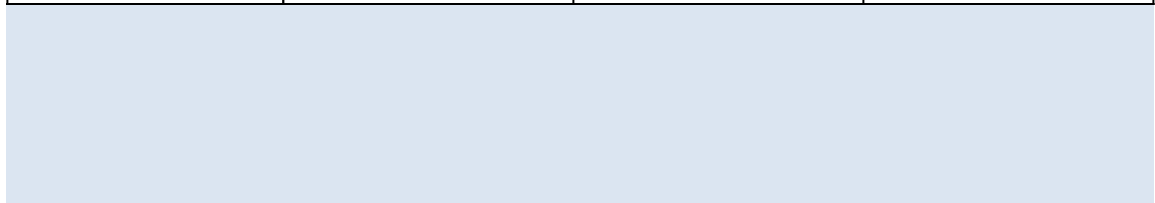
Linked In	Strategy/Purpose	Strategy/Purpose	Current
	Informing only	Engage with users of Linked In	Irregular



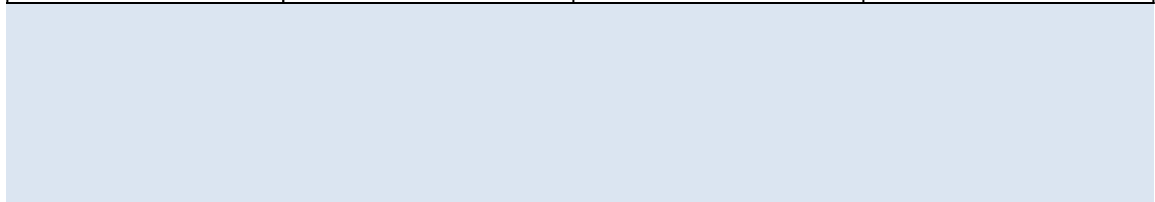


	Frequency	Content Shared	
Facebook	Recommended	Current	Recommended
	At least one post per day. Also work on boosting how many people have liked the page. Studies show that posting 1-5 times a month doubles engagement. Mix with ads and promos.	Shares events, little news/ information.	Show more customers. Satisfaction stories, Grand Aire news, promote blog posts, continue sharing events/info from other companies related to business
	At least one post per day. Also work on boosting how many people have liked the page. Studies show that posting 1-5 times a month doubles engagement. Mix with ads and promos.	Articles, Information, Similar Events	Show more customers. Satisfaction stories, Grand Aire news, promote blog posts, continue sharing events/info from other companies related to business
	N/A	N/A	N/A
	Needs to be with every review. Not just likes on posts	N/A	N/A

	Weekly to bi-weekly	Entertain/ Inform	Sales, service, builds, reviews, product demos, airplanes that come in, mission and stories of those that use Grand Aire
	As often as you have events	No events so far	All events surrounding your cause locally, if you are sponsors or not

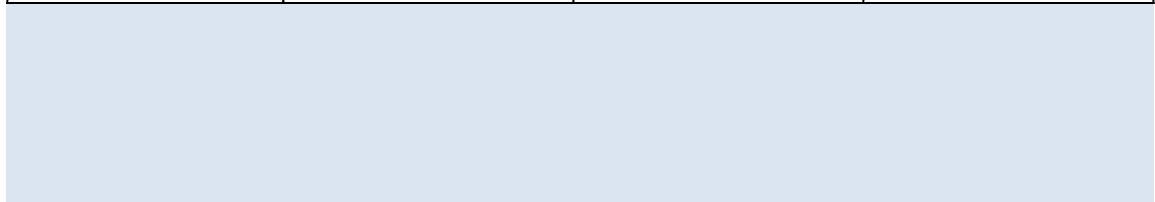


	quency	Content Shared	
Twitter	Recommended	Current	Recommended
	3-5 Tweets per day	Drosspost from FB	Discontinue



	quency	Content Shared	
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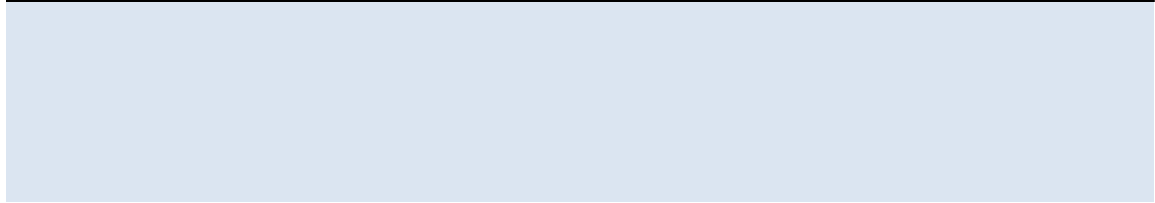
Blog	Recommended	Current	Recommended
	Every other week to every week (2-4x a month)	Currently all about organ donation awareness month, since hospitals are able to get around using Grand Aire	Guest bloggers, Regulations, More about their products, team members and what they do, reviews, answering questions, events, etc.



	quency	Content Shared	
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Linked In	Recommended	Current	Recommended
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	Share/ Post at least one a day or once every other day	Mostly just informing	Make sure shared posts are strictly business related.
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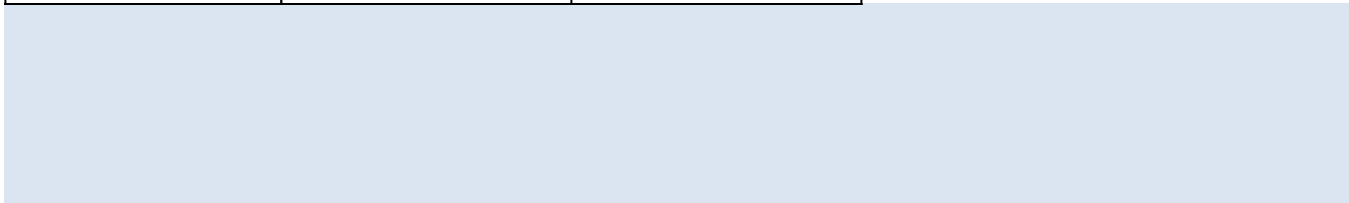




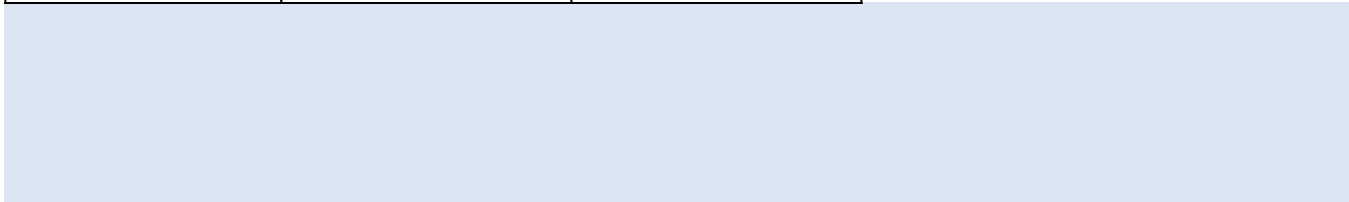
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Facebook	Party Responsible	Measurement
	Grand Aire	FB analytics
	Grand Aire	FB analytics; Google Analytics in conjunction with webpage
	Grand Aire	FB analytics
	Grand Aire	FB analytics; customer service metrics if any

	Grand Aire	FB analytics, share, attendees, accepted invite, proposed invites, ACTUAL attendance
	Grand Aire	FB analytics, share, attendees, accepted invite, proposed invites, ACTUAL attendance



Twitter	Party Responsible	Measurement
	Grand Aire	Twitter Analytics

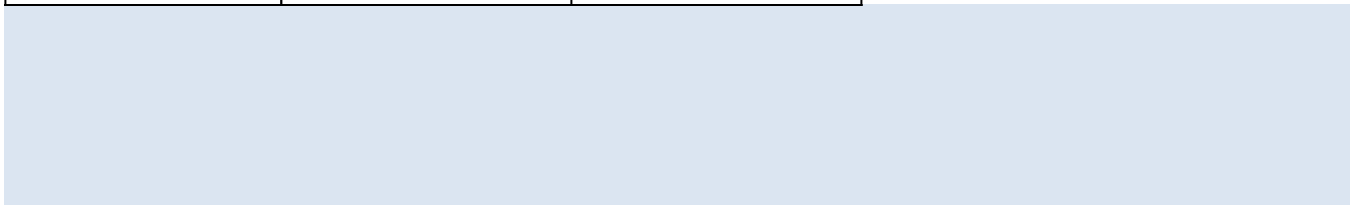


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Blog	Party Responsible	Measurement
	Grand Aire	Visits, traffic, pings, pingbacks, clickthroughs, Google Analytics



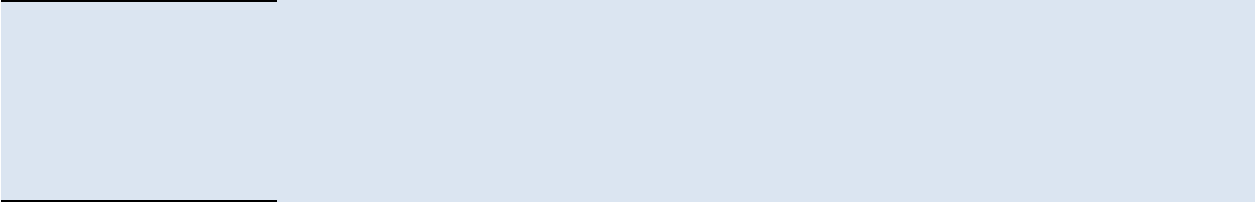
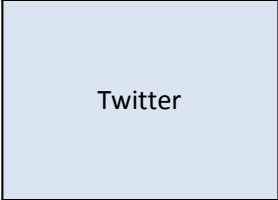
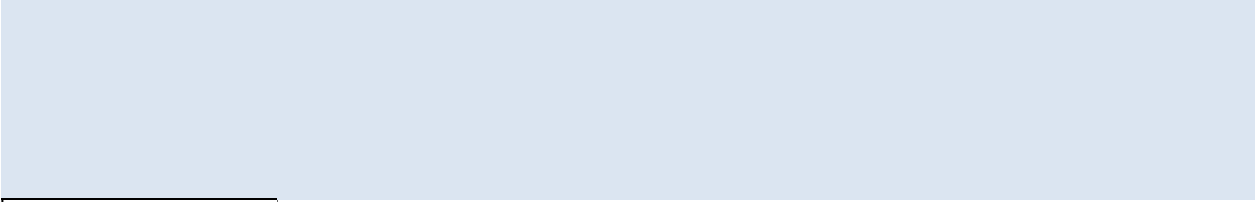
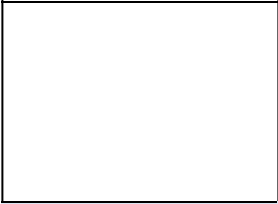
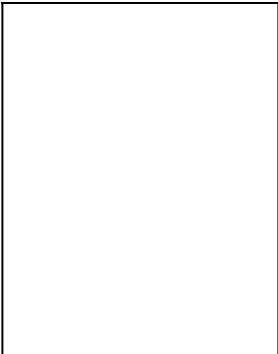
Linked In	Party Responsible	Measurement
	Grand Aire	Google Analytics





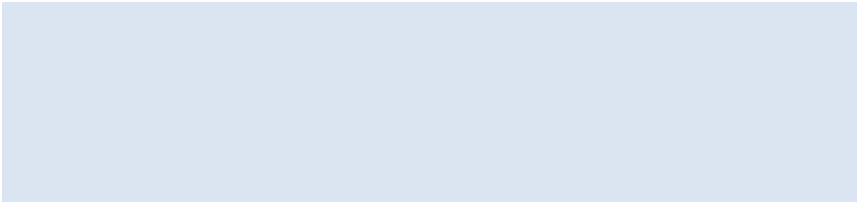
Grand Aire, Inc.

Facebook



Blog

Linked In

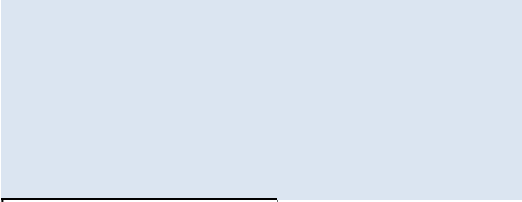
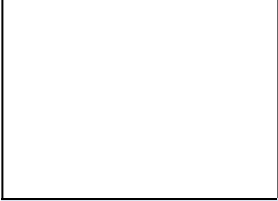
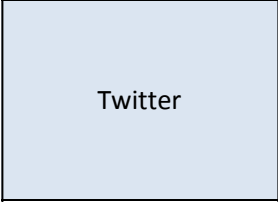
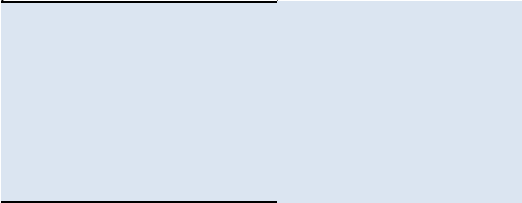
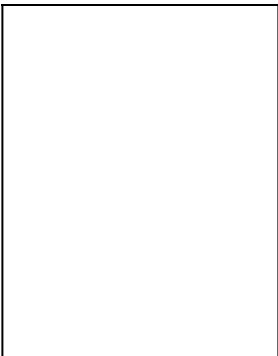






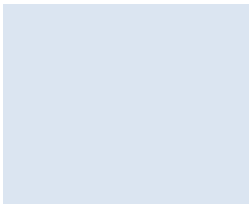
Grand Aire, Inc.

Facebook



Blog

Linked In







Week	Network	Time	Content Type	Topic	Copy	Link	Notes			
<b>WEEK 1: MONDAY, DATE</b>										
FACEBOOK	7:00 AM	Video	Silent Video	Organ Transplant Center plane coming in ready to unload!		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				
					12:00 PM	Promotion	Email marketing	Don't miss out on our email!	<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>	
LINKEDIN	9:30 AM	Video	On Job Training	Find out how Grand Aire provided an on the job site training for our newest hired employees		<a href="https://www.linkedin.com/company/grand-air-llc">https://www.linkedin.com/company/grand-air-llc</a>				
TWITTER	7:30 AM	Video	Virtual Tour	Good morning followers! Check out this virtual tour of our most popular plane.		<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>				
					10:30 AM	Live Video	Meet and Greet	Meet some of our employees with this live video	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
					12:00 PM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireInc, sign up to be our email newsletter list	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Pop in to enjoy these amazing airplane cookies and chat with us!		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
					9:45 AM	Curated Image	Grand Aire is now in Detroit. We are excited!	<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>		
					9:45 PM	Story	Meet and Greet	Hey everyone! Today we are going to introduce you to some of our employees here at Grand Aire!	<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>	
<b>WEEK 1: TUESDAY, DATE</b>										
FACEBOOK	10:00 AM	Promotion	Page Encouragement	Be sure to share our posts so your friends have the opportunity to like our page!		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				
					2:00 PM	Status Update	Event Reminder	Feel free to come out to our Honor Flights event this Saturday from 1:00PM until 5:00PM to meet and greet our staff while witnessing the Honor Flights	<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>	
LINKEDIN	10:00 AM	Curated Content	Nearest Airports	Find the nearest Grand Aire eligible airports to you		<a href="https://www.linkedin.com/company/grand-air-llc">https://www.linkedin.com/company/grand-air-llc</a>				
					3:00 PM	Promotion	Hiring	Grand Aire is now hiring. We are currently looking for a Full-Time Pilot	<a href="https://www.linkedin.com/company/grand-air-llc">https://www.linkedin.com/company/grand-air-llc</a>	
TWITTER	7:30 AM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireInc, sign up to be our email newsletter list		<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>				
					9:45 AM	Curated Content	Fuel Prices	Check out what we pay today for #GrandAire fuel prices	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
					12:30 PM	Curated Content	Reviews	Follow this link to see our customer reviews	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
INSTAGRAM	2:15 PM	Promotion	Rewards	GrandAire now offers a punch card to reward a loyal returning customer.		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
					5:45 AM	Original Image	Organ Transplant	Helping save lives one organ transplant at a time #GrandAireCares	<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>	
					1:00 PM	Boomerang	Airplane Landing	Check out our airplane landing	<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>	
BLOG	10:00 AM	New Blog Post	Guest Blogger - A Veteran's Perspective	"An Inside Look at the Honor Flight at Grand Aire"		<a href="https://www.grandaire.com/blog/inside-look">https://www.grandaire.com/blog/inside-look</a>				
<b>WEEK 1: WEDNESDAY, DATE</b>										
FACEBOOK	3:00 PM	Promotion	Guest Blogger - A Veteran's Perspective	Did you see our blog post yesterday? If not, check it out!		<a href="https://www.grandaire.com/blog/inside-look">https://www.grandaire.com/blog/inside-look</a>				
LINKEDIN										
TWITTER	9:45 AM	Curated Content	Fuel Prices	Check out what we are paying today for our fuel prices		<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>				
					12:30 PM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireInc, sign up to be our email newsletter list	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
					2:15 PM	Promotion	Rewards	#GrandAireInc now offers a punch card to reward a loyal returning customer.	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
INSTAGRAM	10:00 AM	Original Image	Fuel Prices	Check out what we are paying for our fuel prices today		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
<b>WEEK 1: THURSDAY, DATE</b>										
FACEBOOK	7:00 AM	Status Update	Live Video	Good morning! Tune in at 1PM today to witness our newest plane taking off for the very first time		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				
					1:00 PM	Live Video	Live Take-Off	Good afternoon! Tune in now to witness our newest plane taking off for the very first time	<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>	
LINKEDIN	10:00 AM	Video	Engineer Video	Listen in to hear what the engineers behind our planes have to say		<a href="https://www.linkedin.com/company/grand-air-llc">https://www.linkedin.com/company/grand-air-llc</a>				
TWITTER	7:45 AM	Promotion	Discounted Flight Opportunity	Good morning followers! Get your day started by giving us a follow and retweeting this for your chance to earn 50% off from your next flight		<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>				
					10:30 AM	Promotion	Guest Blogger - Veteran's Perspective	Did you see our recent blog post? Check it out on our website!	<a href="http://www.grandaire.com/tag/featurenews/">http://www.grandaire.com/tag/featurenews/</a>	
					1:00 PM	Promotion	Live Take-Off	Good afternoon! Tune in now to witness our newest #GrandAire plane taking off for the very first time	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
INSTAGRAM	3:45 PM	Promotion	Event	Feel free to come out to our #HonorFlights event this Saturday from 1:00PM until 5:00PM to meet and greet our staff while witnessing the Honor Flights		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
<b>WEEK 1: FRIDAY, DATE</b>										
FACEBOOK	12:00 PM	Status Update	Event Reminder	Remember, customers from 1:00PM until 5:00PM you can come to our hangar to attend our Honor Flight event to meet and greet our staff, witness the historic Honor Flights, and more		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				
LINKEDIN	1:30 PM	Promotion	Honor Flights	Educate yourself on the well-respected Honor Flights by reading this article		<a href="https://www.linkedin.com/company/grand-air-llc">https://www.linkedin.com/company/grand-air-llc</a>				
TWITTER	7:15 AM	Promotion	Honor Flights	Educate yourselves on our event coming up tomorrow, the #GrandAireHonorFlights		<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>				
					10:30 AM	Curated Content	Fuel Prices	Check out what we are paying for our fuel prices today	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
INSTAGRAM	1:00 PM	Promotion	Email Marketing	Hey followers! If you need more info about #GrandAireInc, sign up to be our email newsletter list		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
INSTAGRAM	1:00 PM	Original Picture	Event Reminder	Tomorrow at 1:00PM you can come to our hangar to attend our Honor Flight event to meet and greet our staff, witness the historic Honor Flights, and more		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
<b>WEEK 1: SATURDAY, DATE</b>										
FACEBOOK	10:00 AM	Status Update	Event	Today is the day! Come out to our Honor Flight event for free food, prizes, and a live look at the Honor Flights at GrandAire Inc. Event starts at 1:00PM and will go until 5:00PM		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				
					2:00 PM	Status Update	Event	We are underway with our Honor Flights Event. There is still plenty of time to come and see us!	<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>	
LINKEDIN	1:00:00 PM	Promotion	Event	Check out our live stream of our Honor Flights		<a href="https://www.linkedin.com/company/grand-air-llc">https://www.linkedin.com/company/grand-air-llc</a>				
TWITTER	7:15 AM	Promotion	Honor Flight	Today is the day of our #GrandAireHonorFlight event. Come experience the event yourself or tune into our 1:00PM live stream video		<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>				
					10:30 AM	Video	Honor Flight	Here is a video that our team put together to give our followers a background story of the #GrandAireHonorFlights	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
					1:00 PM	Live Video	Honor Flight	Tune in to see our #GrandAireHonorFlight live now	<a href="https://twitter.com/grandaire">https://twitter.com/grandaire</a>	
INSTAGRAM	10:00 AM	Story	Honor Flight	Today is the day of our #GrandAireHonorFlight event. Come experience the event yourself or tune into our 1:00PM live stream video		<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>				
					1:00 PM	Video	Honor Flight	Tune in to see our #GrandAireHonorFlight live now	<a href="https://www.instagram.com/grandaire">https://www.instagram.com/grandaire</a>	
<b>WEEK 1: SUNDAY, DATE</b>										
FACEBOOK	12:00 PM	Promotion	Event Review	Thanks to all who made it out to the Honor Flight event yesterday! For those of you who couldn't make it, stay tuned for our next event date		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				
	5:00 PM	Live Video	News Update	A lot happened regarding social media updates this week, let us know your reaction to these ones		<a href="https://www.facebook.com/GrandAire/">https://www.facebook.com/GrandAire/</a>				

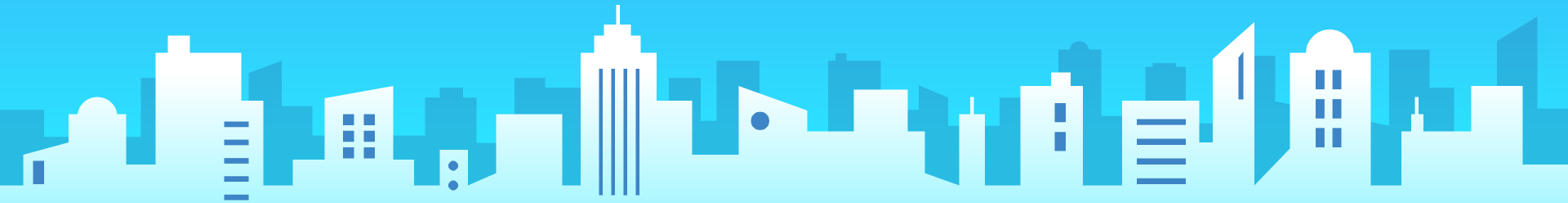






# Grand Aire, Inc.

By: Rio Weikum & Jake Wagenmaker

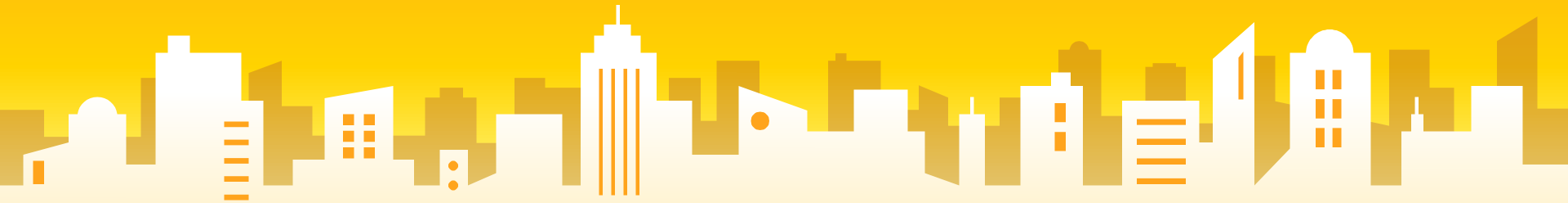


# Competition

- Air Charter Service
- The Charter Store
- Charter Guru's
- Crow Executive Air



# Personas



# Jack Owner

## Background-

- Business Owner: Small Technology Company
- Family: Married. Two college aged kids.

## Demographics-

- Gender: Male.
- Age: 45
- Income: \$160 k
- Location: Toledo, Ohio



## Identifiers-

- Demeanor: Driven, Forceful, Outgoing, Financially savvy.
- Communication Preference: Assistant screening calls, emails, collateral mail/print.

## Goals-

- Flexible transportation

## Challenges-

- Conscious about getting the best deal. On a tight schedule.

# Jackie Good

## Background-

- Nonprofit Manager
- Family: Single. No children.



## Demographics-

- Gender: Female
- Age: 37
- Income: \$57 k
- Location: Toledo, Ohio

## Identifiers-

- Demeanor: Motivated, Committed to cause, shy.
- Communication preference: Email. No paper.

## Goals-

- Creating a budget plan that would allow for her to afford Grand Aire Inc.

## Challenges-

- Financial concerns.

# Janet Living

## Background-

- Organ Transplant Director - Doctor
- Family: Married, 1 child.

## Demographics-

- Gender: Female
- Age: 55
- Income: \$206 k
- Location: Rochester Minnesota

## Identifiers-

- Demeanor: Focused, Confident, Intelligent, Detailed.
- Communication preference: Staff, all electronic/email.

## Goals-

- Working closely with Janet and her assistant to fulfill her needs.

## Challenges-

- Very tight schedule.





# Empathy Maps



## Empathy Maps

### Jack Owner

#### Said:

- "How much will it cost?"
- "Is the price negotiable?"
- "Is there a contract?"

#### Did:

- Compares providers, talks with other business owners to get the best deal, and

#### Thought:

- "I want the best deal."
- "This is my decision."
- "I am the customer."

#### Felt:

- Confident, Non-emotional (all about money), Decisive.

### Jackie Good

#### Said:

- "Who else have you provided services for?"
- "What do you think?"
- "I just want to do what is right."

#### Did:

- Organizes the information given, checks website, looks at reviews from other nonprofits.

#### Thought:

- "I hope I am making the right decision."
- "This is a huge decision."
- "What are the positive outcomes that will come from this charter?"

#### Felt:

- Personally invested, obligated, unsure.

### Janet Living

#### Said:

- "Get me the information."
- "I need references."

#### Did:

- Checks references, does research on company and competition.

#### Thought:

- "I think I am making a great decision."
- "I can check this off my list."

#### Felt:

- Accomplished, Confident, etc.





# Goal

- Improve our communications via digital channels as well as improving our consumer engagement with our company.





## Objective, Strategy, & Tactic 1:

### Objective

-Increase reviews from logistics clients

### Strategy

Reward Grand Aire customers for reviewing and sending in feedback.

- Public: Logistic customers
- Logic: We want more ratings/reviews to increase engagement between us and our customers. We also want to attract future consumers.
- Communication channel: Mass media
- Medium Type: Facebook, Google, Yelp, Glassdoor, etc.
- Timing: Quarterly

### Tactic

-Promote rewarding customers with Grand Aire Merchandise such as stickers, mugs, hats, etc.



## Objective, Strategy, & Tactic 2:

### Objective

-Engage with past, present, and future customers.

### Strategy

Hire more employees to engage with customers

- Public: Past, present, and future customers
- Logic: Increase customer satisfaction,
- Communication channel: Mass media
- Medium Type: Social media, phone calls, etc.
- Timing: Over the fiscal year

### Tactic

-Advertising on social media to hire someone to fill the position.



## Objective, Strategy, & Tactic 3:

### Objective

- Run more events and engage with customers organically.

### Strategy

Hire event planners

- Public: Past, present, and future consumers.
- Logic: Keep consumers engaged with the company and introduce new consumers to the company.
- Communication channel: Mass media
- Medium Type: Social media, Facebook, Twitter, LinkedIn.
- Timing: Semi-annually

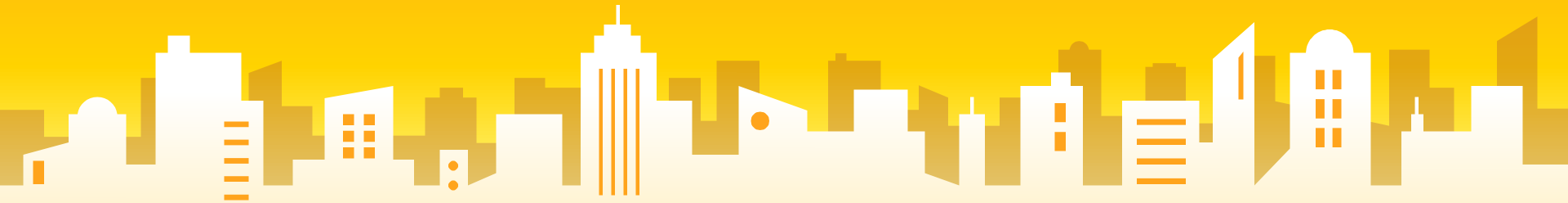
### Tactic

- Increase customer base, network, increase sales.
- Research local events planners in the area.



## Audit Analysis

[https://docs.google.com/spreadsheets/d/17WS\\_r1YBYrS5XfSphWSrAiU7AMwjsHueNfiEqCsXY0Q/edit?usp=sharing](https://docs.google.com/spreadsheets/d/17WS_r1YBYrS5XfSphWSrAiU7AMwjsHueNfiEqCsXY0Q/edit?usp=sharing)



## Content Calendar

<https://docs.google.com/spreadsheets/d/16DJ0le0aM9DM6oMM302fle1hQYGl6bd-UfZDEMKPXDI/edit?usp=sharing>

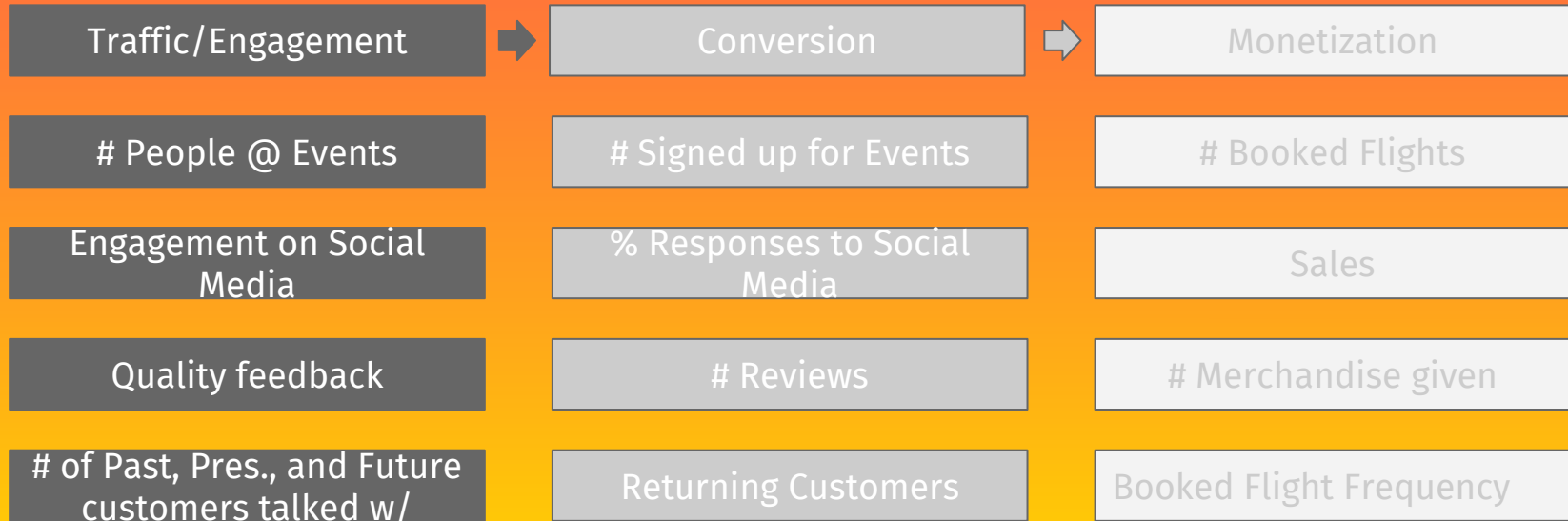
## Editorial Calendar

[https://docs.google.com/spreadsheets/d/1QbGwvUK4V7hXz-Di5y5JooNIPNu6D\\_OJn2gsHVXbzQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1QbGwvUK4V7hXz-Di5y5JooNIPNu6D_OJn2gsHVXbzQ/edit?usp=sharing)





## KPI's- Key Performance Indicators:





## ROI- Return on Investment

**Profit / total investment** (people hours, ad budget, etc.) **X 100 = social media ROI** (as a percentage)

- We will spend revenue by hiring an event coordinator and social media managers as well as offering promotions such as discounted flight opportunities
- We will gain 10% total revenue by allowing our customers to feel more engaged with our company via digital channel as well as social events



## Tactics:



YOU MAKE OUR  
❤️ SOAR!

Receive 20% off your  
next charter, when  
you book six flights!



11777 W Airport Service Rd, Swanton, OH 43558, USA





Questions, Comments,  
Concerns?

