



MARKETING PLAN

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TARGET MARKET:
INDIVIDUAL END USERS

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Take The TRYP.

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EXECUTIVE SUMMARY

TRYP Air Charter is a company that operates two Pilatus PC-12 aircraft and primarily serves consumers in the southeast region of the United States. The company offers many benefits to its customers, including various destinations across the US and Bahamas, customizable trips, Covid-friendly standards of cleanliness, and many conveniences not provided by commercial airlines.

The primary issues TRYP will need to address while staying competitive in the growing industry include their lack of marketing towards family individual end-users (as they are primarily business-focused) and the widespread perception that private aircraft are unsafe. Additionally, TRYP will need to differentiate its marketing strategy in a saturated market to counter the apprehension from consumers regarding high costs.

To address the current issues, the goals of this marketing plan are to increase consumers' confidence in the safety of the PC-12 and increase marketing efforts to family individual end-users specifically. Additionally, they need to change the customer perception by demonstrating that private air charter is a quick and easy experience and to raise awareness of the benefits flying private provides, especially during the pandemic.

This plan aims to increase brand awareness and website traffic by obtaining 3,000 views on Wistia within three months of releasing an updated promotional video and growing website traffic by 10% with infographics in the next six months. Additionally, they should strive to implement a Net Promoter Score, achieve an average of 8.5, and update the rewards program to achieve three referrals in the next ten months.

Developing an updated online visual strategy that effectively targets and acquires family individual end-users is crucial to enhancing the brand image. Hence, TRYP is perceived as a family-friendly, personable, safe, and pleasant brand. Three essential infographics will be implemented in response to the survey results from the primary research. They will focus on safety, reasons to fly with TRYP, and the ease of the booking process. Paid social efforts will take place on LinkedIn and Facebook, while Twitter and Instagram will be for organic posting only due to the market persona criteria. A CPC model will be used to drive traffic from the video to the website, and a CPM model will be used with infographics to raise brand awareness.

EXECUTIVE SUMMARY

The online visual strategy will utilize a \$1,000 monthly budget based on LinkedIn and Facebook's average CPC and CPM. Each platform will run the campaign for a set duration of days with a max daily budget in place.

This marketing campaign is expected to result in 385 combined clicks (in the first month) from the promotional video and 291,000 combined impressions in the second and third months from promoting the infographics. Retroactively, these strategies will lead to estimates of attaining over 3,000 views on the video in its first month and increasing website traffic by 10% within the subsequent six months. Google Analytics metrics will reflect the proposed online visual strategy and ultimately observe an increase in sales. The TRYP brand will benefit from actively pursuing and targeting the individual end-user market, increasing its customer base and revenue.

BRAND OVERVIEW

About

About TRYP is a private charter company that can reach practically every city in the US and the Bahamas. Customers can request quotes and personalize their own trips based on their own schedules.

Aircraft

Aircraft TRYP flights are operated by two Pilatus PC-12s, which are the gold standard of single-engine turboprops. The PC-12 has gained a reputation for outstanding performance, versatility, reliability, and operational flexibility. It seats up to 8 passengers and is pet friendly.

Staff

TRYP was founded by Elliot Mintzer, who is also the CEO and a pilot. Elliot was inspired by a popular television series called Wings, and years later, he was able to fulfill this inspiration by creating TRYP.

Elliot has an extensive background as a corporate pilot with over 6,000 hours total time and 5,000 hours specifically in the Pilatus PC-12. TRYP contracts around six to eight other pilots, some of them being full-time employees and some working part-time. TRYP has staff that aims to answer every question and inquiry 24/7. TRYP also has a marketing team that is actively seeking to improve the company's marketing efforts.

Value

- TRYP Air Charter aims to bring years of first-class customer service to each flight while never forgetting that personal touch.
- TRYP is always one phone call away from the customer setting up their perfect trip, which can be customized to fit their personal and business needs on their own schedule.
- Customers looking for an enjoyable, convenient, relaxing, and safe experience should look no further than TRYP.
- TRYP staff is personable, enjoyable, and always prioritizes customer needs.

The TRYP experience also allows for:

- Social distancing
- No crowds
- No cancellations.
- No large airports
- No baggage claim issues
- No connection flight issues
- Shorter wait times

BRAND OVERVIEW

Social Media

TRYP has promotional efforts and existing accounts on the following platforms:

- Facebook: TRYP currently has an account with 291 followers and shares a post every 2 days that aims to keep its followers engaged and strive to inform its customers about the company. TRYP receives about 20 views or more on each post and between 0 to 4 likes normally on every post.
- LinkedIn: TRYP currently has a LinkedIn page with 455 followers and shares posts daily on the platform. The company aims to engage its LinkedIn audience by informing them about the company's activities and progress while also informing them about the business. Posts can get up to 20 likes, and many posts are shared by followers.
- Instagram: TRYP currently has an Instagram page with 1521 followers and shares posts almost daily. The company aims to promote its service and provide informational posts to its followers on the platform. Posts can get up to 70 likes with multiple comments.

Acquisition

TRYP's primary website traffic comes from organic and direct search, driving 42.9% and 41.9%, respectively, from November 2020 to November 2021. The two other main channels driving users to the website throughout this time are referral and social, driving around 7% of the users. A total of 6,003 were driven from these four channels throughout this period.

Audience Behavior

Between November 30, 2020, and November 30, 2021, there were 7,930 sessions on the website, making the number of sessions per user 1.32. The pageviews during this period totaled 17,275, with an average of 2.18 pages during each session. The average duration of a session was 1 minute and 44 seconds, and the bounce rate was 53.69%. The most visited pages on the company website were:

- The home page with 7,092 views.
- The destinations page with 2,535 views.
- The contact page with 2,144 views.
- The aircraft page with 1,476 views.

The average time on a page was 1 minute and 28 seconds, and the exit rate was 45.9%

CURRENT MARKET SITUATION & TRENDS

Size Of The Industry

The private air charter industry generates \$25.9 billion in revenue and around \$2.2 billion in profit each year (IBISWorld). There is currently 14,495 business in the industry (IBISWorld).

Characteristics

- High barriers to entry
- Low Imports
- Large revenue per employee
- An increasing level of assistance (IBISWorld)

Trends

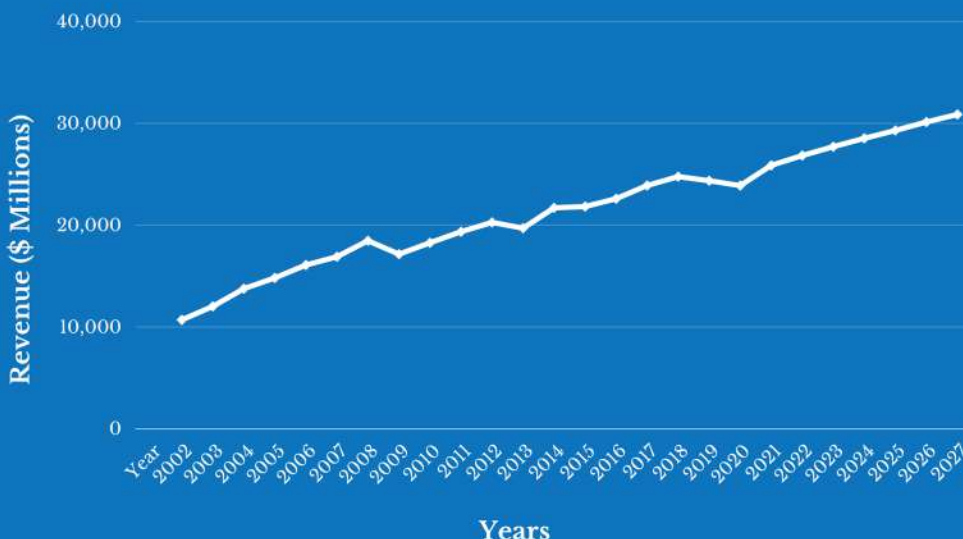
The private air charter industry is expected to grow due to societal changes and technological advances over the next five years. Key trends include:

- Per capita disposable income is increasing therefore increasing demand for private air charters (IBIS World).

- Private aircraft are becoming lighter and more efficient, causing a reduction in operating costs (IBIS World).
- There is an increase in demand for freight transportation as a result of increased e-commerce activity (during Covid), causing revenue to increase steadily (IBIS World).
- With Covid cases decreasing, consumers and businesses are expected to go on more recreational and nonessential travel (IBIS World).
- There is an increase in competition from traditional airlines (IBIS World).

Growth Rate

Subsequently, the industry is expected to grow to \$30.1 billion with an annual growth rate of 3.1% (IBISWorld). Competition within the industry is expected to increase as the number of businesses in the industry is expected to grow annually by 3.2% (IBISWorld).



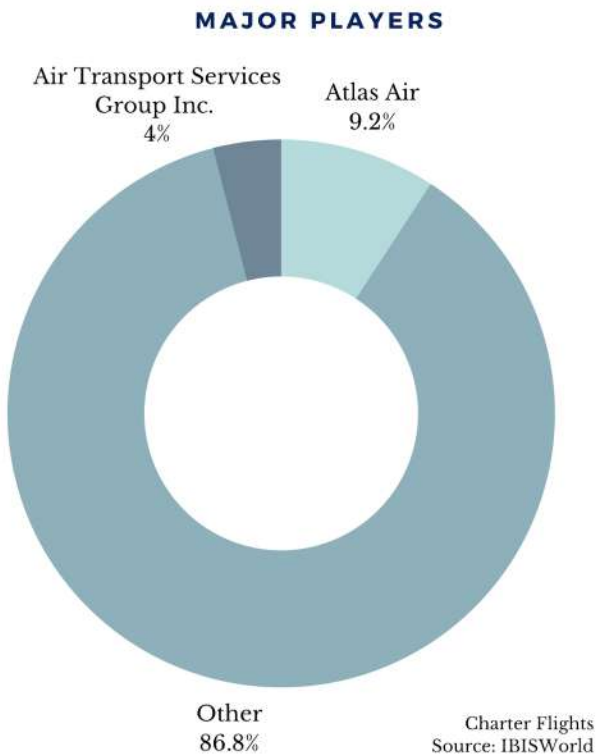
ANNUAL REVENUE FOR PRIVATE AIR CHARTER INDUSTRY

Source: IBISWorld

CURRENT MARKET SITUATION & TRENDS

Major Players

"The Charter Flights industry is characterized by a low level of market share concentration, with the two largest competitors capturing less than 20.0% of total revenue in 2021." (IBISWorld).



The graph above indicates that the two biggest charter companies in the U.S capture only 13.2 percent of the market share. Atlas Air, the biggest charter company, owns less than 10% of the market share. The remaining 86.8 percent of the market share is characterized by a large number of

small companies due to charter flight operators specializing in unscheduled passenger and cargo transportation and, therefore, command smaller fleets compared with commercial airlines; additionally, the average operator in the industry employs an average of only four people with many companies in the industry being non-employees (IBISWorld). All these elements have been barriers in the industry for companies aiming to dominate the market share.

Outlook

With promising growth over the next five years, the industry has a positive outlook. However, there are many challenges the industry is anticipated to experience. As competitors increase, business owners will need a strong differentiation strategy when it comes to service, luxury, customization, and accessibility (IBISWorld). Competition from commercial airlines is predicted to remain high in the private airline industry (IBISWorld). Additionally, in an increasingly virtual world, private charters will be might with a challenge of consumers who prefer to stay home and avoid travel (IBISWorld). During the pandemic, the industry proved sustainable during economic decline (IBISWorld).

BRAND COMPETITORS



TAMPA BAY AIR CHARTER

Established in 2017 and headquartered in St. Petersburg, Tampa Bay Air Charter offers private charter flights on their single Pilatus PC-12. The company provides transparent pricing to select destinations on its website.

PRODUCTS

Offers one-way and round-trip private air charter flights along the Caribbean, East Coast, and across the US. The specifications of their nine-passenger Pilatus PC-12 are as follows:

- "This plane includes a Pratt & Whitney Canada PT6A-67P engine, flat-rated at 1,200 SHP with five blade graphite composite propeller." (Tampa Bay Charter)
- "A 330 cubic foot pressurized passenger cabin with seating for up to 9 passengers." (Tampa Bay Charter)
- "A maximum range of 1,845 nautical miles (HSC, VFR, reserves)" (Tampa Bay Charter).
- "285 knot maximum cruise speed"
- "A high-lift wing for exceptional short-field performance." (Tampa Bay Charter)
- "Standard forward passenger door and large (53 in x 52 in) aft cargo door." (Tampa Bay Charter).

PRICING

The following prices available on their company website are same-day round trips:

- Atlanta PDK – \$6380 plus FET
- Jacksonville- \$3400 plus FET
- Miami Int'l- \$4000 plus FET
- Miami other- \$3850 plus FET
- Asheville- \$6960 plus FET
- Marsh Harbour/Treasure Cay
- Bahamas- \$5100 plus Customs Fees
- Tallahassee- \$3400 plus FET
- Key West- \$3740 plus FET

LEADERSHIP TEAM

Ronald Methot. General Manager and Owner

Bill Auer, Owner

BRAND COMPETITORS

TAMPA BAY AIR CHARTER

PROMOTION MIX

Digital Media

Tampa Bay Air Charter utilizes social media platforms such as Facebook and Twitter. On Facebook, the company likes to post about recent news and how they can help provide their services. The brand highlights its willingness to help others in times of need. On their website, they have a section titled, "Air Ambulance," for emergencies, and they accept most insurances to cover the costs.

On their Facebook profile, they also give helpful information for their customers, which will help their clients book them efficiently and with no hassle.

Public Relations

This brand does not have any evident press releases, but they utilize their website's blog to keep their clients informed with their latest news and offers, and entertaining articles to drive traffic to their website. This type of publicity can be more cost-effective than other promotional mix elements since using an existing channel to get its message across to its audience.



Direct Marketing

Tampa Bay Air Charter offers a contact form on their website for their future customers. The company does not provide an interest form to get on their mailing list, but the contact form may allow the brand to stay in touch with potential consumers by forwarding them all the information and future discounts or news about the company.

Sales Promotion

A significant aspect of Tampa Bay Air Charter's promotional mix is that they don't implement the use of sales promotions. The brand does not offer a rewards program or a membership for its customers.

Tampa Bay Air Charter does not present evidence of personal selling in their promotion mix.

BRAND COMPETITORS



PLANE SENSE

The PlaneSense was established in 1995 with a solid conviction that there was a more efficient way to fly privately. PlaneSense offers a private flying experience providing its customers with a commitment to safety, quality service, and a fun experience onboard.

LEADERSHIP TEAM

George A. Antoniadis (CEO & President)

DESCRIPTION OF PRODUCT

- The Pilatus PC-12 Turboprop is the primary product used in the PlaneSense fleet since its establishment in 1995. This plane is known for its comfortable accommodations and ability to use large or small runways, grass airstrips, etc. (PlaneSense)
- The Pilatus PC-24 Jet allows you to go anywhere with remarkable versatility and comfort. Its advantage consists of the ability to land and take off from any airport compared to other jets. (PlaneSense).

PRICING

Pricing is available per request only

LOCATION

PlaneSense offers multiple opportunities to fly with a world-class service around the United States, Bahamas, Caribbean, Bermuda, Canada, Mexico, and Central America.

They have recently added new locations, and they are now also flying within the Western U.S., including Arizona, California, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington, and Wyoming.

PlaneSense focuses on giving a fantastic experience to their customers, providing them with safety, and flying their clients to their destinations as quickly as possible.

BRAND COMPETITORS

PLANE SENSE

PROMOTION MIX

Digital Media

PlaneSense utilizes social platforms such as Facebook, Twitter, Youtube, Instagram, and LinkedIn to stay in contact with their clients. Their most vital social media is Facebook, where they post almost daily while advertising their planes and exciting news to drive traffic to their profile. They have 8,941 likes and they have 9,250 followers in this platform.

Public Relations

A major aspect of PlaneSense's promotional mix is its public relations. The brand likes to make appearances in marketing campaigns, special events, and congresses. They recently posted about visiting Southern Utah University and Sun N' Fun Aerospace Expo Career Fair while chatting with some promising pilots and A&P Mechanics. They also posted about the open house they were having at their hangar at Boulder City Municipal Airport.

Direct Marketing

PlaneSense offers a contact form on their website for their future customers. Since they have a membership program, when filling out the form, they ask if you are looking for a long-term solution for private flying.



After filling in the information, the brand replies to their customers depending on their needs. This kind of direct marketing gives the brand a predictable and cost-effective way of reaching its target markets.

Sales Promotion

PlaneSense sales promotion is their Fractional Program. The PlaneSense fractional program is made for members that want to have ownership over the private aircraft. Clients will enjoy all the luxury and benefits of having a private plane without having to manage all of the operations of a plane. This program encourages clients to become members.

PlaneSense does not present evidence of personal selling in their promotion mix.

BRAND COMPETITORS



ODYSSEY AVIATION

Odyssey Aviation is a private flying company. They are one of the largest private aviation communities traveling throughout the Bahamas and the United States. Odyssey Aviation wants to create an unforgettable experience for its clients at a reasonable price. Its main focus is to provide safety, security, and customer service excellence.

LEADERSHIP TEAM

Steven Kelly, CEO of Odyssey Aviation
Bahamas

Ken Allison, CEO of Odyssey Aviation
United States

DESCRIPTION OF PRODUCT

Odyssey Aviation offers its customers an incredible experience with The Cessna 402C, which is a tried and proven twin-engine plane.

Odyssey Aviation wants to offers not only safety but also comfort. They want to maximize their customer's legroom and provide enough space for luggage.

The Cessna 402C allows clients to travel with up to 9 passengers and their baggage.

In 2015, Odyssey Aviation remodeled the interiors of its aircraft. Their planes are sure to impress and, most importantly, get their clients to their destination relaxed, safe, and on schedule.

PRICING

Pricing is available per request only

LOCATIONS

The Bahamas Locations

- Nassau's Lynden Pindling International Airport, New Providence (MYNN)
- Exuma International Airport, Exuma (MYEF)
- Governor's Harbour International Airport, Eleuthera (MYEM)
- Rock Sound International Airport, Eleuthera (MYER)

The United States Locations

- Detroit's Willow Run Airport (KYIP)
- Orlando's Kissimmee Gateway Airport (KISM)

BRAND COMPETITORS

ODYSSEY AVIATION

PROMOTION MIX

Digital Media

Odessey Aviation has a strong presence on social media platforms like Facebook, Twitter, Youtube, LinkedIn, and Google. Their biggest platform is Facebook, with 5,353 likes and with 2,492 followers, their second biggest is Twitter. They are active on Twitter, posting or retweeting at least three times per week. They usually post on Facebook the same amount of times and utilize the same graphics and information.

Public Relations

Odessey Aviation has a strong presence at press conferences and awards events such as participating in the NBAA 2022 International Operators Conference and being The Largest & Most Trusted Private Jet Terminal in the Bahamas. They have also capitalized by announcing they were awarded the Paragon Aviation’s Member of The Year in 2019.

Odessy Aviation does not present evidence of direct marketing, sales promotions, and personal selling in its promotion mix.



PRODUCT COMPETITORS



SKYWAY AVIATION

Skyway Aviation is a private flying company that is based in Tampa Bay. They are going to provide the most suitable aircraft to accommodate their customer's specific travel needs and budgets.

DESCRIPTION OF PRODUCT

- Cessna Cj1: The Cessna Cj1 has room for five adults per aircraft. Skyway Aviation offers their clients round and one-way trips with the Cj1, offering them comfort and safety to get on the schedule to their destinations.
- R-44 helicopter: Skyway Aviation offers a customizable date night experience featuring their new R-44 helicopter.
- The citation Jet: This Jet has room for four people and the pilot.
- Skyway Aviation offers the "Empty Leg" at a deep discount. An empty leg means that they have to reposition one of their planes or helicopters for one reason or another. Since it is empty and they have to move the aircraft, they offer the "Empty Leg."

PRICING

Pricing is available per request only

LOCATIONS

Tampa Bay Area Skyway Aviation offers trips around the area of Florida. Orlando, Miami, Jacksonville, Tallahassee, and Atlanta are their most popular locations.

CERTIFICATIONS

ARGUS International has awarded Skyway Aviation with an ARGUS GOLD rating. For a company to achieve having the ARGUS GOLD rating, they have to complete an operating certificate for a minimum of one year, at least one turbine aircraft on a certificate, an in-depth historical safety analysis, pilot background check, and an aircraft operational control validation.

PRODUCT COMPETITORS

SKYWAY AVIATION

PROMOTION MIX

Digital Media

Skyway Aviation only provides a phone number and email to their customers, making it difficult to stay tuned in their events, promotions, or news about the brand. They used to post to Facebook mostly to advertise their "Empty Leg" feature that they had recently added, but they have not posted since October 2021.

They used infographics showing all the information about their new feature called "Empty Leg" and posted about it on Facebook. The posts showed the prices and the significant discount to encourage customers to book a flight. More details regarding this feature is explained in the Sales Promotion.

Public Relations

This brand does not have any evident press releases, but they utilize their website's blog to keep their clients informed with the latest news, offers, and articles on how affordable a private jet can be.



Direct Marketing

The brand does not offer a newsletter or subscription to their news, but they do have a contact form for future clients or current clients with questions about their services.

Sales Promotion

Skyway Aviation implemented the "Empty Leg" to their services. This happens when an aircraft drops off passengers at their destination and returns home "empty" or when it flies "empty" to pick up passengers at another airport. Since this is not a regular booking, they offer it at a large discount.

Skyway Aviation does not present evidence of personal selling in their promotion mix.

PRODUCT COMPETITORS



FLY BLACKOUT

Blackout Aviation is a private flying company based in Fort Lauderdale. They provide private flights to its clients and prides itself on being known for its excellent customer satisfaction. Blackout Aviation's primary goal is to give its clients the best private flying experience and ensure that they are content with the services provided from the moment they book a flight until they land at their destinations.

DESCRIPTION OF PRODUCT

Fly Blackout offers a monthly membership, which benefits include: wholesale pricing, daily communications on empty legs, 24/7 concierge service, quick booking, large fleets, and exclusive events.

- The Light Jet has space for up to eight passengers and is subject to availability and configuration. It is known for its safety and comfort. (Fly Blackout)
- The Mid-Size Jet offers additional space and a stand-up cabin for business and family trips. With seating up to ten people, this aircraft has the ability to make cross-country flights. (Fly Blackout)
- The Heavy Jet is exemplary for its capacity of up to 12 passengers and ability to make flights anywhere in the country. (Fly Blackout)

PRICING

A pricing estimator is available for their potential consumers. It allows you to choose features like departure and arrival date, time and location, as well as the number of passengers.

AIR CHARTER SERVICES

Blackout Aviation is a full-service private aircraft charter brokerage. They provide private flights to their clients with world-class customer satisfaction.

Blackout Aviation offers one-way family vacations and round trips for business missions. They want to ensure that their clients get to their destinations on time. Flying Blackout focuses on safely getting its customers to their destinations with comfort, speed, and privacy.

PRODUCT COMPETITORS

FLY BLACKOUT

PROMOTION MIX

Digital Media

FlyBlackout has a large following on Instagram with 11.3 k followers.

Their primary channel used is Instagram to advertise their services and promotions. Their strategy is to be clear and transparent, showing the prices and destinations they offer, making it easier for consumers to book a flight with them without requesting a quote like most other private planes airlines.

Public Relations

The brand offers private social events for the member of their membership program. Even though this brand does not participate in press conferences, they have flown with big celebrities like Oprah Winfrey. She left a review on their website that all of the other clients could see.

Direct Marketing

Along with their contact form, FlyBlackout offers a newsletter for their clients. They just need to sign up with their email addresses to receive news, flight discounts, and announcements about the brand.



This kind of direct marketing gives the brand a predictable and cost-effective way of reaching its target markets.

Sales Promotion

A significant aspect of FlyBlackout's promotional mix is its monthly membership. Exclusive benefits of this membership include access to wholesale pricing, 24/7 tailored concierge service, member-exclusive events, and more. The brand uses this sales promotion as an incentive for its customers.

Fly Blackout does not present evidence of personal selling in their promotion mix.

PRODUCT COMPETITORS



WHEELS UP

WheelsUp empowers individuals, families, businesses, first-time private flyers, long-time private flyers, and whole aircraft owners to experience private aviation extraordinarily. Wheels up own more than 1,500+ private aircraft and world-class safety and service.

DESCRIPTION OF PRODUCT

- "King Air 350i : With the average private flight in the US being less than 2.5 hours, our exclusive and vast fleet of King Air 350i aircraft provides you with the most economical solution for flying private with up to 8 passengers all year long." (WheelsUp).
- "Citation Excel/XLS : Flying farther and faster, our 8-passenger Citation Excel/XLS aircraft gives you the flexibility to travel to seemingly endless destinations up to 4 hours away-in the comfort of the world's most popular business jet." (WheelsUp).
- "Citation X : One of the fastest civilian jets ever made, our vast fleet of Citation X aircraft offers you a non-stop flight over 6 hours-enabling you to travel privately to distant destinations in less time. Fly non-stop between New York and L.A. or Miami and San Francisco in 5 hours." (WheelsUp).

LEADERSHIP TEAM

Kenny Dichter (Founder and CEO)

PRICING

Exact pricing is available when consumers download the Wheels Up app for iOS or Andorid

WHEELS UP MEMBERSHIP

- The experiences on the ground are as crucial as those in the air, so we created Wheels Down, a collection of once-in-a-lifetime events, private meet-and-greets, and invaluable member benefits.
- Signature Events: From attending the most sought-after party during Super Bowl weekend to experiencing unforgettable hospitality and entertainment during Masters week to soaking up the art scene at Art Basel in Miami, our signature event activations are one of a kind and available only to Wheels Üp Members. (Wheels Up).

PRODUCT COMPETITORS

WHEELS UP

PROMOTION MIX

Digital Media

Wheels Up are one of the most known private flying companies. They have 188k followers on Instagram and 53,256 likes on Facebook. They post almost daily and always portray their special events and valuable customers. They use social media to showcase their close relationship with prominent athletes, celebrities, and influencers. They have flown with professional golfer Rickie Fowler and actor Ian Somerhalder.

The brand also likes to highlight that they are pet friendly and enjoy having their customer's pets on board.

Their Facebook profile showcases the furry friends enjoying the flight with their owners.

Public Relations

Wheels Up host many social events and private parties for their clients, driving a lot of press to their brand. Publicity like this can be more cost-effective than other promotional mix elements because it leverages existing audiences.

Direct Marketing

Wheels Up have a form to help their customers get started with the booking of your flight. They first ask their clients for their personal information, including their email -



and then they want to know what type of travel their clients are looking for. They also ask more questions related to destinations and preferences. Afterward, they will send their customers an email with all the details based on what each customer is looking for. This kind of direct marketing is a good strategy for the brand because it is straightforward, and the brand will know what type of information to send to each client.

Sales Promotion

The brand's promotional mix is non-price promotions with the "Lifestyle" benefits programs. They encourage customers to become members of WheelUp to enjoy unforgettable experiences on the ground with a collection of private events and meet and greet and more. They use Instagram as an essential tool since they post about these events and parties for their clients to see.

EXTERNAL THREATS

STATEMENT OF EXTERNAL THREATS	LIKELIHOOD OF OCCURRENCE	SERIOUSNESS	THREAT INDEX NUMBER
CO2 emissions create environmental concerns from the general public	4	3	12
Video conference platforms create a replacement for business travel (IBISWorld)	4	5	20
Competitor increase means the owners have to find ways of product differentiation	3	2	6
Rising interest rates reduce consumer consumption and business investments (IBISWorld)	3	2	6
Rising costs of gas prices due of the Russian-Ukrainian conflict will make operations more expensive (WSJ)	5	5	25

EXTERNAL OPPORTUNITIES

STATEMENT OF EXTERNAL OPPORTUNITIES	ATTRACTIVENESS	SUCCESS PROBABILITY	OPP. INDEX NUMBER
Rising per capita disposable income is causing an increase in demand (IBISWorld)	5	3	15
Technological advances are making private aircrafts lighter and more efficient	4	4	16
Increase interest in social distancing and cleanliness is causing a rise in private air charter demand	5	4	20
Instability (ex. cancellations) in commercial air companies makes private flying more reliable	4	4	16
Improvement of online platforms is making it easier to fulfill customer needs	4	5	20

INTERNAL STRENGTHS

STATEMENT OF INTERNAL STRENGTH	COMPANY PERFORMANCE	IMPORTANCE TO COMPANY'S SUCCESS	STRENGTH INDEX NUMBER
24/7 Customer Service brings customer satisfaction with quick turnaround time	5	5	25
All pets are permitted to be on-board without a license making it easier for consumers to take their pets on trips	5	3	15
Transparent pricing on the website saves time and promotes serious inquiries	5	4	20
Personable crew with dedication and high-morale makes flying private an enjoyable experience	5	5	25
The Pilatus PC-12 provides safety, comfort, and luxury to consumers	5	5	25

INTERNAL WEAKNESSES

STATEMENT OF INTERNAL WEAKNESSES	COMPANY PERFORMANCE	IMPORTANCE TO COMPANY'S SUCCESS	WEAKNESS INDEX NUMBER
There is only 2 aircrafts which is not enough to meet consumer demand	3	5	15
Lacking international destinations compared to competitors with the Bahamas being the only destination	2	3	6
The absence of on board services like beverage and food services makes TRYP an unfavorable option	1	4	4
Need more pilots to complete operations/services	3	5	15
Marketing efforts are not targeting end users effectively (they are currently business-focused)	2	5	10

CORE ISSUES

CORE ISSUE 1

TRYP's marketing efforts are not explicitly targeting end-users effectively since they are currently business-focused on LinkedIn. Utilizing a new marketing strategy on varying social media channels, the company might see some significant revenue increases from tapping into the new audience.

CORE ISSUE 2

Small aircrafts have false, long-time notoriety of being unsafe and accident-prone, with a reputation that they are susceptible to weather and wake turbulence. These mindsets might detract many potential clients from booking a flight and experiencing firsthand quality and safety.

CORE ISSUE 3

In recent years, high competition entering the market means that consumers have more options than before and leaves the company to decide whether to provide more competitive pricing or create product differentiation through a marketing plan and strategy to set themselves apart from the market.

CORE ISSUE 4

Individual end-users are apprehensive about the cost associated with private air charters. The rising costs of gas prices due to the Russian-Ukrainian conflict will make operations more expensive. The audience has a misconception of the benefits and is not entirely aware of the advantages that flying private provides.

GOALS

- 1 To increase consumers' confidence that flying on the PC-12 aircraft is safe.
- 2 To increase reach through marketing efforts to individual end-users (specifically wealthy families) and encourage them to charter for family vacations and/or celebrations.
- 3 To change the perception that the process of chartering is complicated and excessive but rather it is quick, easy, and convenient.
- 4 To raise awareness that private flying is a more Covid-friendly option compared to commercial airlines.

OBJECTIVES

- 1 Increase brand, quality, and safety awareness by obtaining 3,000 views on Wistia within the first three months of releasing a promotional video and posting it across social channels such as Facebook and LinkedIn.
- 2 To increase website traffic by 10% within the next 6 months by utilizing infographics to direct potential consumers to tailored landing pages that provide the basics of private air charter services.
- 3 Implement a Net Promoter Score (NPS) Survey after each flight provided to consumers and achieve an average score of 8.5 to ensure the services are encouraging loyal customers.
- 4 Update rewards program to include a referral incentive by offering a complimentary catered service (up to \$150 value) on the consumer's next trip by successfully referring someone. Achieve 3 referrals within the next 10 months.

PRIMARY MARKETS SEGMENTATION METHODS

RETIRED GRANDPARENTS

The methods of segmentation that will be used for this primary market will be demographic and behavioral. According to Census.gov, people aged 65 years and older make up 20.9% of Florida's population which is 4.4 percent higher than the 65+ population in the U.S as a whole. Florida has the highest number of seniors aged above 65+ in the whole U.S with 4,638,000 people (PRB), and South Florida has many counties that have high GDP per capita counties and large cities that house retirees, which make it a perfect location. According to a study by USNEWS, retirees enjoy around 7-8 hours of leisure time a day; additionally, Florida has no state tax on pension income, 401ks, IRA's, and Social Security, making retired grandparents a perfect target market for purchasing power and time on hand. Furthermore, TRYP should target this market on the occasion they seek to book a charter flight for family vacations. Key characteristics for each method are listed below:

Demographic

- Age: 65+
- Income: \$150,000+
- Has grandchildren
- Have access to retirement savings
- Reside in South Florida

Behavioral

- Occasion: family vacation, family reunion, wedding anniversary gathering

AFFLUENT MOTHERS

The methods of segmentation that will be used for this primary market will be demographic, behavioral, and psychographic. The affluent mother is looking to fulfill her luxurious lifestyle and idealist personality by taking her family on a lifetime experience vacation for her children and the whole family. Women depend on offline friend and family suggestions 22% more than men (Baer, CONVINC&CONVERT), which is crucial in the case of making a big decision booking a private charter. Word of mouth from referrals can provide more reliability and credibility to make a decision than online reviews. TRYP should target South Florida for this target market as it houses the three largest cities in Florida, which are Miami, Tampa, and Orlando.

Demographic:

- Women
- Has children
- Age: 45+
- Is married
- Reside in South Florida

Behavioral

- Occasion: Family vacations, Birthdays, date night

Psychographic

- Lifestyle: Luxurious
- Personality: Idealist

SECONDARY MARKETS SEGMENTATION METHODS

AFFLUENT FATHERS

The methods of segmentation that will be used for this secondary market is behavioral and demographic. The affluent father is looking for a quick and reliable solution to book his family on a mode of transportation that will save time and hassle with lines and checks. TRYP should target this segment in South Florida as it houses the 3 largest cities in Florida.

Demographic

Age: 45+
Income: \$165,000+
Has children
Is married
Reside in South Florida

Behavioral

Benefits sought: quick, reliable, trustworthy, tailor made

COVID CONSCIOUS CONSUMER

The methods of segmentation that will be used for this secondary market are behavioral and demographic. According to the CEO of Sentient Jet, traditionally, 65% of the private airline business comprised of returning customers however after the pandemic hit in 2020, 60-70% of the business came from new customers looking for a way to travel and avoid Covid (Verdon, 2021). TRYP should target this segment in South Florida as it houses the three largest cities in Florida; therefore, many Covid-conscious consumers will be hoping to avoid the large crowds in these cities' large airports. Characteristics of this market are described below:

Demographic

Income: \$120,000+
Has children
Reside in South Florida

Behavioral

Benefits sought: ability to safely travel during a pandemic (no crowds, high touch surfaces, etc)

PRIMARY MARKETS POSITIONING STATEMENTS

RETIRED GRANDPARENTS

For retired grandparents who want quality, personable family vacations, TRYP is a private air charter company that offers customizable trips which provide convenience and a low-stress experience for the whole family. This is proven by TRYP's dedication to 24/7 customer service so consumers can enjoy their travels in comfort and ease.

AFFLUENT MOTHERS

For affluent mothers who want a lifetime experience for the whole family, TRYP is a private air charter company that offers customizable trips that are luxurious and exciting for the entire family. This is proven by TRYP's first-class service and top-of-the-line aircraft so consumers can treat their families to a deluxe experience.

SECONDARY MARKETS POSITIONING STATEMENTS

AFFLUENT FATHERS

For affluent, busy fathers who want a trustworthy and swift mode of transportation for their families, TRYP is a private air charter company that offers flexible, on-demand travel that is convenient and hassle-free for all. This is proven by TRYP's dedication to 24/7 customer service so consumers can book a reliable flight.

COVID CONSCIOUS CONSUMER

TRYP is a private air charter company that offers exclusive personal trips for health-conscious consumers who want to keep their families safe from the COVID-19 virus while traveling. This is proven by TRYP's dedication to an expedited process crowd-free so consumers can comfortably travel.

RETIRED

RICK



Age	65
Sex	Male
Race	White
Location	Clearwater, FL
Occupation	Retired Physician
Income	\$200,000
Education Level	Doctor of Medicine

SELF IDENTITY

Rick is a retired Grandpa with 2 beautiful grandkids and a great family. He is very successful and loves to spend a quality time with his family. He is a family man and has a family first always mentality.

VALUES & ASPIRATIONS

Rick just retired and is looking for activities like a family vacation to start his retirement. He wants to bond with his grandchildren as he did not have enough time during his career.

NEEDS

Rick really values experiences that his whole family, especially his grandchildren could enjoy together. He really wants his grandchildren to love spending time with him.

OBJECTIONS

Price and safety are the main objections by Rick as he is unaware and unfamiliar with private flying.

SOURCES OF INFO

TV and Radio, Digital Media (Google, Yahoo, Facebook)
Peers and connections

CHALLENGES

Rick is very unfamiliar with private flying and needs to be more informed about how private flying can be affordable, safe and rewarding.

EXPERIENCE THEY LOOK FOR

Rick has just retired and is actively searching for a vacation for his family. He mainly searches the web and asks old colleagues and connections for recommendations for a perfect family trip. He has a flexible budget but does not want the price to be unreasonable beyond doubt.

SOCCER MOM

KATHERINE



Age	45
Sex	Female
Race	White
Location	Hyde Park, Tampa, FL
Occupation	Stay At Home Mom
Income	\$175,000 - \$250,000
Education Level	BS in Psychology

SELF IDENTITY

Katherine first identifies herself as a mother and wife. She is social and outgoing. Active in the school district. She is adventurous and a traveler. She is a romantic and idealist.

VALUES & ASPIRATIONS

Her values consist of spending time with family, quality time, status, luxury, wealth, friends, fitting in, and searching for happiness.

A DAY IN THE LIFE

Drops her kids off at school Brunch with friends at the country club. PTA school board meetings. Attends her children's sport and extracurricular activities. Plans family trips and date nights.

OBJECTIONS

Katherine is apprehensive about choosing just any private air charter company- she wants to ensure that the experience will be luxurious and that they will receive good service to show off to her friends on Facebook.

SOURCES OF INFO

Katherine gets a lot of her information from her social groups, friends, and personal network. She is on Facebook often and utilizes Google to search for the best options. She gets inspiration from Pinterest.

CHALLENGES

Katherine feels distant from her workaholic husband and wishes for more quality family time. Katherine feels pressured to live to the standard of the other women at the country club and in her friend group

OCCASION

Katherine is looking for a way to bring her family together and books a private plane for a luxurious family vacation. She also books a private plane to celebrate her and her husband's wedding anniversary

WORKAHOLIC
PETER



Age	54
Sex	Male
Race	White
Location	Lakeland, FL
Occupation	Lawyer
Income	\$175,000 - \$250,000
Education Level	Doctor of Jurisprudence

SELF IDENTITY

Peter is a workaholic, passionate, person that really enjoys doing his job. He loves his family and feels like he is the main provider. He puts his work first, and his family second.

VALUES & ASPIRATIONS

Peter aspires to be one of the top litigators in Florida. At the same time, he looks to facilitate his wife's job as the primary caregiver of his children. He values honesty, effectiveness, and simplicity.

A DAY IN THE LIFE

He is up early and immediately out of the house. He spends his time with his colleagues and clients in golf and lunch meetings. He does not usually get home until late when the kids are asleep.

OBJECTIONS

Peter is a little apprehensive of how involved in the process he needs to be to book flights for his wife and kids. He wished to have more availability on a short-term call.

SOURCES OF INFO

Peter is not an expert, but he has basic internet literacy and dexterity with this mobile devices. Facebook and LinkedIn are his main social media platforms and uses search engines (Google).

CHALLENGES

Peter has trouble connecting with his children because he is busy and rarely sees them. Similar pressures are building up with his wife. He also struggles to keep him family from being upset.

EXPERIENCE THEY LOOK FOR

Peter is looking to appease and facilitate how his wife takes care of the children. While he is busy working, he looks to be loyal to a service that will pick up his family and transport them to their son's soccer match in the next town, and be back for their daughter's ballet recital. He looks to call the agency and in that same call, schedule, pay, and confirm the flight for the next day.

COVID-CONSCIOUS

JESSICA



Age	35
Sex	Female
Race	African American
Location	Tampa, FL
Occupation	Real-Estate Agent
Income	\$250,000 - \$350,000
Education Level	BS in Business Marketing

SELF IDENTITY

Jessica is a strong independent women that works in real estate. She lives with her partner and owns a dog she travels with. She is humble and has strong morals and values.

VALUES & ASPIRATIONS

Jessica's goal is to be a humble, ethical, and successful women. She wants to start a family in the next 5 years. She aspires to live a life of ethical decision-making and social responsibility.

A DAY IN THE LIFE

Jessica plans her work days weeks ahead. She is keen to weekend getaways with her partner and dog to places around Southeastern United States. She works sunrise to sundown during the week.

OBJECTIONS

Jessica doesn't feel right flying private since she likes to live a simple life even though she can afford it. She also worries what others might think if she starts flying private.

SOURCES OF INFO

Her main sources of information comes from research articles, Instagram, web ads, and her peers. Jessica is web literate and can easily identify biased and missinformation.

CHALLENGES

Jessica's only reason for flying private is to avoid large social gatherings and close spaces since she is very concerned about COVID-19. She chooses to spend the extra funds to guarantee her safety.

EXPERIENCE THEY LOOK FOR

Jessica is constantly looking for the safest alternatives to travel with her long-term partner and dog without risking too much exposure. She usually researches air travel's sanitation methods and COVID-19 protocol. She is a planner, so she usually books airfare well in advance to suit her real-estate business and personal needs.

PRIMARY RESEARCH

METHOD FOR GATHERING RESEARCH

A survey of 15 questions was sent out to about 200 individuals who might fit the target demographic, and 51 responses were recorded, leaving a response rate of about 25%. To find potential candidates, the team used various methods. First, ChiefOutsiders.com was used to obtain the emails of 100 CMOs who are likely to afford private charters. The team then looked up key roles on LinkedIn, such as "CEO," "CFO," "MBA," "Orthodontist," and many other high-income professions and titles to obtain the emails of such individuals. Each team member also used their personal network and contacts through their jobs or family connections to target more individuals. With each of these methods, every individual was sent an email explaining "Who We Are" with the purpose of the survey and gratitude, and they were also asked to refer the survey to anyone they might know who could be eligible to take it.

SPECIFICS ABOUT THE AUDIENCE

The audience is primarily affluent individuals, with 72.73% having an annual household income over \$300,000 in the southeast region of the US (see Figure 11 in Appendix). Most individuals have high leadership roles in the corporate world in industries like tech, healthcare, consulting, banking, construction, entertainment, and many more.

Of the individuals that filled the survey, 62.96% are married (see Figure 9 in Appendix), with 72.73% having a family of at least one child (see Figure 10 in Appendix) and vary in ages between 30-75 (see Figure 10 in Appendix).

PRIMARY RESEARCH FINDINGS

Based on the primary research, several findings offer valuable insights. About 62% of respondents said they have considered chartering a private plane for any reason/occasion (See Figure 1 in the Appendix), and 77% said they would consider it if it was affordable within their budget (see Figure 5). This gives TRYP an advantage in their marketing efforts since there is high interest/demand. About 15.45% of respondents have heard about private flying through referrals/word of mouth, and 12.73% have heard about private flying through Instagram. Other popular channels include travel companies, Google, LinkedIn, and Facebook, with around 10% each (see Figure 2 in Appendix). Respondents are not concerned about traveling with pets (see Figures 4 and 6.1 in Appendix). However, their biggest concerns with commercial air travel are cancellations, poor cleanliness and connection flight issues (see Figure 6.1). Respondents said they were more willing to pay extra to avoid cancellations and poor cleanliness (see Figure 6.2 in Appendix).

PRIMARY RESEARCH

Forty percent of the respondents are most interested in chartering a private flight for family vacations as their top interest (see Figure 7 in the Appendix). The second most popular occasion of interest is celebrations such as birthdays, anniversaries, etc., with 21.82% of respondents choosing this option as their first choice.

In the primary research provided, it is observable that 73.58% of individuals have never heard about TRYP, as seen in Figure 3 in the Appendix. This provides a unique opportunity for the company to integrate a marketing campaign to bring awareness to its services.

Only 3.64% of the respondents expressed that flying private during the ongoing COVID-19 pandemic does not pose a significant value. 16.36% indicated that private charter companies provided "Extreme Value" during these times.

Valuable insight was provided in the open-ended response question, which asked what other factors might discourage the audience from flying private. It was found that multiple individuals were concerned about the safety of small planes, how tedious or difficult they assume the process is, the experience of the crew, and the airports that the company can land in.

SECONDARY RESEARCH FINDINGS

In a report conducted by Mintel, consumers were asked to define a luxury travel experience, and many indicated private charter as an option. In this report, relaxation was indicated as the main motivator for luxury travelers to take luxury trips. Relaxation was the leading factor in motivating luxury travelers for both the 18+ general population individuals and affluent high net worth individuals that obtain 500k+ income with 51% and 45% respectively interested in relaxation as a component of their experience.

Other main components that consumers value, as indicated by the report, include traveling in smaller groups, personalized experiences, and visiting less crowded destinations. During these unprecedented times, enduring messages prevail, and companies with good messaging acquire the most travelers (Mintel).

Among both the general population and the affluent high net worth individuals who plan on taking luxury trips, there is also a need for sustainability. Sustainability plans are important for companies to start to implement (Mintel).

ONLINE VISUAL STRATEGY

INFOGRAPHICS

A total of three infographics will be used to educate consumers about TRYP and its services. These infographics will live on all of TRYP's social media channels, such as Facebook, LinkedIn, Twitter, and Instagram, and will be accompanied by a link to lead audiences to different pages on FlyTRYP.com to communicate more information regarding the safety and benefits of private air charter services.

The goal of the infographics and the leading landing page is to educate the audience.

Safety First Infographic

Landing Page:

<https://www.flytryp.com/aircraft>

The first infographic will educate consumers about the safety associated with the Pilatus PC-12 aircraft and Tryp's flight crew's experience (see Figure 12 in Appendix). This is to build confidence in the aircraft's safety since there is a large misconception that a single-engine aircraft is unsafe, as shown in primary research. This infographic should be posted organically to each social platform (Instagram, Twitter, LinkedIn, Facebook), and each should have a call to action that leads to the aircraft landing page. The infographic should also live on the aircraft landing page itself.

This landing page will be used because it is the page that educates the audience about the aircraft and TRYP's safety measures.

This infographic will not have any paid ad spend as its purpose is not to raise brand awareness or drive conversions but rather just to educate those who are curious and have doubts.

Book Now Infographic

Landing Page:

<https://www.flytryp.com/>

The second infographic will raise awareness of how easy TRYP makes it to charter a flight with accessible/convenient contact methods, transparent pricing, and quick turnover times (see Figure 13 in Appendix). This will counter the misconception that chartering is a difficult and excessive process, as this was a concern brought up in primary research.

This infographic should be posted organically on Instagram and Twitter, and each post's call to action should lead users to the landing home page so they can learn more about the company and see the 'Book Now' CTA on the home page. The infographic should also live on the home page itself. This infographic should be promoted as a paid ad on LinkedIn and Facebook, as respondents reported this was where they

ONLINE VISUAL STRATEGY

Heard about private air charters to reach high-income families interested in private charters and vacations. The paid efforts should be based on a CPM model with a daily budget (See the budget breakdown in Figure 16). The goal of this infographic is to raise brand awareness and achieve impressions.

Why Fly TRYP? Infographic

Landing Page:

<https://www.flytryp.com/faq>

The third infographic will show potential consumers why flying with TRYP is a Covid-friendly option and the irritations they will avoid by not choosing a commercial airline (see Figure 14 in Appendix). The primary research showed that consumers were willing to pay more for these conveniences (no crowds, no delays, cleanliness, and friendly staff).

This infographic should be posted organically on Instagram and Twitter with a call to action leading the audience to the FAQ landing page so that individuals can learn about other benefits and reasons to fly with TRYP. This infographic should be promoted on LinkedIn and Twitter as a paid ad on a CPM model with a daily budget (see Figure 16). The goal of this infographic is to raise brand awareness and achieve impressions.

VIDEO RECOMMENDATION

The video consists of a minute-and-a-half storyline that tailors to and highlights a family while utilizing TRYP's air charter services. It starts from the moment and mother and daughter arrive at the airport for a family vacation. It will touch on essential values from the company like comfort, personable service, friendly staff, short wait times, and aircraft details.

The video will be posted to the existing Wistia account, a video marketing platform, and the link will be shared and promoted utilizing the marketing budget (see Figure 16 in the Appendix) to their feed across LinkedIn and Facebook. It is recommended to use a cost-per-click model to drive traffic to the website. Additionally, it would also be posted to Instagram and Twitter for organic user engagement to reach potential consumers.

Another recommendation is to add the video to their homepage at FlyTRYP.com so potential customers can envision themselves using their services and decreasing their bounce rate on their website.

The video can be watched on YouTube at the link below:

tinyurl.com/USFPROMOVIDEO

ONLINE VISUAL STRATEGY

ADDITIONAL RECOMMENDATIONS

Since the goal of the infographics and video is to drive traffic to the website, there are additional steps that can be taken on the website to give the brand a "family-friendly, fun, safe, and personable" image. The target audience will likely feel more connected to the brand and feel safer if they can put a name to a face and learn about each team member at TRYP. Currently, TRYP only lists founder Elliot Mintzer as a team member on their page <https://www.flytryp.com/team-page>.

It would be more effective to list each pilot and team member, their headshot, and their biographies on what makes them qualified for the job.

While the video presented in the Online Visual Strategy is intended for audiences with families, TRYP should continue to make more videos intended for all audiences to replace the current videos that are outdated. For instance, the video that lives on TRYP's home page next to the quote that says, "When you need to get there quickly, and on your schedule, the PC-12 delivers," is outdated in its quality, transitions, and music. A new updated video with smooth transitions, high-quality graphics, and modern music should be created to replace the existing one.

video. Updated promotional videos will make TRYP seem more credible, capable, and professional.

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APPENDIX

Figure 1

Have you ever considered chartering a private plane for any reason/occasion?

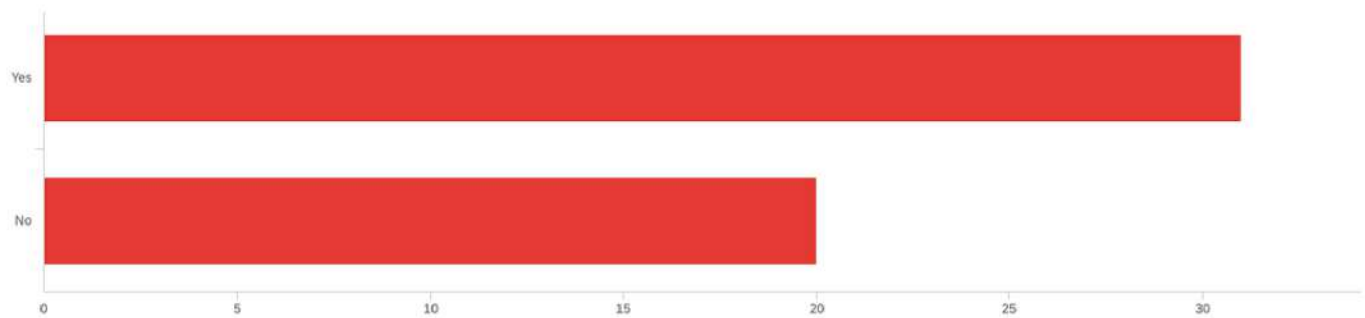
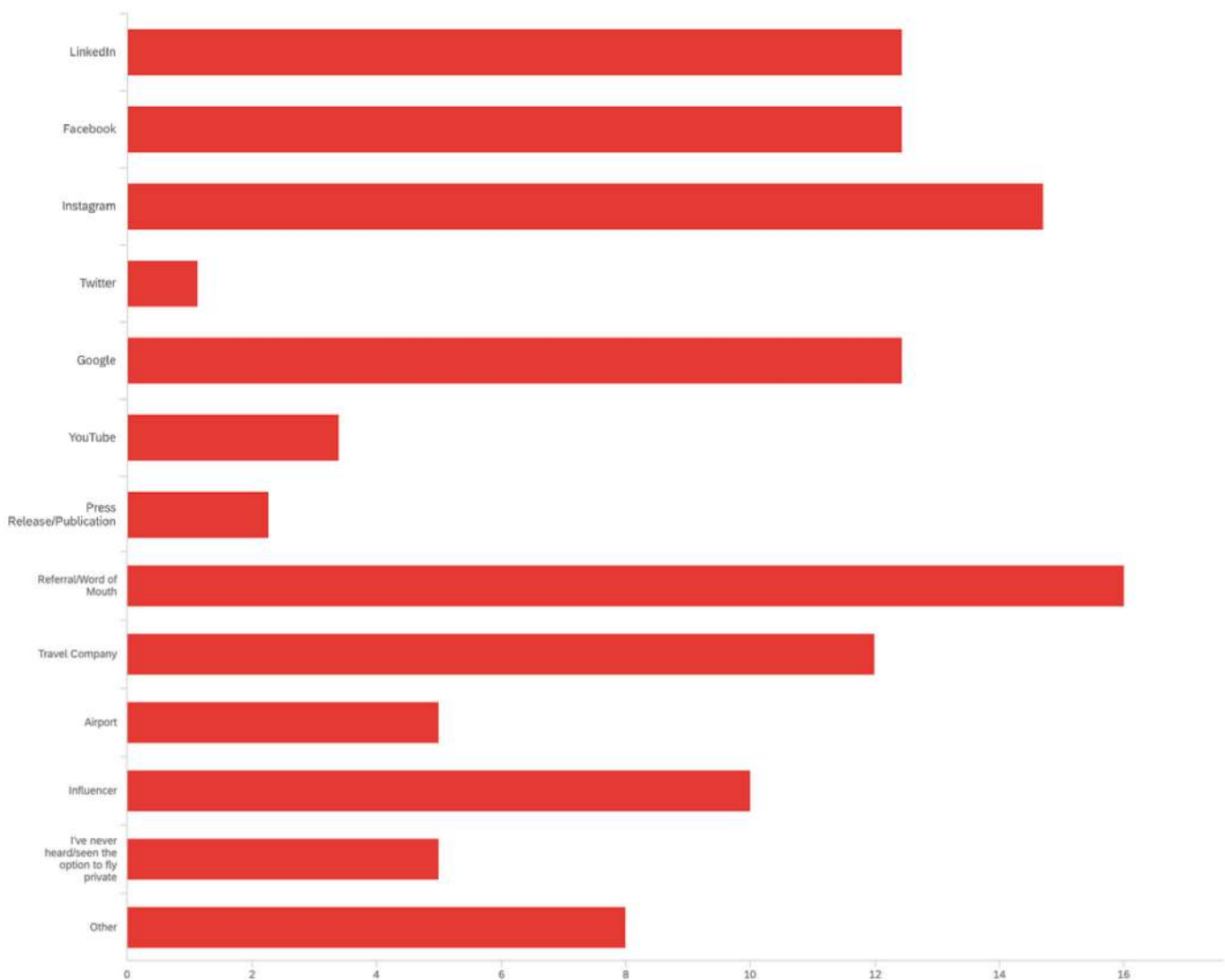


Figure 2

Where have you heard about specific companies that fly private?



APPENDIX

Figure 3

Have you heard of or flown with TRYP, Private Air Charter Company?

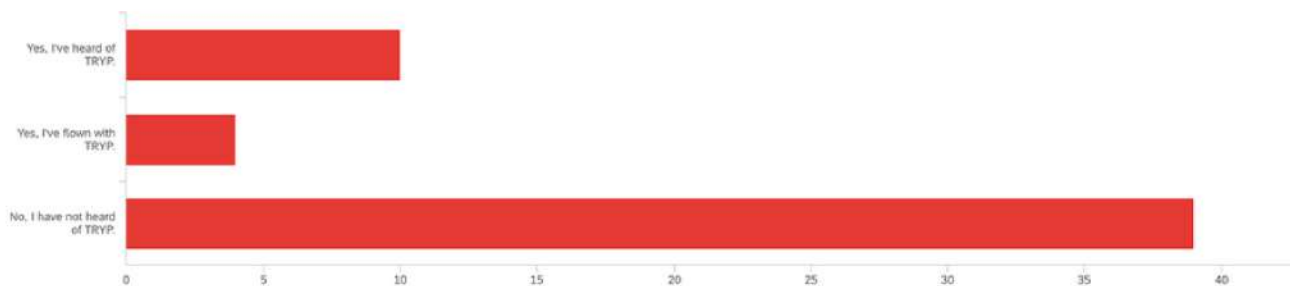


Figure 4

On a scale of 1-5, how does the ability to travel with your pets influence your travel decisions?

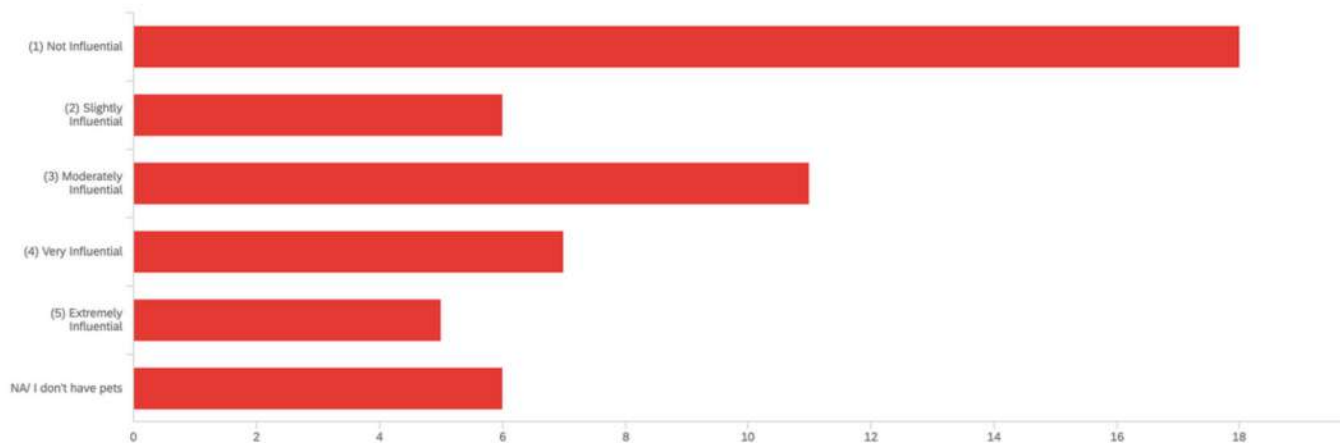
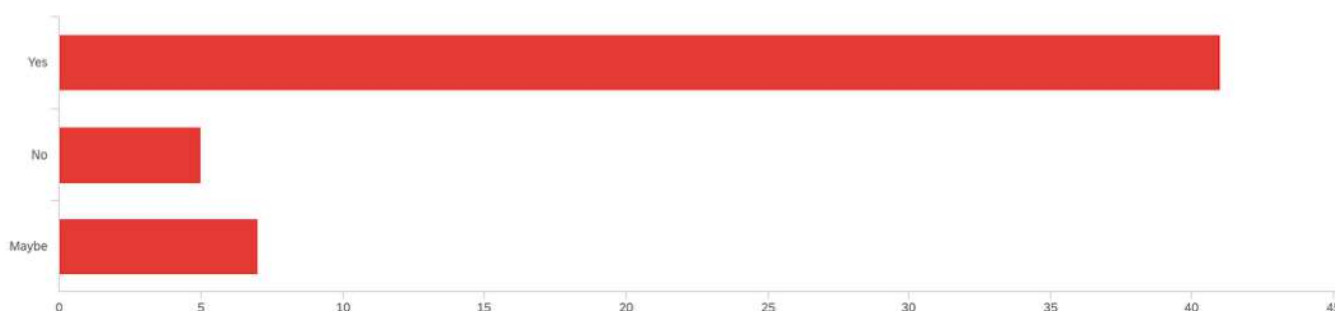


Figure 5

Would you consider chartering a private plane if it was affordable within your budget? (ie. Is this something you would consider spending your budget on?)



APPENDIX

Figure 6.1

On a scale of 1-5, how irritated do you feel about each of the following aspects of commercial air travel?

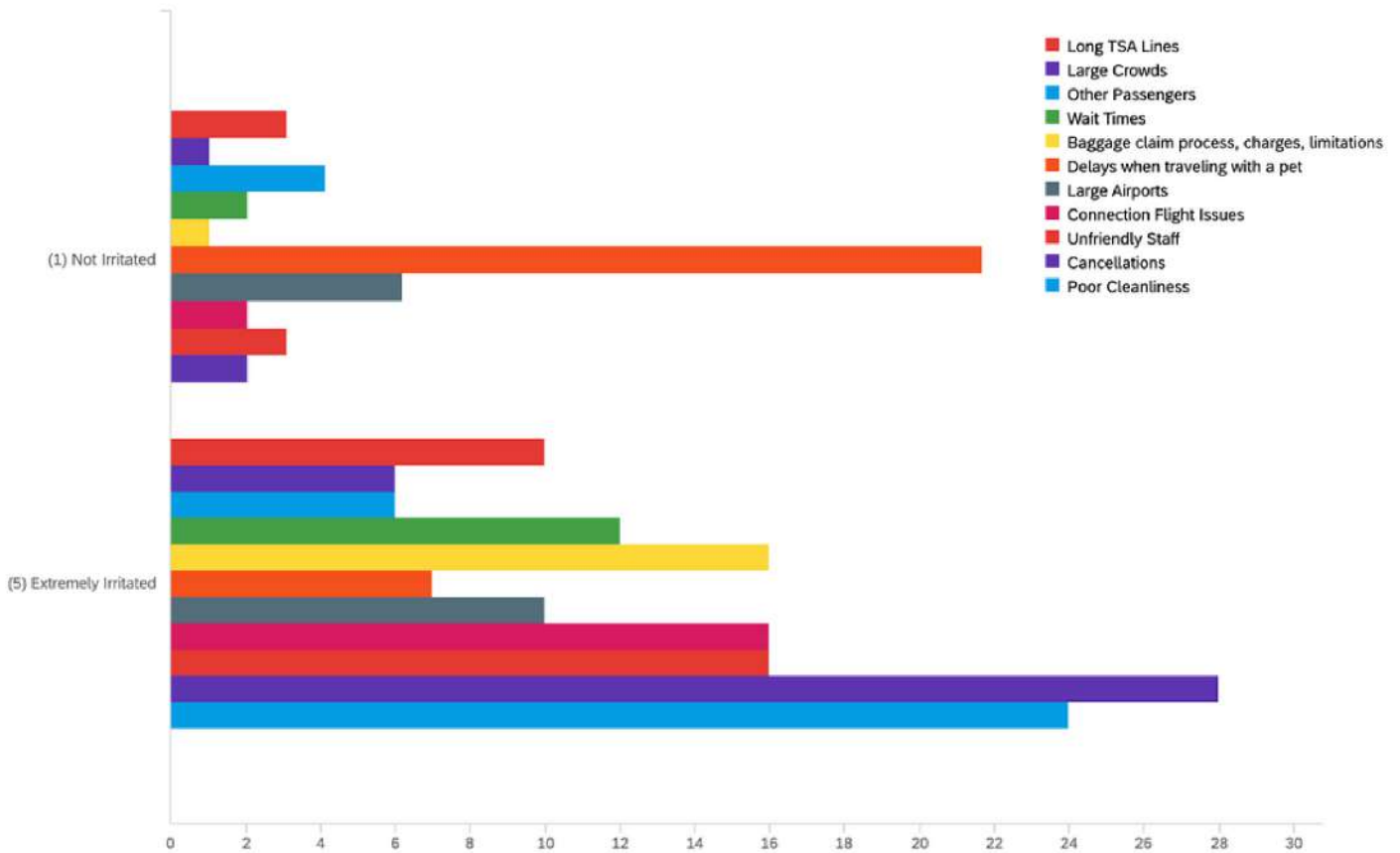
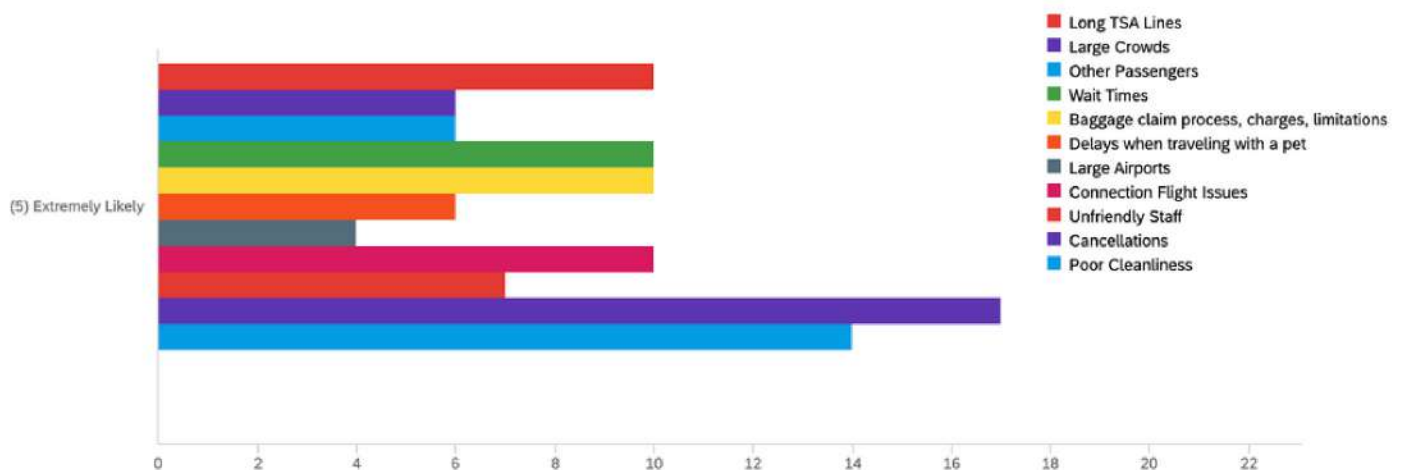


Figure 6.2

On a scale of 1-5, how likely are you to pay extra to avoid the previous irritations?



APPENDIX

Figure 7

Which of the following occasions would make you interested in booking a private plan? Rank each of the following based on your interest with #1 being the occasion you would be most interested in flying private for and #5 being the occasion you would be least interested in flying private.

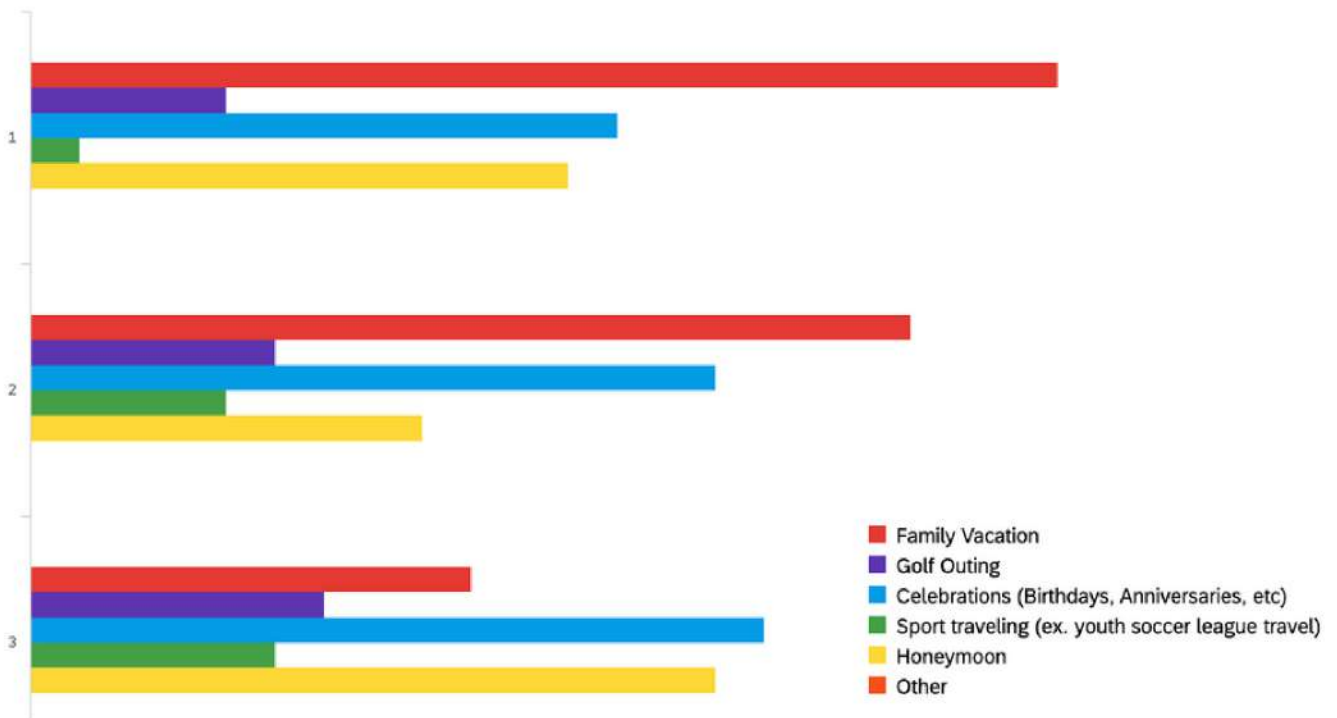
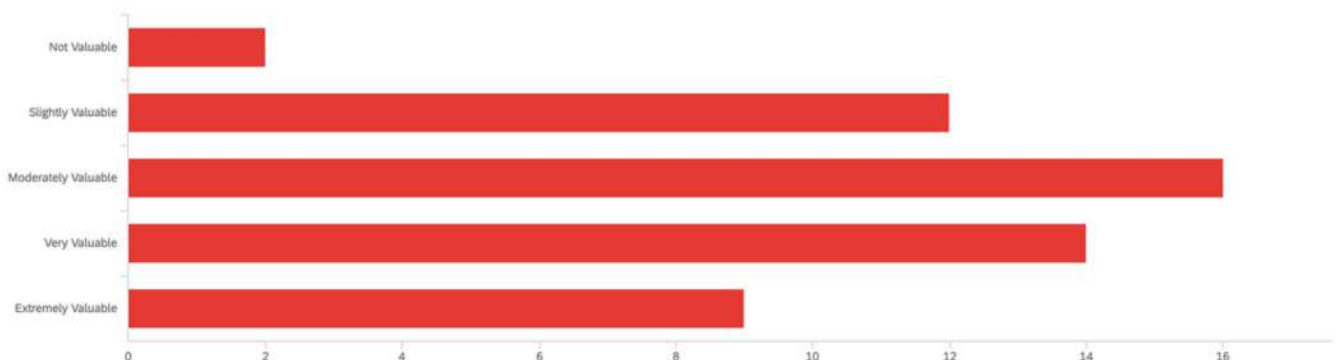


Figure 8

Due to the ongoing Covid-19 pandemic, how valuable of a service would flying private be to you?



APPENDIX

Figure 9

What is your marital status?

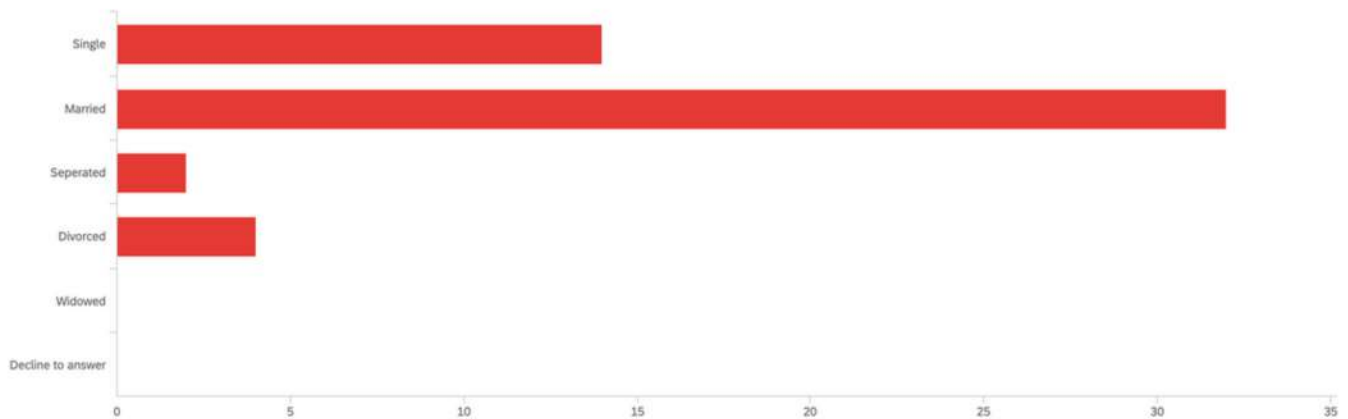


Figure 10

How many children do you have?

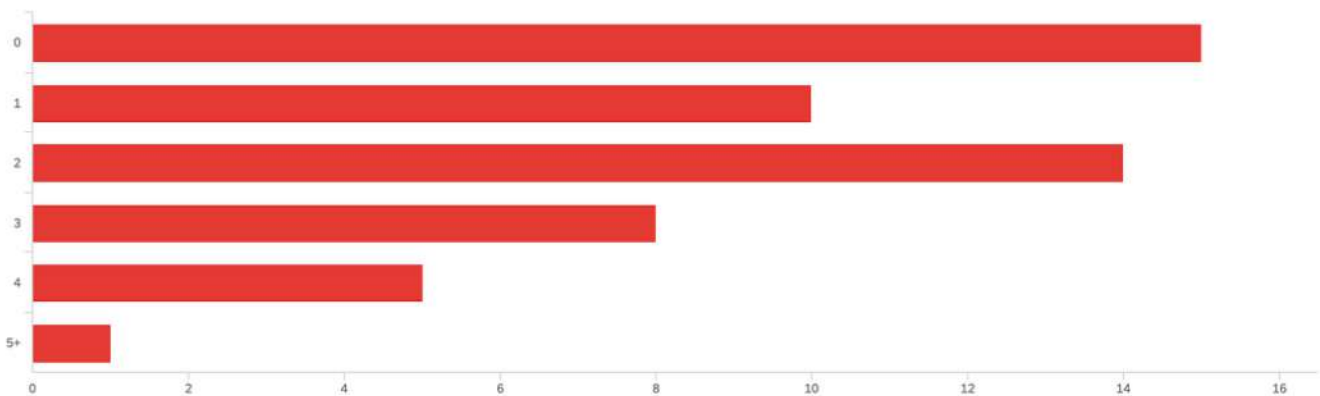


Figure 11

Which range does your annual household income fall within?



APPENDIX

Figure 12

SAFETY FIRST


WHY FLY THE PILATUS PC-12?

7,000,000+
COMBINED FLIGHT HOURS

PART 135

**MAINTENANCE
CREW TRAINING
FLIGHT CHECKS**

Emergency Decent Mode **Flight Path Guidance** **Smart Landing** **Enhanced Graphic Displays**







TRYP

APPENDIX

Figure 13

**TAKE THE TRYP.
BOOK NOW**

-  **FLYTRYP.COM
(833) 359-8797**
-  **GET A QUOTE**
-  **ARRIVE 15 MINS
BEFORE TAKEOFF**
-  **ENJOY YOUR
FLIGHT!**

IT'S THAT EASY!

TRYP

APPENDIX

Figure 14



APPENDIX

Figure 15



APPENDIX

Figure 16

JUN-2022		TO DRIVE TRAFFIC TO THE WEBSITE			
	DAILY BUDGET	# OF DAYS	TOTAL	CPC	TOTAL CLICKS
LINKEDIN VIDEO AD PROMOTION	50	10	\$500	5.26	95.0570
FACEBOOK VIDEO AD PROMOTION	50	10	\$500	1.72	290.6977

Note: Instagram and Twitter will be organic efforts only.

JUL-2022		TO RAISE BRAND AWARENESS			
	DAILY BUDGET	# OF DAYS	TOTAL	CPM	TOTAL IMPRESSIONS (THOUSANDS)
LINKEDIN INFOGRAPHIC 'WHY FLY TRYP?'	25	20	\$500	6.59	75.8725
FACEBOOK INFOGRAPHIC 'WHY FLY TRYP?'	25	20	\$500	7.19	69.5410

AUG-2022		TO RAISE BRAND AWARENESS			
	DAILY BUDGET	# OF DAYS	TOTAL	CPM	TOTAL IMPRESSIONS (THOUSANDS)
LINKEDIN INFOGRAPHIC 'BOOK NOW'	25	20	\$500	6.59	75.8725
FACEBOOK INFOGRAPHIC 'BOOK NOW'	25	20	\$500	7.19	69.5410

Info from "How much does facebook advertising cost?" and "How much does linkedin advertising cost?"

APPENDIX

Presentation Slides



OVERVIEW

CORE ISSUES

RESULTS

GOALS

ONLINE VISUAL STRATEGY

OBJECTIVES

INFOGRAPHICS

MARKET PERSONAS

VIDEO

PRIMARY RESEARCH

BUDGET BREAKDOWN

CORE ISSUES

01

Inadequate marketing efforts to individual end users

02

Consumers fear of private aircrafts safety

03

High competition and a saturated industry

04

Consumers association of high cost with private chartering

APPENDIX

GOALS



OBJECTIVES



RETIRED

RICK

**Great family
Vacation
Retired Physician**



APPENDIX

SOCCER MOM

KATHERINE



Quality time
Adventurous
Stay at home Mom

WORKAHOLIC

PETER



Busy
Provider
Doctor

COVID-CONSCIOUS

JESSICA



Humble
Independent
Real-Estate Agent

APPENDIX

PRIMARY RESEARCH



RESULTS

What is your marital status?



RESULTS

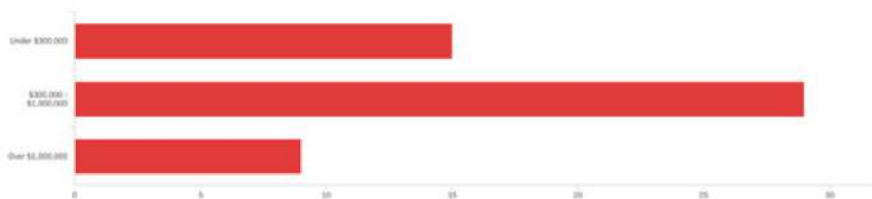
How many children do you have?



APPENDIX

RESULTS

Which range does your annual household income fall within?



RESULTS

Have you ever considered chartering a private plane for any reason/occasion?



RESULTS

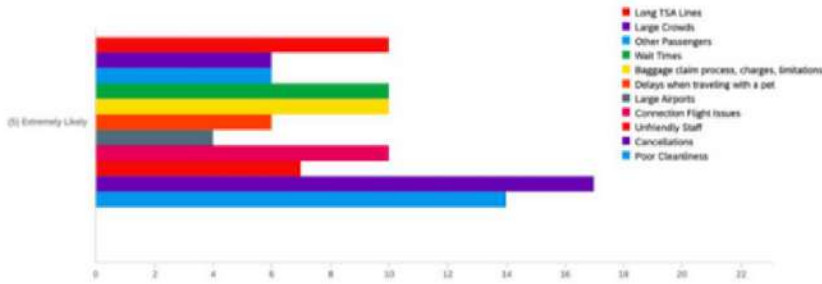
Would you consider chartering a private plane if it was affordable within your budget?
(ie. Is this something you would consider spending your budget on?)



APPENDIX

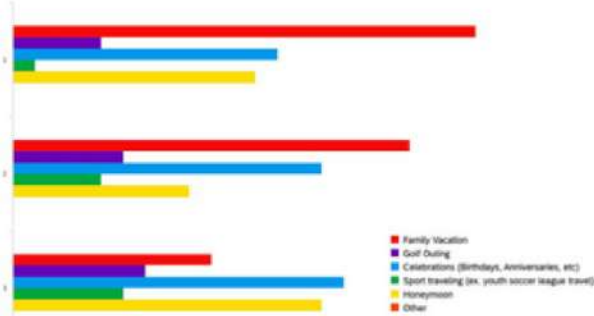
RESULTS

On a scale of 1-5, how likely are you to pay extra to avoid the previous irritations?



RESULTS

Which of the following occasions would make you interested in booking a private plane? Rank each of the following based on your interest with #1 being the occasion you would be most interested in flying private for and #5 being the occasion you would be least interested in flying private.

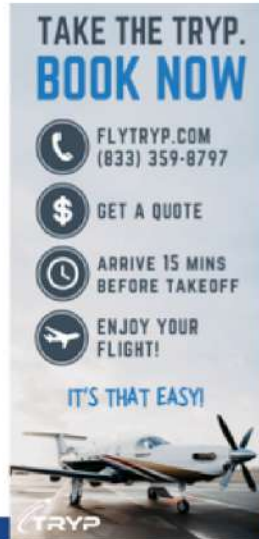


ONLINE VISUAL STRATEGY



APPENDIX

Book Now Infographic
Landing Page:
<https://www.flytryp.com/>



Why Fly TRYP? Infographic
Landing Page:
<https://www.flytryp.com/faq>



Safety First Infographic
Landing Page:
<https://www.flytryp.com/aircraft>



APPENDIX



BUDGET BREAKDOWN

JUN-2022		TO DRIVE TRAFFIC TO THE WEBSITE			
	DAILY BUDGET	# OF DAYS	TOTAL	CPC	TOTAL CLICKS
LINKEDIN VIDEO AD PROMOTION	50	10	\$500	5.26	95.0570
FACEBOOK VIDEO AD PROMOTION	50	10	\$500	1.72	290.6977

BUDGET BREAKDOWN

JUL-2022		TO RAISE BRAND AWARENESS			
	DAILY BUDGET	# OF DAYS	TOTAL	CPM	TOTAL IMPRESSIONS (THOUSANDS)
LINKEDIN INFOGRAPHIC 'WHY FLY TRYP?'	25	20	\$500	6.59	75.8725
FACEBOOK INFOGRAPHIC 'WHY FLY TRYP?'	25	20	\$500	7.19	69.5410

APPENDIX

BUDGET BREAKDOWN

AUG-2022	TO RAISE BRAND AWARENESS				
	DAILY BUDGET	# OF DAYS	TOTAL	CPM	TOTAL IMPRESSIONS (THOUSANDS)
LINKEDIN INFOGRAPHIC 'BOOK NOW'	25	20	\$500	6.59	75.8725
FACEBOOK INFOGRAPHIC 'BOOK NOW'	25	20	\$500	7.19	69.5410





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