**DRAFT**

**Peregrine Marketing Enhancement Planning**

While the following are general actions that we need to take for a robust marketing effort, the urgency for action has increased and priorities have changed due coronavirus driven restrictions. Indirect marketing efforts appear for now, and for a while, as the primary way to reach prospective clients. We need to focus on the new priorities to make the marketing more effective, shifting to targeted marketing, while remaining sensitive to the budget to do so.

In addition, and equally important, is Peregrine’s ODA. The commitment and ultimate authorization of ODA is a significant milestone in aviation engineering services market. The promotion of Peregrine ODA is paramount now that industry meetings are delayed and cancelled.

Indirect marketing refers to a combination of channels centered around the internet and supplemented by phone communications, both voice and teleconferencing, such as Zoom.

In three parts, we have prepared a proposed Peregrine Marketing Enhancement Plan

* AGG\_Peregrine Mktg Enhancement Planning 20MAR20
* AGG\_Peregrine Web Presence Refresh Proposal 20MAR20
* AGG\_Peregrine Marketing Enhancement Action Timing 20MAR20

Here are some immediate actions documented in the 18 March, Zoom call.

* Web site & SEO (Search Engine Optimization) – ASAP content update to include prominent reference to the ODA process (see reference documents, per above)
  + **AGG – Forrest leading – WIP/** 
    - **Web Refresh – T’0’ + 2 weeks**
    - **Web Redo - Web Refresh T’0’ + TBD weeks**
* Media activity – create & enhance Peregrine’s visibility and customer perceived market position
  + Directed specific campaigns, requires media presence & persistence
  + Banners in online eNews products
    - DOM, Helo Maintenance, AOPA, EAA, HAI, BCA, AvWeb, AIA, NBAA, AEA. Etc.
    - Selective email promotional info to select target groups
    - **AGG – Lee leading – WIP/ ECD T’0’ + 1 week**
      * Data gathering in progress
  + The engineering services requires targeted marketing as it is a larger universe of potential customers, in target groups that are not necessarily efficiently aggregated
    - Need specific lists with which to execute targeted marketing
    - **AGG - Lee leading – WIP/ ECD Tue 24 March**
      * **Assumes authorized to proceed**
    - Target list
      * **AGG - Lee leading – WIP/ Assumes authorized to proceed**
      * STC holders of record – AGG Proprietary list
      * Avionics OEM – AEA, GAMA, Oshkosh lists
      * Airframe OEM – Self-compiled list
      * Avionics MRO – AEA members
      * Airframe MRO – Self-compiled list
      * FAA Part 135 – FAA list of operational aircraft, already have
      * FAA Part 145 – FAA list, already have
      * Aircraft brokers – Sources being identified
      * Fleet owner/ operators (i.e. Intel has 6 EMB-145, adding more aircraft) – FAA list of operational aircraft, already have
      * Regional cargo operators, MRO specialists? – RACCA list
      * Other ODAs – FAA list, already have
    - Stratification, filtering of targets
      * Geography? – Selectable within datasets
      * Specialty? – Avionics primary, need keyword review
      * Size? – Working on consensus
  + Workload alleviation support to help with anticipated responses to marketing push, allows Peregrine staff to focus on committed services completion
    - **AGG & Peregrine – TBD – Need plan to route www and phone requests(?) to AGG for filtering, action**