

# COMPANY PROFILE



RIGHT RUDDER  
MARKETING

Grow your flight school  
with digital marketing



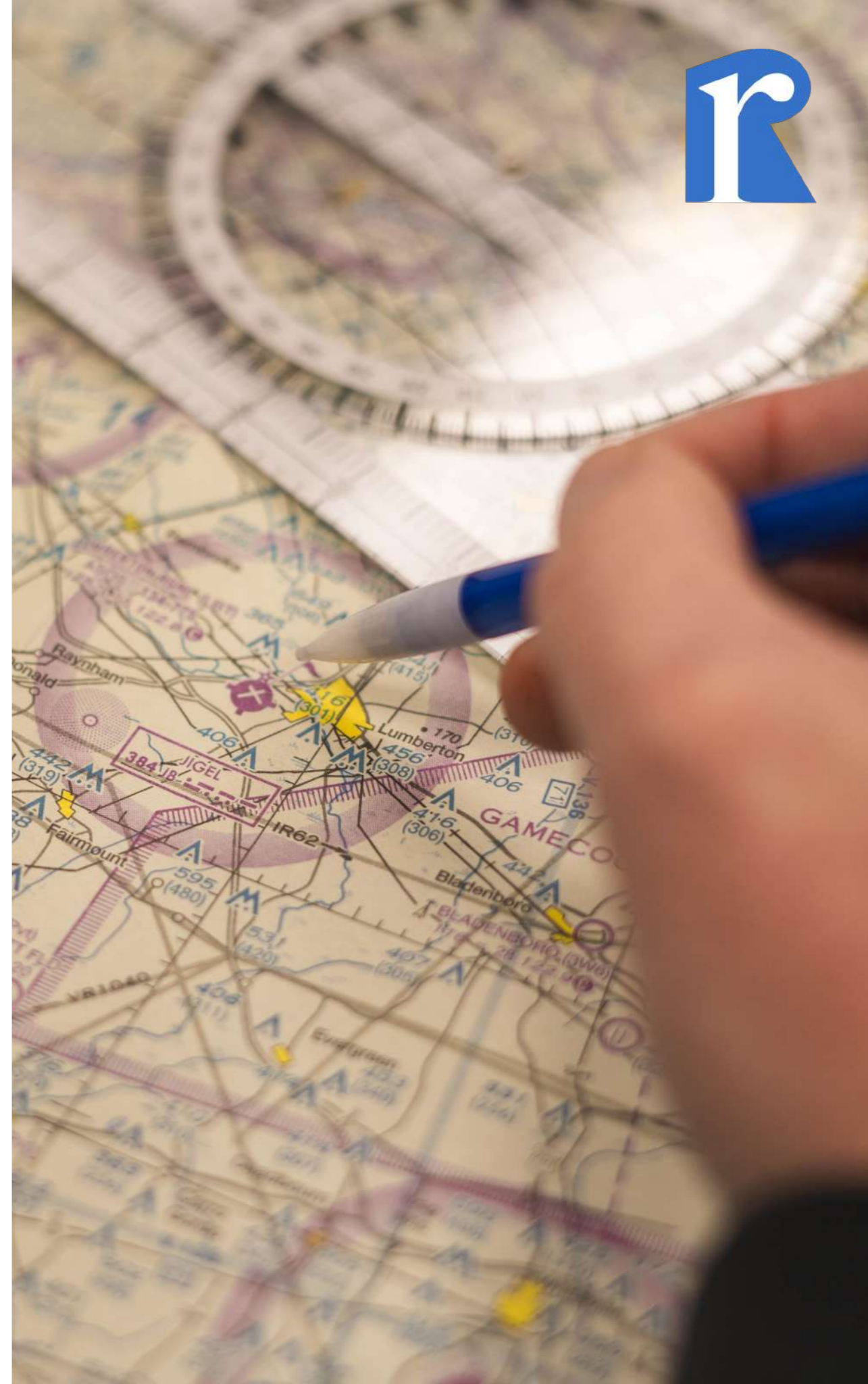


# WHO WE ARE

Become the best flight school with Right Rudder Marketing. We're a pilot owned digital marketing agency on a mission to make flight training an achievable dream for aspiring future pilots. Our passion for flying drives our dedication to helping flight schools thrive.

Right Rudder Marketing is the best flight school digital marketing agency with a singular focus of helping aviation business owners achieve their goals and targets. Our mission is to make the aviation industry better by increasing the supply of pilots, reducing operational costs, and expanding aviation accessibility. By helping flight schools enroll more student pilots and dominate their local markets, Right Rudder Marketing is your partner in shaping a future where aviation is within reach for everyone

Right Rudder Marketing fosters a culture of innovation, collaboration, and a strong commitment to client success.





Our team is dedicated to staying up to date with the latest digital marketing trends and best practices by offering cutting edge technology, proven systems, and expert marketing strategies, Right Rudder Marketing empowers flight schools to become industry leaders in their respective markets. Through our expert digital marketing strategies, Right Rudder Marketing empowers flight schools to build a strong online presence, attract more students, and ultimately contribute to the growth of the aviation industry.

**“Our ultimate goal is to shape a future where aviation is accessible to all and to contribute to the advancement of society into the space age.”**

## Our Mission

Our mission is to impact the aviation training industry and bring more people into aviation. Right Rudder Marketing aims to lower the cost of participating in aviation by increasing the supply of pilots which provides increased demand for aviation companies to operate at economies of scale.

Our mission is to facilitate the progress of our society into a new age where all humans are given the opportunities to be equipped with aviation skills to travel faster and farther in the skies.

Our mission is to help 100 flight schools double their student body and dominate their service area in 2025.

## Our Vision

Right Rudder Marketing is THE solution for running a successful flight school business. Right Rudder Marketing provides the technology and systems to generate new business, manage student progress, and operate business effectively.

Right Rudder Marketing is the catalyst for pilot training academies across the globe. Any flight school that partners with Right Rudder Marketing shall be the dominant force in their local area and become THE flight school where people choose to become a pilot.

Right Rudder Marketing is changing the world through our work with the flight training industry. Right Rudder Marketing is developing and

Why Us?

# OUR PROCESS

- **Website Design and Development:** Creating SEO optimized, mobile friendly websites tailored to the needs of flight schools.
- **Search Engine Optimization (SEO):** Improving website visibility on search engines to attract organic traffic.
- **Pay Per Click (PPC) Advertising:** Implementing effective PPC campaigns to drive qualified leads.
- **Video Marketing:** Producing compelling video content to showcase flight school offerings.
- **Customer Relationship Management (CRM):** Providing flight schools with the tools they need to nurture and close prospective student pilot customers.

## Our Digital Marketing Expertise



To achieve exceptional results, we've developed a structured approach that combines strategic planning, expert execution, and data driven optimization.

### 1. Initial Consultation and Assessment

- **Understanding the Flight School:** Right Rudder Marketing starts by deeply understanding the flight school's unique goals, target audience, and current marketing efforts.
- **Market Analysis:** A comprehensive analysis of the local aviation market and competitors is conducted to identify opportunities and challenges.
- **Digital Audit:** An evaluation of the flight school's and their competitor's existing online presence, including website, social media, and online reputation.

### 2. Strategic Planning and Development

- **Customized Marketing Plan:** Based on the assessment, Right Rudder Marketing develops a tailored marketing strategy aligned with the flight school's objectives.



- **Goal Setting:** Clear and measurable goals are established to track progress and success.
- **Target Audience Identification:** Defining the ideal student profile to focus marketing efforts effectively.
- **Communication Plan:** Visual and language tone to set the marketing, communication and design goals.

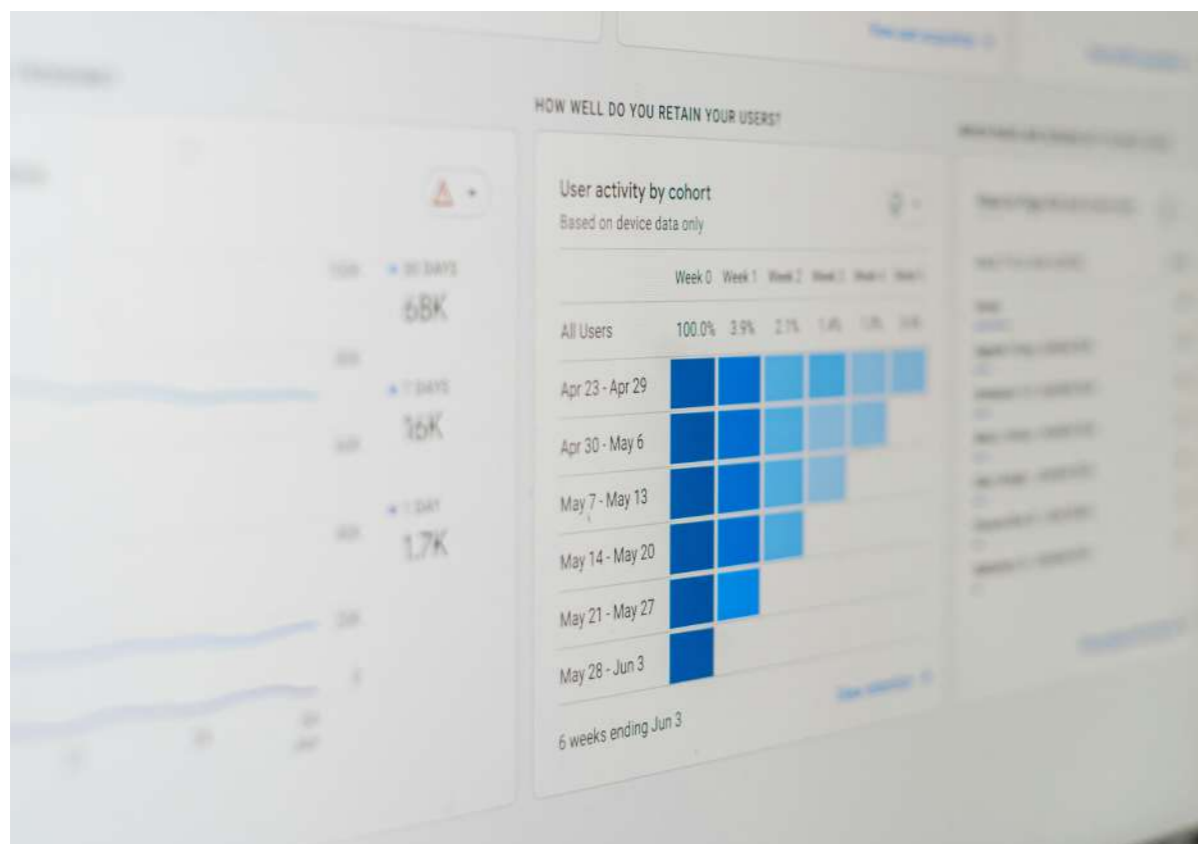
- **SEO Optimization:** Implementing on-page and off-page SEO strategies to improve search engine rankings.
- **Responsive Design:** Ensuring the website is mobile friendly for optimal user experience.
- **Content Creation:** Developing engaging and informative content to attract and retain visitors.

### 3. Website Optimization and Design

- **Website Audit:** Analyzing the website's structure, content, and user experience.

### 4. Digital Marketing Campaign Execution

- **Website Development:** Creating and managing the technical aspects of running a SEO optimized website built for conversions and lead generation.
- **Pay Per Click (PPC) Advertising:** Developing and managing PPC campaigns on platforms like **Google Ads** and social media.
- **Email Marketing:** Building and nurturing email lists to send targeted campaigns.
- **Video Marketing:** Producing and distributing compelling video content.
- **Sales Training and Assistance:** Providing the necessary training and tools (CRM) to flight schools to manage lead flow and close sales.





## 5. Performance Tracking and Optimization

- **Regular Reporting:** Providing detailed reports on campaign performance and key metrics.
- **Data Analysis:** Analyzing data to identify trends, opportunities, and areas for improvement.
- **Campaign Optimization:** Continuously refining marketing strategies based on performance data.

## 6. Ongoing Support and Growth

- **Client Relationship Management:** Maintaining open communication and providing ongoing support.
- **Scaling Success:** Helping flight schools expand their reach and increase student enrollment.
- **Staying Ahead of Trends:** Keeping up with the latest digital marketing trends and technologies.



# WHY WE'RE DIFFERENT:



**Right Rudder Marketing** differentiates itself by possessing a deep understanding of the aviation industry and the specific challenges faced by flight schools saving flight school owners's time and money.

Our team comprises pilots and aviation enthusiasts who are passionate and excited about helping flight schools succeed through proven digital marketing strategies.

**Right Rudder Marketing** is the go to digital marketing agency exclusively dedicated to the aviation industry. With a deep passion for flight and a proven track record of success, we empower flight schools to be the best and become highly sought out authoritative aviation leaders.

Our battle tested strategies and cutting edge technology drives student enrollment, enhances brand reputation, and ultimately contributes to the growth of the aviation industry and grows your flight school business.

# WHAT OUR CLIENTS SAY ABOUT US

At Red Arrow Flight Academy, we have had an exceptional experience working with Right Rudder Marketing. They completely transformed our website, enhancing its usability and enriching it with valuable content that effectively helps us capture new potential customers. The Right Rudder team is consistently proactive, not only in maintaining our site but also in seeking innovative ways to support our business. They excel at turning our ideas into reality and are genuinely wonderful to collaborate with. A key aspect we particularly appreciate is their expertise in aviation and flight school marketing, which was a crucial need we were missing when in search for marketing help. If you're searching for a marketing team that provides outstanding results and stellar customer service, Right Rudder Marketing is the perfect choice.

**VANESSA M.**

**Red Arrow Flight Academy**

El Paso, TX



Our flight school has been working with Right Rudder for almost a year now. They are an incredible group of people. We are so happy with them. Absolutely 100% if you have a flight school and need to work with them!

**MARISA D.**

**Pitcairn Flight Academy**

Philadelphia, PA

The company I work for has been working with Right Rudder Marketing for a while now and I can tell you they have helped us a lot! Our website improved and we started getting more and more inquiries. If you have a flight school you definitely have to work with them!

Amazing Service. Tim and Tonie are the most professional individuals I have ever conducted business with.

**MARIA C. AND CHRIS F.**

**Sun City Aviation Academy**

Miami, FL





We have been using Right Rudder for the past 6 months and could not be happier! They revamped our website to make it more user friendly, makes consistent updates, and are very responsive to our needs. We have seen a steady increase in web traffic as well as website driven phone calls since starting with Right Rudder. I can not say enough good things about them!

**KIM N.**

**Ideal Aviation**

St. Louis, MO

Right Rudder Marketing has been a huge help and blessing in our business. They made an amazing website for us and their adds have brought in 3x more leads than previous companies that we've used. They also understand aviation and pilots which is a huge help. If you own a flight school then you definitely need to use right rudder marketing.

**BLAKE M.**

**SimpliFly Flight School**

Mesa, AZ

Tim and his team at Right Rudder are such a great find for aviation companies in need of a professional touch to their marketing portfolio. In my 24 years of experience at Cirrus Aviation Flight Training, it has always been so difficult to find and retain someone with creative abilities that understands aviation, and consistently produces results. Right Rudder understands the industry, produces context-correct content with tracked results, all with a smile.

It is a breath of fresh air to find a professional organization that has experience in the field and provides the services to make it easy to market the image that your organization desires. The guidance and insight that Right Rudder brings is beyond just a website designer, or communications manager. I have appreciated the perspective brought to the table, and I highly recommend this company. Thanks guys!!!!

**NAYDA C.**

**Cirrus Aviation**

Sarasota, FL



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