

# Tim Jedrek

Pilot | Digital Marketer | Programmer | Writer

Tim Jedrek is the founder of Right Rudder Marketing, a digital marketing agency specializing in helping flight schools grow and dominate their local areas. With a background in computer science, business leadership, and aviation, Tim brings a unique blend of expertise to his work.

Right Rudder Marketing focuses exclusively on flight schools, providing tailored marketing solutions that understand the nuances of the pilot training industry. The agency's mission is to train more pilots and help 100 flight schools double their student body in 2025

## Testimonials

*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.*

**Nayda Cattin, Cirrus Aviation**

*Working with Tim and the Right Rudder Team has been a pleasure. Trusting the expertise of Right Rudder Marketing has saved me from the costly mistakes of engaging a marketing agency unfamiliar with the flight training business.*

**Bill Heckathorn, Ignite Flight Academy**

*Right Rudder Marketing has been a huge help and blessing in our business. They made an amazing website for us and their ads 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 Murphy, SimpliFly Flight School**



## Best Talks

### **Marketing 101 - The 3Ms of Marketing**

*FSANA 2024 Marketing Session*

The biggest challenge to marketing is understanding the basics to clarify your message. Everyone wants to skip to specific tactics and strategies like paid ads and social media marketing, but without mastering the basics, you will leave your customers confused and you won't stand out in a competitive market. The 3Ms (Market, Message, and Medium) are all about targeting your ideal customer and tailoring your messaging with your unique value proposition to resonate with your future students.

### **Sales and Marketing for Flight Schools**

*King Schools EDU-CON symposium 2023*

Sales isn't limited to just the owner of the flight school and the front desk. Everyone at the flight school that interacts with your students and future students has an impact in your customer's experience. Especially your CFIs! In this talk Tim Jedrek went over the fundamentals of sales and marketing including the buying process of customers and the mindset required of your team to ensure your flight school has high enrollment and high student retention.

### **Flight School Website Design**

*FSANA 2023 Marketing Session*

Your website is your best sales tool for recruiting new pilots. It works 24/7, 365 giving prospective student pilots information about your flight school. Make sure you structure your website for not only SEO (search engine optimization), but also for converting traffic into leads and future students.