

3 Tasks

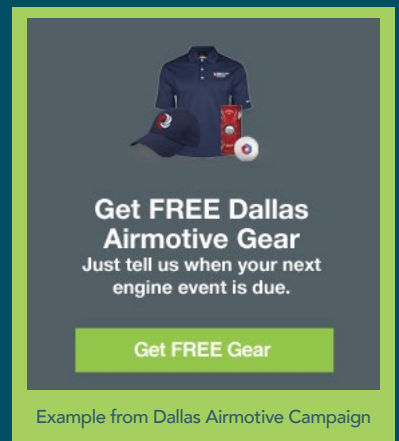
You Can Do Today To Give Your Aerospace Marketing Efforts a Lift



1

Send email recipients something they want

Personalization is important and has been proven to increase response rates, but relevant content can be even more persuasive. Sending a single helpful tip to a specific audience can easily turn an unopened email into a qualified lead.



Example from Dallas Airmotive Campaign



QUICK WIN

Repurpose your trade show schwag and test a giveaway to gain contact info.

2

Drive targeted traffic with SEO tweaks

Integrate focused long tail keywords into your h1 tags. Long tail keywords or search phrases that contain 3 or more words are more specific, which means visitors that land on your website from a long tail search term are ideally more qualified resulting in better quality traffic and higher conversion rates.



QUICK WIN

Install Yoast, AKA the most comprehensive WordPress SEO plugin. It handles the technical optimization of your site, assists with optimizing your content, and it's free!

3

Stir up more traffic at the trade show

Every trade show is an opportunity to extend your presence beyond the booth. Hosting a customer event shows your appreciation, and promoting the soiree on social channels will inform other attendees of the gracious company you are -- especially when you welcome them to stop by and say hi too.



QUICK WIN

Host a happy hour during peak event times to make walk-ins easy and be sure to send a reminder email even the day of the event.