



Chapter 07: Marketing and Client Retention

13. Pilot Community Outreach

Engage with the pilot community through outreach initiatives to build relationships and establish market presence.

Purpose

This process establishes systematic methods for engaging with local and regional pilot communities, aviation organizations, and industry groups to build relationships, establish market presence, and generate referrals and new business opportunities.

Roles and Responsibilities

Marketing Leader:

- Oversee market research and segmentation analysis
- Approve targeting strategies and budget allocation
- Monitor campaign performance and ROI
- Coordinate marketing initiatives and content creation
- Manage client retention and loyalty programs

Operations Leader:

- Oversee daily operations and coordinate between departments
- Authorize emergency response procedures and resource allocation
- Monitor safety compliance and operational excellence
- Coordinate scheduling across departments for operational coverage
- Review billing disputes and approve service adjustments
- Ensure regulatory compliance across all operations

Process Steps

Community Identification and Research Phase

- **Map local aviation community** - Identify pilot organizations, flying clubs, aviation groups, and industry associations in the region



- **Research community needs** - Understand community challenges, interests, and service requirements through surveys and discussions
- **Evaluate outreach opportunities** - Assess potential for relationship building, education, and business development with different groups
- **Prioritize target communities** - Rank organizations based on alignment with business objectives and relationship potential
- **Define outreach objectives** - Establish specific goals including relationship building, brand awareness, and lead generation
- **Develop outreach calendar** - Plan participation in events, meetings, and activities throughout the year

Relationship Building and Engagement Phase

- **Join relevant organizations** - Become members of key pilot organizations and aviation groups
- **Attend community events** - Participate in fly-ins, safety seminars, social events, and educational programs
- **Volunteer for community initiatives** - Contribute time and expertise to safety programs, educational activities, and community projects
- **Host facility tours** - Invite community groups to visit FBO facilities and learn about services
- **Sponsor community activities** - Support aviation events, safety programs, and educational initiatives with financial or in-kind contributions
- **Build individual relationships** - Develop personal connections with influential community members and organization leaders

Educational and Service Outreach Phase

- **Conduct safety presentations** - Offer educational programs on aviation safety, weather, and operational best practices
- **Provide technical expertise** - Share knowledge about aircraft maintenance, avionics, and operational procedures
- **Host educational events** - Organize seminars, workshops, and training sessions at FBO facilities
- **Support pilot training** - Offer resources, facilities, and expertise to support pilot education and certification
- **Participate in safety initiatives** - Contribute to community safety programs and Federal Aviation Administration (FAA) safety campaigns
- **Share industry insights** - Provide information about regulatory changes, industry trends, and best practices

Follow-Up and Relationship Maintenance Phase

- **Maintain regular contact** - Stay connected with community contacts through regular communication and interaction
- **Track relationship development** - Monitor relationship progress and identify opportunities for deeper engagement
- **Convert relationships to business** - Identify and pursue business opportunities with community contacts
- **Measure outreach impact** - Evaluate business results from community outreach activities including leads and referrals
- **Expand successful relationships** - Deepen engagement with high-value community relationships and expand network
- **Report community insights** - Share community feedback and market intelligence with leadership for strategic planning

Process Mapping

Flowchart showing community outreach lifecycle from identification and research through relationship building, educational outreach, and follow-up with feedback loops for continuous engagement.

Tools and Resources

Community Engagement Tools:

- Contact management and relationship tracking systems
- Event calendar and participation planning tools
- Presentation materials and educational resources
- Community feedback and survey collection systems

Educational Materials:

- Safety presentation templates and resources
- Technical expertise documentation and handouts
- Facility tour guides and informational materials
- Training and workshop curriculum development tools

Event and Activity Support:

- Event planning and logistics coordination tools
- Sponsorship tracking and management systems

- Volunteer coordination and scheduling platforms
- Photography and documentation equipment for events

Relationship Management:

- Customer relationship management (CRM) system for community contacts
- Follow-up communication templates and schedules
- Business development tracking and opportunity management
- Performance measurement and reporting tools

Success Metrics

- **Completion Time:** Community outreach activities executed according to annual calendar with 90% participation rate.
- **Quality Standard:** Positive feedback from 85% of community interactions and educational presentations.
- **Performance Standard:** Community outreach generates 20% of new client leads and 15% increase in regional market awareness.
- **Client Satisfaction:** 90% of community-referred clients report satisfaction with services and continue relationship.

Common Issues and Solutions

- **Issue:** Limited time and resources for consistent community engagement
- **Solution:** Prioritize highest-value activities, delegate participation to multiple team members, and focus on quality over quantity of engagements

Issue: Difficulty measuring return on investment from community outreach activities

Solution: Implement lead tracking systems, use referral codes, and conduct regular surveys to measure brand awareness and business impact

Issue: Community events and activities conflicting with operational demands

Solution: Plan outreach activities during slower operational periods, designate backup participants, and coordinate with operations team for scheduling

Safety Considerations

- **NOTE:** Use community outreach opportunities to promote aviation safety and best practices

CAUTION: Ensure all educational content and presentations maintain accuracy and regulatory compliance

✅ **BEST PRACTICE:** Participate in community safety initiatives and promote safety culture throughout outreach activities

⚠️ **WARNING:** Never compromise safety standards or provide incorrect safety information during community presentations

Regulatory References

- **14 CFR Part 139:** Airport Operating Certificates (operational accuracy in presentations)
- **14 CFR Part 91:** General Operating and Flight Rules (compliance in educational content)
- **FAA Safety Programs:** Participation in FAA safety initiatives and campaigns
- **Professional Association Standards:** Compliance with aviation organization codes of conduct
- **Educational Content Accuracy:** Responsibility for accurate technical and safety information sharing