



Chapter 07: Marketing and Client Retention

03. Promotional Offer Development

Create and manage promotional offers to attract new clients and encourage repeat business from existing clients.

Purpose

This process establishes systematic methods for developing, implementing, and evaluating promotional offers that drive client acquisition, increase service utilization, and enhance client loyalty while maintaining profitability and operational efficiency.

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

Business Leader:

- Approve marketing budget and resource allocation
- Review financial projections and business development strategies
- Provide strategic direction for market expansion
- Monitor competitive positioning and pricing strategies
- Oversee vendor contracts and supplier relationships

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

Offer Strategy and Development Phase

- **Analyze market opportunities** - Review seasonal patterns, competitive landscape, and client behavior to identify promotional opportunities
- **Define promotional objectives** - Establish specific goals such as new client acquisition, service trial, or repeat business generation
- **Develop offer concepts** - Create promotional ideas including discounts, bundled services, loyalty rewards, or value-added benefits
- **Conduct financial analysis** - Calculate promotional impact on profit margins, break-even points, and revenue projections
- **Assess operational impact** - Evaluate capacity requirements, team member training needs, and service delivery implications
- **Select target audiences** - Identify specific client segments most likely to respond to promotional offers

Offer Design and Approval Phase

- **Create detailed offer terms** - Define promotional pricing, service inclusions, duration, and redemption requirements
- **Develop legal disclaimers** - Include necessary terms and conditions, limitations, and regulatory compliance language
- **Design promotional materials** - Create marketing collateral, website content, and communication templates
- **Obtain leadership approval** - Present offer details, financial projections, and implementation plan for approval
- **Coordinate with operations** - Brief operations team on offer details and service delivery requirements
- **Prepare tracking systems** - Set up systems to monitor offer utilization, redemption, and performance metrics

Implementation and Promotion Phase

- **Launch promotional campaign** - Deploy offers across selected marketing channels including digital, print, and direct communication
- **Train team members** - Educate client-facing team members on offer details, redemption process, and upselling opportunities
- **Monitor initial response** - Track early adoption rates, client inquiries, and booking patterns
- **Manage offer redemption** - Process promotional bookings, apply discounts, and ensure accurate billing

- **Maintain promotional materials** - Update website content, social media posts, and marketing materials as needed
- **Coordinate with partners** - Communicate promotional offers to referral partners and industry contacts

Performance Evaluation and Optimization Phase

- **Track offer performance** - Monitor redemption rates, revenue impact, and client acquisition metrics
- **Analyze client feedback** - Gather feedback on offer value, redemption experience, and satisfaction levels
- **Evaluate financial results** - Compare actual performance to projections and calculate return on investment
- **Identify optimization opportunities** - Determine adjustments needed for future promotional offers
- **Document lessons learned** - Record insights about offer design, promotion methods, and client response patterns
- **Plan follow-up activities** - Develop strategies to convert promotional clients to regular clients

Process Mapping

Flowchart showing promotional offer lifecycle from strategy development through design, implementation, promotion, and performance evaluation with feedback loops for continuous improvement.

Tools and Resources

Financial Analysis Tools:

- Pricing calculators and margin analysis spreadsheets
- Revenue forecasting templates
- Break-even analysis worksheets
- ROI tracking dashboards

Marketing Materials:

- Promotional flyer and brochure templates
- Email campaign templates
- Social media post templates
- Website banner and landing page designs

Tracking and Management:

- Customer relationship management (CRM) system

- Promotional code tracking system
- Performance analytics dashboards
- Client feedback collection tools

Legal and Compliance:

- Terms and conditions templates
- Regulatory compliance checklists
- Contract and agreement templates
- Insurance and liability documentation

Success Metrics

- **Completion Time:** Promotional offer development and launch within 4 weeks of concept approval.
- **Quality Standard:** Minimum 10% redemption rate on targeted promotional offers within 60 days.
- **Performance Standard:** Promotional offers generate positive ROI within 90 days of launch.
- **Client Satisfaction:** 90% of clients redeeming promotional offers report satisfaction with value and experience.

Common Issues and Solutions

- **Issue:** Low redemption rates despite strong initial interest
- **Solution:** Review redemption process complexity, extend offer duration, or adjust promotional channels to reach more qualified prospects

Issue: Promotional offers attracting price-sensitive clients who don't return

Solution: Develop follow-up strategies to convert promotional clients, create loyalty incentives, and focus on value demonstration rather than price alone

Issue: Operational strain during high-redemption promotional periods

Solution: Implement capacity management strategies, adjust offer availability, and coordinate with operations for adequate staffing and resource allocation

Safety Considerations

- ⚡ **CAUTION:** Ensure promotional offers don't encourage unsafe practices or compromise regulatory compliance requirements
- ⓘ **NOTE:** Include appropriate disclaimers regarding weather cancellations, aircraft availability, and safety-

related service limitations

✅ **BEST PRACTICE:** Review all promotional offers with safety officer to ensure compliance with Federal Aviation Administration (FAA) regulations

⚠️ **WARNING:** Never compromise safety standards or maintenance requirements to fulfill promotional commitments

Regulatory References

- **14 CFR Part 139:** Airport Operating Certificates (service standards in promotions)
- **14 CFR Part 91:** General Operating and Flight Rules (operational compliance)
- **FTC Act Section 5:** Truth in Advertising and promotional disclosure requirements
- **State Consumer Protection Laws:** Promotional offer legal compliance
- **FAA AC 150/5190-7:** Minimum Standards for Commercial Aeronautical Activities