



## Chapter 07: Marketing and Client Retention

# 14. Seasonal Marketing Campaigns

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Develop and execute seasonal marketing campaigns to capitalize on seasonal opportunities and maintain year-round engagement.

## Purpose

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This process establishes systematic methods for planning, developing, and executing seasonal marketing campaigns that capitalize on aviation activity patterns, weather cycles, and holiday periods to maximize client engagement and business opportunities.

## Roles and Responsibilities

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### 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

### 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

# Process Steps

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## Seasonal Opportunity Analysis Phase

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- **Analyze historical seasonal patterns** - Review past three years of client activity, revenue, and service utilization by season and month
- **Identify seasonal opportunities** - Determine peak periods, slow seasons, and specific seasonal needs for different client segments
- **Research seasonal trends** - Study aviation industry seasonal patterns, weather impacts, and holiday travel behaviors
- **Evaluate competitive seasonal activities** - Analyze competitor seasonal campaigns and identify differentiation opportunities
- **Define seasonal objectives** - Establish specific goals for each season including revenue targets, client acquisition, and service utilization
- **Plan seasonal calendar** - Create annual calendar of seasonal campaigns aligned with aviation activity and business cycles

## Campaign Development and Planning Phase

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- **Create seasonal campaign concepts** - Develop campaign themes and messaging for spring flying season, summer travel, fall activities, and winter preparations
- **Design seasonal offers** - Create season-specific promotions, packages, and incentives that address seasonal client needs
- **Develop seasonal content** - Create marketing materials, social media content, and communications tailored to seasonal themes and activities
- **Plan campaign timing** - Schedule campaign launches to align with seasonal preparation periods and peak activity times
- **Coordinate operational support** - Ensure operational capacity and resources align with seasonal campaign promises and expectations
- **Set campaign budgets** - Allocate marketing resources across seasonal campaigns based on expected return and strategic priorities

## Campaign Execution and Management Phase

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- **Launch seasonal campaigns** - Deploy campaigns across selected channels including digital, email, social media, and direct communication
- **Monitor campaign performance** - Track key metrics including engagement, lead generation, and conversion rates throughout campaign duration

- **Adjust campaigns in real-time** - Modify messaging, offers, or channels based on early performance data and market response
- **Coordinate seasonal promotions** - Manage special offers, events, and activities that support seasonal campaign objectives
- **Maintain consistent messaging** - Ensure all team members understand seasonal campaign messages and can support client inquiries
- **Document campaign activities** - Record campaign execution details, performance data, and lessons learned for future planning

## Performance Evaluation and Optimization Phase

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- **Analyze seasonal campaign results** - Review performance metrics including lead generation, revenue impact, and client acquisition by campaign
- **Compare seasonal performance** - Evaluate current season results against historical data and campaign objectives
- **Identify successful elements** - Determine which campaign components, messages, and channels generated the best results
- **Document lessons learned** - Record insights about seasonal timing, messaging effectiveness, and operational coordination
- **Plan campaign improvements** - Develop recommendations for enhancing future seasonal campaigns based on performance analysis
- **Prepare for next season** - Begin early planning for upcoming seasonal campaigns incorporating lessons learned and market changes

## Process Mapping

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Flowchart showing seasonal campaign lifecycle from opportunity analysis through development, execution, and evaluation with feedback loops for continuous improvement and next season planning.

## Tools and Resources

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### Campaign Planning Tools:

- Seasonal calendar and campaign planning templates
- Historical data analysis and trend identification tools
- Campaign budget allocation and tracking systems
- Performance forecasting and target-setting tools

### Content Creation Resources:



- Seasonal content templates and design assets
- Photography and videography for seasonal themes
- Social media content calendars and scheduling tools
- Email marketing templates and automation systems

**Campaign Management:**

- Marketing automation platforms for campaign execution
- Performance tracking and analytics dashboards
- Lead generation and conversion tracking systems
- Campaign coordination and team communication tools

**Analysis and Reporting:**

- Campaign performance measurement and reporting tools
- Seasonal comparison and trend analysis systems
- Return on investment calculation and tracking
- Lessons learned documentation and planning templates

## Success Metrics

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- **Completion Time:** Seasonal campaigns launched according to planned schedule with all materials and systems ready 2 weeks before campaign start.
- **Quality Standard:** Seasonal campaigns maintain brand consistency and generate zero compliance or operational issues.
- **Performance Standard:** Seasonal campaigns achieve 20% higher engagement rates and 15% increase in seasonal revenue compared to non-campaign periods.
- **Client Satisfaction:** 85% of clients report positive response to seasonal campaigns and find offers relevant to their needs.

## Common Issues and Solutions

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- **Issue:** Weather disruptions affecting seasonal campaign timing and effectiveness
- **Solution:** Build flexibility into campaign schedules, develop alternative messaging for weather delays, and maintain contingency plans for seasonal disruptions

**Issue:** Operational capacity constraints during peak seasonal periods

**Solution:** Coordinate capacity planning with seasonal campaign development, implement scheduling systems to manage demand, and adjust campaign intensity based on operational capacity

**Issue:** Seasonal campaigns generating short-term results without long-term client retention

**Solution:** Focus on relationship building rather than transactional offers, implement follow-up strategies for seasonal clients, and create year-round engagement programs

## Safety Considerations

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- **NOTE:** Ensure seasonal campaigns promote safe flying practices and appropriate weather decision-making
- **CAUTION:** Avoid creating pressure for unsafe operations during popular seasonal flying periods
- **BEST PRACTICE:** Include safety messaging and weather awareness in seasonal campaign communications
- **WARNING:** Never compromise safety standards or encourage unsafe practices to meet seasonal campaign objectives

## Regulatory References

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- **14 CFR Part 139:** Airport Operating Certificates (operational compliance during seasonal peaks)
- **14 CFR Part 91:** General Operating and Flight Rules (safety compliance in seasonal operations)
- **FAA Weather Services:** Accurate weather information in seasonal campaign communications
- **FTC Act Section 5:** Truth in Advertising for seasonal promotional offers
- **Consumer Protection Laws:** Seasonal promotion disclosure and fulfillment requirements