



# Welcome

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## Onboarding Guide

This Welcome Guide provides a clear roadmap for your first month at RRM, ensuring a smooth onboarding, efficient website development process, and a strategic launch and planning rhythm that aligns with our mission, values, and 2025 goals.

 1-314-804-1200

 [righttruddermarketing.com](https://righttruddermarketing.com)



# About Us

At **Right Rudder Marketing**, we speak pilot because **we are pilots**. This pilot owned digital marketing agency exists for one purpose: **helping flight schools and aviation businesses** reach their full potential through strategic growth, smart scaling, and meaningful industry impact.

Here's what happens when you partner with us: **your flight school becomes the go-to training destination in your area**. Period. While others struggle with generic marketing, we bring **aviation-specific expertise** that simply works.





# Our Mission



Our mission is to impact the aviation training industry and bring more people into aviation. **Right Rudder Marketing** aims to lower the cost of participating in aviation by **increasing the supply of pilots** which provides **increased demand for aviation companies** to operate at economies of scale.

Our mission is to facilitate the **progress of our society** into a new age where all humans are given the opportunities to be equipped with **aviation skills to travel faster and farther** in the skies.

Our mission is to **help 100 flight schools double their student body** and dominate their service area by 2026.



# Our Core Values

## We Believe in the Power of Aviation

Just like the aviation expression "**Airspeed is life. Altitude is insurance**" our business model follows the same principles. For **Right Rudder Marketing**, **S.P.E.E.D.** is how we run our company. Flying **H.I.G.H.** is how we remain in business long term. We're committed to the **aviation community** and **we are here to serve** the flight training industry.

**H Help**  
Help aviation businesses. The more aviation businesses we partner with to help grow and scale their businesses, Right Rudder Marketing in tandem also grows and scales and climbs in altitude and reach. Our clients are the utmost priority and we need to make sure that we...

**I Implement**  
Implement the best systems and processes. We continually research new trends and changes in the marketplace. We innovate our systems and procedures to always give our customers the best results. Through our successes, we...

**G Give Back**  
Give back to the aviation community. We always give more than what we receive in return to serve our customers, our customer's customers, and our partners. That way everyone in our immediate circles can...

**H Have Fun**  
Have fun. Aviation is an industry of love. People choose to become aviators due to their passions and love of flight. We always have fun doing what we do because we love what we do. We love seeing more people flying and achieving their goals.

**S Strengthen**  
Strengthen one another. Our actions speak louder than words. We treat our clients, our partners, our vendors, and our team with respect. We strengthen one another through our teamwork and collaboration.

**P Position**  
Position our flight schools, partners for positive growth. We prioritize our actions by their impactfulness.

**E Expect**  
Expect nothing but the best from one another. We set clear expectations of our needs and our goals.

**E Exude**  
Exude expertise. We continuously improve and are experts in our trade. We commit to consistent training in order for us to...

**D Deliver**  
Deliver world class results.



# Onboarding

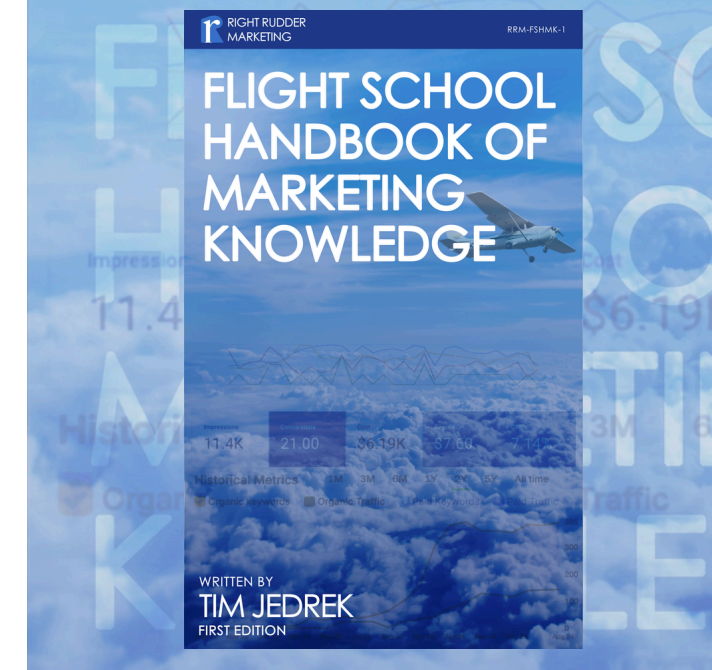
At **Right Rudder Marketing**, onboarding isn't just a formality, it's where **we start delivering value**. During this phase, we:

- *Welcome you to our mission and values*
- *Introduce your dedicated project team*
- *Map out each step of your upcoming project and clarify what to expect*
- *Provide early victories (such as fast content drafts, marketing quick wins, and transparent communication)*
- *Show how we will keep you informed and supported every step of the way*

A strong start builds the momentum that allows both RRM and our clients to soar. This commitment to onboarding excellence sets us apart and is directly linked to our vision of helping flight schools grow and lead the aviation training industry

## Flight School Handbook of Marketing Knowledge

A guide for flight school owners to increase sales. It reveals strategies for dominating search engine rankings and outperforming larger competitors.



## Customer Portal

The RRM Customer Portal acts as the central hub for all client communications, task submissions, progress tracking, and resource sharing. Built specifically for the unique needs of flight schools and aviation businesses, the portal brings clarity to every project phase and ensures nothing falls through the cracks





# Website Development Workflow

Our process incorporates comprehensive **planning**, **strategic SEO**, and **technical setup** to deliver high impact websites tailored to **flight schools' unique needs**. Importantly, the workflow includes configuring the **Flight School CRM** (Customer Relationship Management) to foster seamless **client engagement** and continues evolving **post-launch** through iterative development.

## Week 1

### Kickoff and Research

- Conduct detailed discovery discussions to understand client goals, branding, target student profiles, and unique programs
- Perform keyword research focused on aviation terms, location-specific modifiers, and prospective student intent to guide content strategy
- Analyze geographic and competitive landscape for optimal message positioning
- Begin Flight School CRM setup by integrating client data, defining lead pipelines, and configuring automations aligned with sales and enrolment processes

## Week 2

### Initial Draft Presentation

- Showcase the first draft of the website incorporating SEO fundamentals: optimized metadata, keyword-rich content, responsive design, and UI/UX best practices
- Introduce lead magnet and CTA strategies, ensuring capture mechanisms are integrated and user-friendly
- Present CRM workflows for lead capture, nurturing, and conversion tracking synchronized with website forms and landing pages
- Collect client feedback on design, messaging, and functional priorities

## Week 3

### Refinement and Extension

- Deliver an updated website draft addressing feedback, expanding pages, refining SEO copy, and reinforcing the Unique Value Proposition (UVP)
- Implement directory listings and citation strategies with consistent Name, Address, Phone (NAP) data to enhance local SEO
- Continue CRM customization, setting up ticketing workflows, communication triggers, and reporting dashboards for transparent project tracking

## Week 4

### Final Review and Launch Preparation

- Conduct final review meeting focusing on readiness for launch, including site speed, mobile optimization, analytics setup, and data privacy compliance
- Confirm CRM integration completeness with live forms, ticket workflows, and client access configurations
- Prepare a launch plan encompassing technical deployment, DNS updates, SSL certification, and user training resources



# Website Launch & Beyond

This phase at Right Rudder Marketing marks a pivotal moment in a flight school's digital growth journey, transitioning from project completion to ongoing success and market visibility. Equally important is a well-orchestrated Social and Press Launch Announcement strategy that maximizes awareness, engagement, and lead traction immediately after launch.

- The website launch is a **strategic milestone**, not the finish line. It officially puts the school's **enhanced digital presence** into the marketplace, serving as a key tool for **attracting and converting prospective students**
- Post launch, the site enters an **iterative development** phase where **continuous monitoring**, content updates, SEO refinements, user feedback, and **feature upgrades** occur. This ensures the website **remains relevant**, competitive, and **aligned with changing market dynamics**
- Integrated with the **Flight School CRM**, the website's **lead capture forms** and communications drive real-time data flow into **partner pipelines**, enabling **actionable insights** and proactive outreach
- **Ongoing partner collaboration** schedules regular check-ins for **performance reviews**, new feature prioritization, and **strategic adjustments** based on **analytics** and **industry trends**
- This **dynamic approach** empowers flight schools to continually **enhance user experience**, SEO rankings, and **conversion rates**, fueling long-term enrollment growth and **brand authority**



# Social Media & Press Launch

By seamlessly combining a robust post-launch website strategy with targeted social and press outreach, Right Rudder Marketing ensures that new flight school websites not only debut with impact but sustain momentum and growth in today's competitive aviation education market.

- A **coordinated social media announcement campaign** sparks immediate buzz—leveraging platforms where target audiences engage, including Facebook, Instagram, LinkedIn, YouTube, and Twitter
- **Content includes** teaser posts, behind-the-scenes looks at the website creation and compelling visuals highlighting the school's UVP and new features
- **Simultaneous press release distribution** targets aviation industry publications, local news outlets, trade journals, and online communities to build credibility and generate inbound interest
- **Alumni testimonials**, and client success story teasers can amplify impact and foster community engagement
- **Announcements incorporate clear calls-to-action** driving audiences to visit the new website, download lead magnets, or book discovery flights immediately
- **Post-launch engagement plans** include social listening and prompt response to inquiries, maximizing follow-through from initial attention to lead conversion





# What Comes After

After the first month post-website launch, the focus shifts to sustained growth through structured planning, performance monitoring, content creation, and continuous platform enhancements, ensuring the flight school’s digital presence remains dynamic and effective.

## Quarterly Strategies Planning

- **Strategic Review:** Convene comprehensive planning sessions every quarter to assess past performance, competitive landscape, and emerging trends in flight training and digital marketing
- **Campaign Alignment:** Develop promotional campaigns, such as seasonal enrollment drives, scholarship announcements, and event marketing (e.g., open houses, webinars), aligned with the school’s recruitment cycles
- **Resource Allocation:** Set budgets and allocate team capacity for SEO, PPC ads, content marketing, social media initiatives, and platform upgrades to maximize ROI

## Monthly KPI Reviews

- **Data-Driven Insights:** Analyze key performance indicators monthly, including website traffic, conversion rates, lead quality, enrolment numbers, and campaign effectiveness through the Flight School CRM and analytics dashboards
- **Adjustments & Accountability:** Identify growth opportunities or problem areas promptly. Adjust marketing tactics, content focus, and operational workflows with clear accountability and deadlines
- **Stakeholder Engagement:** Share KPI reports with school leadership and marketing teams to ensure transparent progress tracking and collaborative decision-making

## Feature Upgrades:

Prioritize enhancements like advanced lead capture mechanisms, expanded program pages, integration of online booking or payment systems, and improved mobile experiences to enhance user engagement and conversion.

## Ongoing Development

Recognize that the website launch is a foundation for future growth. Continuous improvements based on real user data, feedback, and evolving school goals keep the site relevant and optimized.

## Content Development and Planning

- **Editorial Calendar:** Maintain a rolling content calendar focused on SEO targeted articles, student success stories, educational videos, and industry news tailored to engage prospective students and promote thought leadership
- **Lead Magnets & Funnels:** Regularly update and expand downloadable guides, webinar series, and interactive tools, nurturing leads through strategic email sequences integrated with the FSCRM
- **Community Building:** Encourage user-generated content, social media challenges, and alumni spotlights to deepen engagement and foster a vibrant school community

# Cleared for Takeoff

As you embark on this exciting journey with Right Rudder Marketing, remember that every step you take brings you closer to transforming your flight school into a thriving hub of aviation excellence. This guide is not just a roadmap, it's a blueprint for your vision to take flight, fueled by purpose, passion, and relentless commitment. Together, we will navigate challenges, seize opportunities, and soar beyond limits. The future of your flight school is bright, filled with endless possibilities for growth, impact, and success. Embrace this moment, confident that with the right strategy, tools, and partnership, you are poised to inspire the next generation of aviators and elevate your legacy to new heights. Welcome to a future of boundless horizons, let's make it legendary.



**Let's Train More  
Pilots Together!**

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