



POWER
AVIATION STRATEGIES

LIFTING YOUR BRAND: WE BRING YOUR AVIATION STORY TO LIFE

We're not your average marketing company. With over 25 years of experience in aviation sales and marketing, our team offers fast onboarding and minimal oversight, allowing you to focus on your business.

Tiered Power Programs

Tiered pricing offers a customized approach tailored to your specific marketing needs, providing a selection of fixed services allowing you to choose a package that suits your specific goals and budget. A 6 month commitment is required for Tiered programs.

TIER I

\$4,500/Month

- Customized Quarterly Marketing Strategy
- Defined KPIs to measure success
- Design content and graphics for six email campaigns per quarter
- Write content and distribute three Press Releases per quarter
- Create content and graphics for a quarterly BLOG post
- Design content and graphics for four full page print or digital ads per quarter
- Includes 30 minute meetings weekly and administrative time
- Monthly and quarterly reporting

TIER II

\$ 3,000/Month

- Customized Quarterly Marketing Strategy
- Defined KPIs to measure success
- Design content and graphics for three email campaigns per quarter
- Write content and distribute two Press Releases per quarter
- Create content and graphics for a quarterly BLOG post
- Design content and graphics for two full page print or digital ads per quarter
- Includes 30 minute meetings bi-monthly and administrative time
- Monthly and quarterly reporting

TIER III

\$ 2,500/Month

- Customized Quarterly Marketing Strategy
- Defined KPIs to measure success
- Design content and graphics for two email campaigns per quarter
- Write content and distribute one Press Release per quarter
- Create content and graphics for a quarterly BLOG post
- Design content and graphics for one print or digital ad per quarter
- Includes 30 minute meetings bi-monthly and administrative time
- Monthly and quarterly reporting

Website Development & Design

Custom multi-page websites starting at \$5,000, ideal for showcasing your brand with professional layouts, mobile optimization, and basic SEO. Reliable hosting is available for \$250/year, ensuring secure, fast performance with regular maintenance. A formal quote will be provided once the project scope is fully understood, allowing us to create a digital presence tailored to your goals and audience.

Social Media Packages

Strategy, content, graphics, and scheduling

- A monthly sixty-minute session dedicated to strategizing on your objectives, target demographic, and the most impactful content for your needs.
- An in-depth content schedule, featuring suggestions for posts, along with a concise checklist of items we require from you to craft the most authentic and impactful content achievable.
- Customized premium feed posts, pre-arranged and set to launch via our social media scheduling tools, complete with captions, hashtags, and visual elements such as photos, graphics, and videos.
- Listening tools and engagement with key partners, competitive analysis with top 3 competitors
- Monthly reports will be furnished to assess and gauge key performance indicators (KPIs).

LinkedIn or Facebook

8 Posts	\$1,250/Month
10 Posts	\$1,500/Month
12 Posts	\$1,750/Month
16 Posts	\$2,250/Month

Instagram

8 Posts	\$1,450/Month
10 Posts	\$1,750/Month
12 Posts	\$2,050/Month
16 Posts	\$2,650/Month

Add LinkedIn or Facebook as a second platform and Save \$500

Social Media Consulting

Senior-level strategy and execution — ideal for aviation teams that need polished, consistent content without the overhead.

- Strategic Planning
- Image & Video Curation
- Content Editing & Formatting
- Performance Analysis (Vista Social required)

\$750/month per platform

Social Media A La Carte

Planning	A year-long editorial calendar with a recommended strategy for engagement and increasing followers	\$ 2,500+
Advertising	Expertise in paid advertising and/or promoted posts for audience growth, excluding graphic design services	\$ 650/per ad
Artwork	Creation of cover photos and artwork for sharing purposes	Billed hourly
Additional Posts	Additional Post on LinkedIn, Facebook or Instagram	\$ 125 / each

A La Carte Pricing

A la carte items do not include administrative time

Strategy

Strategic Planning	Three days of support: Day one for planning, day two for moderation, and day three for drafting a plan from notes and ideas	\$ 2,500
Outreach	Trade show booth design and development	\$ 2,500+

Marketing Collateral: Print & Digital

Slick Card	4 x 9 double-sided with essential content	\$ 650+
Brochure	A comprehensive bi-fold or tri-fold brochure	\$ 850+
Flyer	From special price promotions to event flyers, the 8.5 x 11 (or 8.5 x 14) is a universal and commonly requested option	\$ 650+
Booklet	Four sheets of 11 x 17 paper folded in half to create an 8-page booklet are ideal for newsletters, annual reports, or sales catalogs. The layout of the pages can be customized as needed	\$ 2,000+
Direct Mail	Standard size postcard conveying a specific theme or straightforward message, such as a promotion or event details	\$ 625+
Print Ad	Design content and graphics for a print advertisement	\$ 850+
Digital Ad	Design content and graphics for a digital advertisement	\$ 750+
Banner Ad	Design content and graphics for a digital banner advertisement	\$ 625+

Copywriting

Newsletter	Layout and formatting of content for a digital newsletter, excluding html links to a website	\$ 950+
Press Release	Copywriting and distribution of a press release	\$ 850
BLOG	Content and images (500 - 1,000 words)	\$ 500+

Open, On-Demand Hourly Rates

Principal/Highly Skilled Services	\$ 125/hr
Graphic Design	\$ 125+/hr
Copywriting	\$ 95/hr
Admin/Vendor Mgmt	\$ 85/hr
Admin/Housekeeping	\$ 65/hr
Web Development	\$150/hr
Media Management	20% of total spend

All content will have one round of revisions