

A large, shiny, blue and white aircraft, possibly a Gulfstream, is shown from a front-three-quarter perspective, flying over a dark blue, textured surface that looks like water. The aircraft's polished metal and blue paint reflect the light.

# 2026 SERVICES & PRICING

---

POWER AVIATION STRATEGIES



[JESSICA@POWERAVIATIONSTRATEGIES.COM](mailto:JESSICA@POWERAVIATIONSTRATEGIES.COM)



(774) 571-7293



# 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.



JESSICA@POWERAVIATIONSTRATEGIES.COM

2026 PRICING



## 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

**\$6,500**

month

- Customized Quarterly Marketing Strategy
- Establish KPIs to measure success.
- Design content and graphics for six (6) email campaigns per quarter
- Write content and distribute three (3) Press Releases per quarter
- Create content and graphics for two (2) quarterly BLOG post per quarter
- Design content and graphics for four (4) full page print or digital ads per quarter
- Monthly and quarterly reporting
- Includes monthly meetings & Prep, Communications & Admin time

### TIER II

**\$3,750**

month

- Customized Quarterly Marketing Strategy
- Establish KPIs to measure success.
- Design content and graphics for three (3) email campaigns per quarter
- Write content and distribute two (2) Press Releases per quarter
- Create content and graphics for one (1) quarterly BLOG post per quarter
- Design content and graphics for two (2) full page print or digital ads per quarter
- Monthly and quarterly reporting
- Includes monthly meetings & Prep, Communications & Admin time

### TIER III

**\$2,500**

month

- Customized Quarterly Marketing Strategy
- Establish KPIs to measure success.
- Design content and graphics for two (2) email campaigns per quarter
- Write content and distribute one (1) Press Releases per quarter
- Create content and graphics for one (1) quarterly BLOG post per quarter
- Design content and graphics for one (1) half-page ad or digital ad per quarter
- Monthly and quarterly reporting
- Includes monthly meetings & Prep, Communications & Admin time



# WEBSITE DESIGN & DEVELOPMENT

We specialize in crafting visually stunning websites that not only capture attention but tell the powerful story of your brand, products, and services. Through exceptional photography and video content creation, we showcase the very essence of your aviation business, bringing your vision to life.

## STRATEGIC DESIGN

- Visually Appealing & Responsive: Modern, clean layouts optimized for flawless performance across desktop, tablet, and mobile devices.
- User-Centric Navigation: Intuitive site structures and clear service pathways ensuring customers find what they need instantly.
- Brand Authority: Professional aesthetics that reflect your industry reputation and build immediate trust.

## GROWTH & VISIBILITY

- SEO Integration: Built with a SEO foundation and keyword strategy to increase your visibility in search results.
- Lead Generation: Strategic placement of interactive contact forms and clear "Calls to Action" to drive inquiries.

## SEAMLESS PROCESS

- Quality Assurance: Rigorous testing for responsiveness, browser compatibility, and accessibility compliance (WCAG 2.1).

## TRAINING & SUPPORT

- 30-Day Post-Launch Support: Dedicated technical support to monitor performance and resolve issues after going live.
- Performance Insights: Integration of Google Analytics to provide you with traffic data and reporting.

**One-Page Websites starting at \$3,000**

**Multi-Page Websites starting at \$5,500**



# SOCIAL MEDIA STRATEGY & EXECUTION

- Collaborative Story Gathering We work directly with your team to gather real stories, images, milestones, and moments from your operation—turning day-to-day work into meaningful content your audience connects with.
- Content That Makes Your Audience Feel Seen Messaging is built around your customers' questions, challenges, and decision points—so your audience feels understood, not marketed to.
- Authentic Content, Not Advertisements We focus on genuine posts, short-form videos, and strong hooks designed to spark conversation, build trust, and show expertise—never salesy ads disguised as content.
- Clear Messaging & Consistent Presence Every post supports a clear narrative, helping your brand show up consistently with purpose and alignment across platforms.
- Strategic Hooks That Drive Engagement Each piece of content is crafted to stop the scroll, invite interaction, and encourage dialogue—supporting long-term visibility and buying decisions.
- A True Partnership This is a collaboration. We guide strategy, structure, and execution while working alongside your team to ensure content reflects your voice, values, and goals.
- Performance Tracking & Insight Monthly reporting provides clarity on what's working, why it worked, and how to adjust moving forward—so content continues to improve over time.

## in LINKEDIN OR FACEBOOK

|                 |                      |
|-----------------|----------------------|
| <b>8 Posts</b>  | <b>\$1,250/Month</b> |
| <b>10 Posts</b> | <b>\$1,500/Month</b> |
| <b>12 Posts</b> | <b>\$1,750/Month</b> |
| <b>16 Posts</b> | <b>\$2,250/Month</b> |

## INSTAGRAM

|                 |                      |
|-----------------|----------------------|
| <b>8 Posts</b>  | <b>\$1,450/Month</b> |
| <b>10 Posts</b> | <b>\$1,750/Month</b> |
| <b>12 Posts</b> | <b>\$2,050/Month</b> |
| <b>16 Posts</b> | <b>\$2,650/Month</b> |

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

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

## MARKETING COLLATERAL: PRINT & DIGITAL

|                    |   |                  |
|--------------------|---|------------------|
| <b>Slick Card</b>  | 4 x 9 double-sided with essential content   | <b>\$ 650+</b>   |
| <b>Brochure</b>    | A comprehensive bi-fold or tri-fold brochure  | <b>\$ 850+</b>   |
| <b>Flyer</b>       | From special price promotions to event flyers, the 8.5 x 11 (or 8.5 x 14) is a universal and commonly requested option  | <b>\$ 650+</b>   |
| <b>Booklet</b>     | 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 | <b>\$ 2,000+</b> |
| <b>Direct Mail</b> | Standard size postcard conveying a specific theme or straightforward message, such as a promotion or event details  | <b>\$ 625+</b>   |
| <b>Print Ad</b>    | Design content and graphics for a print advertisement   | <b>\$ 850+</b>   |
| <b>Digital Ad</b>  | Design content and graphics for a digital advertisement   | <b>\$ 750+</b>   |
| <b>Banner Ad</b>   | Design content and graphics for a digital banner advertisement  | <b>\$ 625+</b>   |

## COPYWRITING

|                      |  |                 |
|----------------------|--|-----------------|
| <b>Newsletter</b>    | Layout and formatting of content for a digital newsletter, excluding html links to a website | <b>\$ 1200+</b> |
| <b>Press Release</b> | Copywriting and distribution of a press release  | <b>\$ 850</b>   |
| <b>BLOG</b>          | Content and images (500 - 1,000 words)   | <b>\$ 500+</b>  |

## OPEN, ON-DEMAND HOURLY RATES

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

All content will have one round of revisions