



POWER
AVIATION STRATEGIES



2026

SERVICES & PRICING

POWER AVIATION STRATEGIES

We tell your story.

Effective 8/1/2026



WE BRING YOUR AVIATION STORY TO LIFE

Led by a pilot with 25+ years in aviation sales and marketing, we don't just market aviation — we speak it. Power Aviation Strategies serves business aviation, general aviation, MRO, FBO, charter, and OEM clients with fast onboarding, clear deliverables, and minimal oversight. We tell your story so you can stay focused on running your operation.



TIERED POWER PROGRAMS

Tiered pricing offers a customized approach tailored to your specific marketing needs. Choose a package that fits your goals and budget. A 6-month commitment is required for Tiered programs.

TIER I

\$5,500

per month

- Monthly sales strategy & tactical outline
- 2 email campaigns per month
- 1 BLOG post per month
- 12 social media posts (LinkedIn or Facebook)
- Monthly meetings, communications & admin
- Monthly & quarterly reporting
- KPIs to measure success

TIER II

\$4,500

per month

- Monthly sales strategy
- 1 email campaign per month
- 1 BLOG post per month
- 12 social media posts (LinkedIn or Facebook)
- Monthly meetings, communications & admin
- Monthly & quarterly reporting
- KPIs to measure success

TIER III

\$3,500

per month

- Monthly sales strategy
- 1 email campaign per month
- 10 social media posts (LinkedIn or Facebook)
- Monthly meetings, communications & admin
- Monthly & quarterly reporting
- KPIs to measure success

ADD INSTAGRAM TO ANY TIER

12 Instagram posts per month — add \$2,500/month

10 Instagram posts per month — add \$2,000/month

FROM BUSINESS JETS TO GENERAL AVIATION —

we build marketing programs around the operation you run.



WEBSITE DESIGN & DEVELOPMENT

We start with sales — not pixels. Before we design or build, we map your business, your sales goals, your competition, and where customers fall out of your pipeline. Then we build a website that closes those gaps and moves prospects toward a buying decision.

01

SALES STRATEGY ANALYSIS

\$3,000

We start with a structured deep dive into your business: your sales goals, what you do well, your competitive landscape, gaps in your funnel, and the buying behavior of your aviation customers. The output drives every design and messaging decision that follows — so your website moves prospects through your pipeline instead of just sitting there.

02

TWO-DAY PHOTOSHOOT (REQUIRED)

\$2,500–\$4,500

Strong aviation photography is non-negotiable. We require a two-day shoot on-site so your hangar, aircraft, team, and operation are documented properly. Final pricing depends on travel, scope, and the level of production required.

03

AEO + SEO WEBSITE BUILD

From \$3,000

We build websites that are AEO — Answer Engine Optimized — so your business shows up when prospects ask AI tools like ChatGPT, Perplexity, and Google AI Overviews for recommendations. Combined with traditional SEO, lead-generating calls to action, responsive design across desktop, tablet, and mobile, WCAG 2.1 accessibility, and Google Analytics from day one.



BUILT FOR THE WAY AVIATION CUSTOMERS SEARCH AND BUY.

From Google to ChatGPT to the prospect typing on the ramp.



SOCIAL MEDIA STRATEGY & EXECUTION

• **Collaborative Story Gathering**

We work directly with your team to gather real stories, images, milestones, and moments — turning day-to-day operations into 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**

Genuine posts, short-form videos, and strong hooks designed to spark conversation, build trust, and show expertise — never salesy ads disguised as content.

• **Strategic Hooks That Drive Engagement**

Every piece of content is crafted to stop the scroll, invite interaction, and support long-term visibility and buying decisions.

• **A True Partnership**

We guide strategy, structure, and execution alongside your team to ensure content reflects your voice, values, and goals.

• **Performance Tracking & Insight**

Monthly reporting provides clarity on what's working, why, and how to adjust — so content continues to improve over time.

LINKEDIN · FACEBOOK · INSTAGRAM

Pricing is per platform

8 Posts / Month	\$1,750/month
10 Posts / Month	\$2,000/month
12 Posts / Month	\$2,500/month
16 Posts / Month	\$3,000/month

Add a second platform and SAVE \$500/month

SOCIAL MEDIA OUTLINE

\$750 / month per platform

Ideal for aviation teams that want to run their own social presence with a clear, strategic plan behind every post. We provide the monthly content roadmap — your team handles execution.

- Content for 10 posts per month
- Strategic hook for every post

- Asset direction — carousels, reels, single-image posts
- Delivered monthly, ready for your team to execute



CONTENT THAT EARNS ATTENTION —

in an industry that's seen every ad, brochure, and stock photo out there.



A LA CARTE PRICING

A la carte items do not include administrative time

STRATEGY

Sales Strategy and Strategic Planning

We'll do a deep dive into your sales goals, your product offerings, your sales funnel, execute a competitive analysis, and analyze your existing website and social media channels.

\$3,000

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 Bi-fold or tri-fold brochure

\$850+

Flyer Promotions or event flyers (8.5 x 11 or 8.5 x 14)

\$650+

Booklet 8-page booklet for newsletters, reports, or sales catalogs

\$2,000+

Direct Mail Standard postcard for promotions or event details

\$625+

Print Ad Content and graphics for a print advertisement

\$850+

Digital Ad Content and graphics for a digital advertisement

\$750+

Banner Ad Content and graphics for a digital banner ad

\$625+

COPYWRITING

Newsletter

Layout & formatting of digital newsletter content (excludes HTML links)

\$1,200+

BLOG

Content and images (500–1,000 words)

\$500+

OPEN, ON-DEMAND HOURLY RATES

Principal / Highly Skilled Services

\$150/hr

Web Development

\$150/hr

Graphic Design

\$125+/hr

Copywriting

\$95/hr

Admin / Vendor Management

\$85/hr

Media Management

20% of total spend

Admin / Housekeeping

\$65/hr

READY TO BRING YOUR AVIATION STORY TO LIFE?

Let's talk about which program fits your team, your goals, and your runway.

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All content includes one round of revisions.