

How to Attract the Untapped Airline Customer Market

Initial Outline of Thoughts

Directions: Currently 64 million people living in the U.S. have never flown on an airplane. As we said last week, that is 11 states of Ohio lined up back-to-back who have never flown before. Your goal is to develop a marketing plan for an airline that will help target the 64 million untapped customers who could become your next new customers.

Use the 4 P's of Marketing (product, price, place, and promotion) to attract your new customers.

Product:

List and describe the different types of services your airline will offer to the 64 million customers who have never flown before. It will be helpful to explore a variety of airline websites to get an idea of the different types of services currently offered by airlines in the U.S.

Example: <https://www.delta.com/air-shopping/findFlights.action>

Price:

Create a listing of various prices for your customers based upon the different services you offer including different fees.

Example: <https://www.kayak.com/airline-fees>

Place:

List all available airports in the country that your airline will fly from. You may need to research the Internet to get an idea of how many airports and airport locations that are currently houses in the U.S. You will need to decide if it will be financially solvent for your airline to fly out of all airports in the U.S.

Example: https://en.wikipedia.org/wiki/List_of_airports_in_the_United_States

Promotion:

This portion of your outline is the most significant. You must think outside of the box on the different types of advertising and marketing strategies that you can use to successfully and effectively reach those customers who have never flown before. Not only must you reach these customers with your marketing and advertising strategies, but you must successfully get them to consider boarding an airline with your airline. Provide an explanation of why you believe your strategy will work on getting these customers to consider boarding a plane of your airline.

Example: <http://smallbusiness.chron.com/effective-marketing-airlines-73625.html>

