

Case Study

# AerSale

How outsourced marketing and the implementation of an integrated marketing approach helped a global aviation leader optimize its budget, generate 2,475 quality leads over 28 months, and boost the company's brand recognition.



## Background

AerSale has been a reputable name in the aviation aftermarket industry since it was founded in 2008. Recognizing an opportunity to provide premier mid-life aircraft and flight equipment support, the company's founders hired a small staff of employees and began what would become a great acquisition of aircraft, engines, other companies and facilities. Customers came—and stayed. Today, the AerSale family includes nearly 450 employees at 11 facilities in four countries and continues to grow.

## The Challenge

A large variety of products and services, coupled with the company's rapid growth and expansion, made it difficult for AerSale's marketing department (one person) to effectively plan and implement a solid marketing strategy, conduct and analyze market research, develop and position the AerSale and related brands, and communicate pertinent offerings to a diverse target audience of numerous personas. With limited marketing resources, AerSale needed to rely on strong technology and a marketing partner to plan, implement and follow through on all marketing activities.

Further complicating the situation, the existing AerSale website lacked the architecture and functionality to support marketing's ambitious-yet-critical efforts. The company was also grossly overspending on pay-per-click (PPC) campaigns that were generating undesirable and unqualified leads. Sales efforts were siloed and potential leads were often ignored and abandoned due to the lack of an effective CRM system.

**IN JUST OVER  
TWO YEARS...**

**+44%**  
organic website  
traffic

**+118%**  
Average  
monthly leads

**+689%**  
website traffic  
from social media channels

Visit Website

[www.aersale.com](http://www.aersale.com)

# The Opportunity

As a full-service marketing agency with strong turnkey digital capabilities, HexaGroup became AerSale's marketing department—a single point of contact for all of AerSale's creative, technical and marketing needs. Our team started by identifying measurable goals for our work together.

## Year One

### Close Gaps

1. Increase brand awareness via website traffic and social media
2. Position previously siloed product/service offerings as integrated solutions and ensure clear communication of capabilities and advantages
3. Start lead generation activities
4. Introduce inbound marketing methodology
5. Align sales and marketing activities via CRM implementation

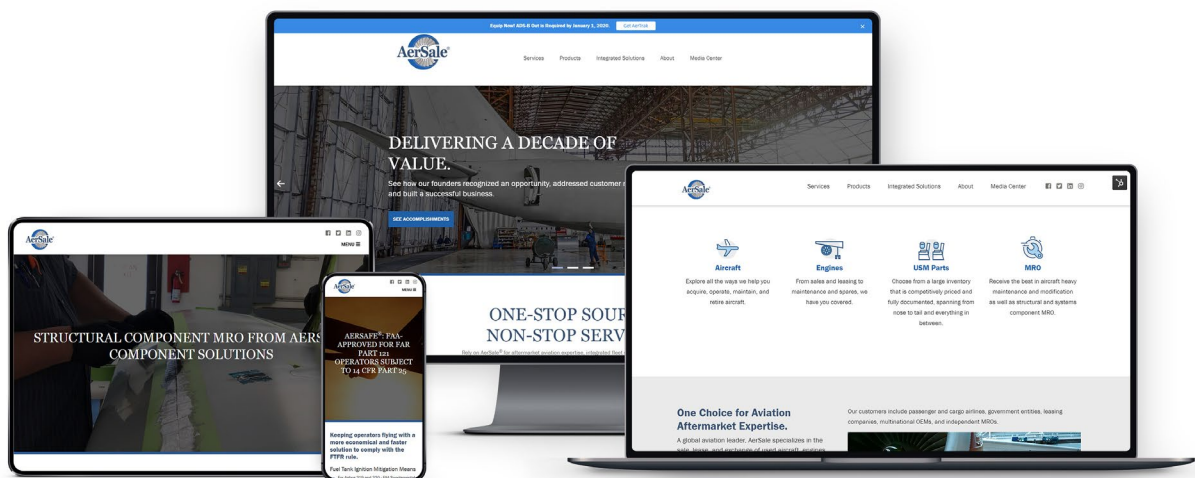
## Year Two

### Capture the Market

1. Capture dominant market share on what counts
2. Pass most competitors from an SEO and overall brand awareness standpoint
3. Continue steady growth of lead generation
4. Expand inbound marketing methodology to all services and expand reach
5. Launch a concerted effort for SEO

## Two-Year KPIs

- Double website traffic
- Double leads generated
- Double followers on social media
- Capture 100 top revenue keywords
- Double organic traffic
- Double referral links



## The Solution

At HexaGroup, our tagline drives our methodology and all of our efforts—"Marketing Performance. Period."

We centered the AerSale engagement on 4 key elements:

1. An online market analysis establishing baseline information for AerSale digital strategy
2. HubSpot website hosting, marketing automation and CRM platform to optimize all marketing and sales activities
3. Ongoing marketing activities to generate brand awareness and focus on lead generation. These activities included:
  - Search Engine Optimization based campaigns to capture online market
  - Inbound and outbound campaigns following HubSpot inbound marketing methodology
  - Ad hoc marketing and creative support for sales presentations, proposal development and other key sales and marketing needs
4. A solid strategy component driven by knowledge of both domestic and international markets and buyer personas.

We leveraged our extensive marketing experience to help AerSale develop and implement a strategy that demonstrates and supports its industry leadership.

## Clustaar™ Analysis

Prior to partnering with HexaGroup, AerSale lacked search engine marketing analysis, which meant it was developing content without any consideration for either the customer's needs or search activity. Our Clustaar analysis bridged this critical gap.

Clustaar is HexaGroup's proprietary tool for understanding a brand's market situation in terms of both the competitor landscape and search activity trends. We like to think of it as keyword analysis on steroids. Clustaar analyzed, segmented and visualized Google big data to provide actionable insights to drive smarter digital marketing decisions. It also identified keyword and content areas related to AerSale's business that were currently untapped. We performed Clustaar for each of six identified core market categories, addressing all relevant markets and applications.

Clustaar provided the in-depth market analysis and competitive positioning needed to guide our marketing strategy, website and content development process. Specifically, it led to:

- Key SEO direction in terms of keyword optimization and content development
- Indications of where to focus paid search activities for optimal results

## Growth-Driven Website

Website development is HexaGroup's hallmark. Through two enhancement phases, we implemented our proven process to provide AerSale with a website that would support all of its future digital marketing efforts while ensuring visitors a clear, high-quality user experience.

### Key Features

#### Enhanced user interface focused on ease of navigation

- Advanced responsive design
- Quick access to desired content via mega menus and intuitive navigation

#### Built for lead conversion

- Integration of all inbound campaigns within the site through crosslinks and calls-to-action
- Advanced use of forms

#### Optimized for speed and search engine optimization

- Fast CMS via HubSpot
- Code structure and website implementation following SEO best practices

The new AerSale site is now a highly functional component of the company's digital promotions, positioning the brand as an integrated solutions provider and major player in the aviation aftermarket industry. Visitors are now able to quickly and easily access products, services, experts, supporting the sales process for all offerings—as illustrated by the results delivered to date.

**IN JUST OVER  
TWO YEARS...**

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**290%  
increase**

in international website traffic

**141  
total ranking  
keywords**

**Brand  
awareness**

**score gains,**

based on Alexa rankings, are now  
overcoming the competition

**2,475  
qualified leads**

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## Marketing Technology

HexaGroup utilized strong martech offerings to ensure the success of all AerSale efforts:

**HubSpot** - inbound marketing and CRM activities

**Google Tag Manager** - extensive tracking and analysis

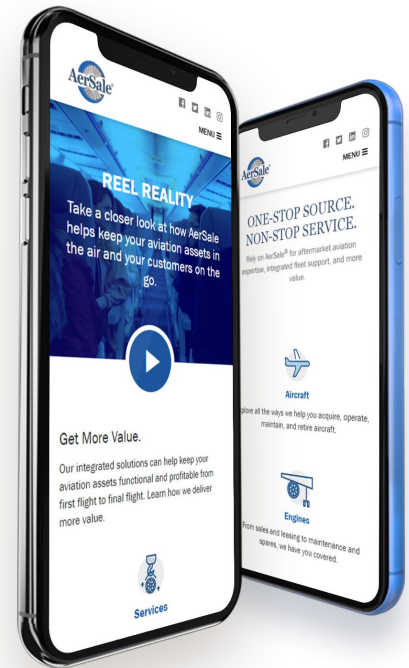
**Raven Tools** - accurate and easy-to-understand management reporting

## Digital Marketing

To boost website traffic and generate qualified leads, we have been working on strategic inbound marketing campaigns combining impactful content, SEO-centric activities and integrated digital advertising. We are using a mix of paid search, display and programmatic advertising and social media promotions to reach our target audiences worldwide at each stage of the sales funnel.

For Year One, we aimed for overall brand awareness, implementing six specific inbound marketing campaigns. In Year Two, we worked to extend overall brand awareness by expanding the existing campaigns and adding seven more. Brand awareness and specific campaign elements included:

- Premium content including white papers, industry briefs, fact sheets and case studies
- Landing pages per campaign based on persona and stage
- Mass emails and automated workflow emails
- Social media posts to promote each campaign
- Digital advertising campaigns spanned across numerous channels:
  - Paid Search
    - Google
    - Bing
  - Display
    - Google Display Network (GDN) - Campaigns targeting remarketing audience lists (based on content sections on the website)
- Social Media (Sponsored Posts with targeting by both audience and remarketing)
  - Facebook - Campaigns targeting occupation and company (employer) and campaigns targeting remarketing audience lists (based on content sections on the website)
  - LinkedIn - Campaigns targeting occupation and company (employer) and campaigns targeting remarketing audience lists (based on content sections on the website)
  - Twitter - Campaigns targeting custom audience lists capturing in-market users by keywords and follower lookalikes and campaigns targeting remarketing audience lists (based on content sections on the website)
  - YouTube - Video pre-roll ads that leverage Google Analytics remarketing audiences
- Blog topics (approximately 25) and content developed without reliance on AerSale subject matter experts
- Trivia game used at trade shows and adding engagement element in brand awareness campaign
- Award-winning brand film
- Aircraft life cycle video - initially launched within a video brochure for trade show use
- Whiteboard scenario video promoting breadth of AerSale solutions throughout the aircraft lifecycle



# The Results

In its first two years, AerSale's website, brand awareness and SEO strategy, and inbound marketing campaigns ensured a 24/7 marketing presence around the world and produced proven results in all of the established KPIs.

HexaGroup effectively serves as an AerSale's agency of record and extended marketing department / outsourcing arm. Through our efforts, we have elevated AerSale to an optimized digital marketing ecosystem within an industry that is not generally proactive in implementing the latest web, digital and inbound marketing technologies and best practices.

## Account Based Marketing

The next step is to implement Account Based Marketing (ABM) to focus AerSale's sales and marketing efforts on a relatively small number of high-value accounts that have the greatest revenue potential. Using this model, HexaGroup will work with AerSale to identify target companies, engage them with personalized campaigns, and ultimately build lasting relationships that lead to new opportunities.

While inbound marketing methodology has proven effective at generating qualified leads for AerSale, ABM allows us to go a step further by doubling-down on the very best prospecting opportunities. Leveraging next-generation programmatic advertising platforms, we can utilize all of the same targeting refinement as LinkedIn and Facebook to reach specific companies and job titles.

Unlike LinkedIn and Facebook, with programmatic we're not limited to serving ads on social media. Programmatic allows us to serve ads and rich native content to users across tens of thousands of high-quality and vetted websites, giving us a powerful channel to complement and catalyze our existing inbound campaigns.

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**+44%**  
**organic website  
traffic**

**+194%**  
**volume**  
on new website visitors

**141**  
**total ranking  
keywords**

**+689%**  
**website traffic**  
from social media channels

**+15%**  
**overall time  
on page**

**290%**  
**increase**  
in international website traffic

**2,475**  
**qualified leads**

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# Proven Methodology. Amplified Results.

At HexaGroup, performance is in our DNA. We've spent the last two decades honing a six-step marketing methodology that balances proven best practices with each client's unique objectives. Armed with in-depth knowledge of the energy, technology and professional service sectors, our team hits the ground running to achieve your KPIs.

