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Strategies of modern airlines that can attract new customers

“Good products can be solved by honest advertising. If you do not think the product is good, you have no business to be advertising it”. David Ogilvy

The aviation industry is highly competitive. Almost all strategies, that are used by modern airlines rely on intensive development in market share by increasing their shares in aviation market and increasing their profit. Big problem of modern strategy management is that airlines offer the same products for attracting the same consumers.

Brand of the airline is not just advertising and memorable name, it is guaranty of the quality of safety and services that they propose to customers. The main accent that the companies should make on is the safety because a lot of people are afraid of flying so they need to be sure that this is the safest way to travel and the best company to rely on. Guaranty of quality should be understood like the maximum information of the flight and air carrier that can be found by passenger.

All companies that sell products should go under the slogan that was said by Diamond Jim Brady “you may have the best product in the world, but if you cannot sell it you will be the only one who have it”.

Airline companies are creative in their marketing strategies, for example they use media, loyalty programs, nontraditional advertising methods etc. but it’s not always used in the proper way. So that is something that companies should pay attention on. Examples of marketing strategies that can be used are listed below.



Fig.1 Plan of marketing resonance as an example of airline’s strategy

Airlines make connection with their customers via social media: they tell about news and promotions, bonuses and sales, loyalties. Mobile marketing of aviation is an amazing instrument for attracting new customers in modern IT world. They create mobile apps with which help passengers can get help and ask questions about their flight, check time of the flight, even check in and if needed see changes and find any information they need to know about their flight. Some airlines even offer launch menu that passenger can choose if they checked in via the mobile app. Companies make distribution of special offers via all popular media's like Viber, WhatsApp, Telegram, iMessage and other medias that are popular in different countries. And the main thing that the company should spend money on is the web site. With its help people can feel comfortable with buying tickets, finding the cheapest offer and read needed information about the restrictions and rules of the airline. If needed airlines can even help with finding the hotel or hostel and make some discount if there is a big purchase.

There are a lot of loyalty programs that airlines use for example accrual of miles per flight. The Turkish Airlines loyalty program "Miles&Smiles" is program where passenger receives a certain amount of bonuses and when he or she achieves any level he gets different benefits, for example, free flight, the possibility of upgrading the class, free Wi-Fi, alcohol drinks, discount parking and much more. As the number of miles increases, loyalty and motivation for the use of a particular airline increases. A special thing that can be offered is when you travel with kids your miles for this flight will be multiplied twice this will increase demand because families will not be afraid of flying and be motivated to fly with their little one.

With this loyalty programs that passengers are satisfied with companies can get free advertising. It works like the theory of six degrees of separation. The idea of it is that all living things and everything else in the world are six or fewer steps away from each other so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps. Positive reviews and other non-traditional advertising methods also work. For airlines it is a key to future success. According to surveys conducted by Forrester Research, almost 16% of travelers are influenced by advertising campaigns led by airlines themselves. That's a good index for the companies because usually companies get their customers with the help of other advertising strategies.

The important part of flight is wasted time during the flight. With the help of tablets passengers can watch TV or films, play games, listen to the music, find the information about flight (flight speed, flight altitude, geolocation, number of passengers) and even watch a broadcast from the pilot's cabin. Children will stay quiet because they will have something to do. The information that is needed to be heard should be distributed on every tablet as an alert, for example the film will stop and the passengers will not miss an important information.

With the help of this formalities airlines can attract more customers, improve their position in the market share and become the best in this industry.

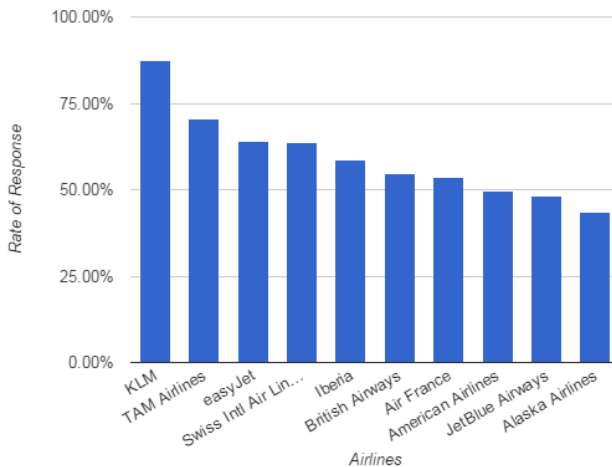


Fig.2 The result of Twitter users response rate after the advertising in social media

Reference

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