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**2016**

*13 Best Practices For Airlines/Aviation To Grow Their Revenue In 2016/2017.*

**“A deep understanding of Inbound Marketing and Sales best practices is vital to the growth and success of your business. No matter how busy you are, you simply can't ignore the importance of inbound marketing and sales strategy. Below are 13 important practices for Airlines to grow their revenue.”**

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1. Make sure that you improve your traditional sales process to an effective Inbound Sales Process.

Inbound sales processes are effective with high ROI than the traditional sales processes. Inbound's ROI Cannot Be Denied.

2. The traditional outbound marketing is broken, make sure that you invest to an effective goal oriented Inbound Marketing strategy.

Move away from old school marketing, Outbound marketing (Traditional marketing) is expensive and increasingly becoming ineffective and boring to prospects. Think of it, in 24/7 hours Television ads, radio, billboards print, road show etc are all shouting to prospects. People are tired of it and they are now getting better at blocking out these interruptions. The good thing is that, everything is now moving online. Underestimating or flat-out ignoring the fact that the Internet is where people now go to find information could be a critical mistake for your business. Looking forward, Inbound marketing is what is going to separate the winners and losers.

3. Advance your traditional way of reservation to an online system reservation.

Your website is your hub, and then your website content must be remarkable enough to break through the clutter. The people's

passion has changed to the mobile devices and for the first time in internet history the mobile traffic (56%) has already crossed the desktop traffic (44%).

#### 4. Advance your Traditional sales agents to an Inbound Marketing and sales agency.

Hire wisely. If you're hiring an agency to help with your marketing efforts, you need a skill set that matches your strategy. Invest in people who are digitally savvy, highly analytical, have significant reach on the web and have experience creating remarkable content.

Today's marketing world requires companies to continually optimize. The team behind you must be well equipped, comfortable with the technology and have the tenacity to update your strategy and approach on a daily basis to meet your growth goals.

Successful inbound marketing is a science that requires a specific expertise and plenty of experience. Even if marketing isn't your cup of tea, it's important that you know and understand the basics. If you keep these tips in mind, you can rest assured that your business is practicing the latest and greatest inbound

marketing and sales techniques, and maximizing its growth potential.

5. Inbound marketing, costs 62% less per lead than traditional outbound marketing.

Avoid the high cost with unpredictable results from the traditional outbound marketing and instead implement the Inbound marketing and sales at the low cost with high results.

6. Dominate the Airline industry market by implementing an effective goal oriented inbound marketing and sales strategy.

Stay ahead of the competition, If you haven't already started using inbound marketing to grow your business, you might give chance to your competitors, as everyone is talking about inbound marketing at the moment as it is one of the hottest trends going forward. Start using it now, as you will dominate the industry market and not competing when it comes to customers and potential leads.

7. Make sure that you are comfortable with your revenue growth by implementing an effective goal oriented Inbound Marketing and Sales strategy.

Inbound Marketing and Sales Strategy will help you reach your dream revenue goals you always wanted.

8. Avoid the big investment to the traditional outbound marketing with low unpredictable results.

Likewise avoid being defeated with your competitors and low revenue growth once you don't advance your traditional ways of marketing and selling to an effective goal oriented Inbound Marketing and Sales Strategy. You need to dominate the Airline industry market and not competing with them.

9. Make sure that you dominate your marketing competition, with the Best Inbound Marketing Agency in 2016 to help you.

Stay ahead of the competition always.

10. Make sure that you double your revenue over the next 3 years with the best Inbound Marketing Agency in 2016 to help you.

Inbound marketing delivers higher ROI for your business than traditional outbound marketing.

11. Make sure that you reduce your traditional advertising cost by 80% over the next 3 years while doubling your revenue with the best Inbound Marketing Agency in 2016 to help you.

Inbound Marketing is very cheap with high ROI If you compare it with the traditional outbound marketing which is very expensive with low unpredictable ROI

12. Make sure that you hire the best Inbound Marketing Agency in 2016 to help your existing marketing and sales team.

Some feel that handling all Inbound Marketing efforts in-house is the best option. However, there are many advantages to partnering with an Inbound marketing Agency for your Inbound marketing needs. This is necessary because you need more expertise to navigate to a growing list of social media, targeting the right prospects, converting the inbound leads, closing and measuring the results of your marketing plan.

13. You need to have a skilled strong army to dominate your marketing competition.

Can we join your army so that we can help you defeat your competitors by dominating the industry market and not competing?