



BOEING CASE STUDY

Driving Digital Transformation and
Revenue Growth



Challenges

Boeing faced the challenge of developing and creating digital marketing strategies to increase online revenue and enhance customer engagement amidst a competitive marketplace. The company sought to optimize its digital marketing efforts, improve website performance, and leverage cutting-edge technology to drive growth. As the product owner for eCommerce Digital Marketing, I worked with the eCommerce team to solve this challenge for parts sales across Boeing Parts, Boeing Distribution, formerly Aviall, and Boeing Distribution Services, formerly KLX.

The Solution

I spearheaded a data-driven digital marketing initiative to drive revenue and enhance customer experience.

- **Developing and Executing High-Impact Digital Campaigns:** Led the development and execution of comprehensive digital marketing campaigns across multiple channels, including PPC, social media organic and paid, email, onsite, and SEO. By closely monitoring campaign performance and making data-driven adjustments, we achieved an average ROAS of 200%.
- **Optimizing the Customer Journey:** Collaborated with development teams to enhance the online user interface and experience, resulting in a +15% YoY increase in new visitor volume. Implemented A/B testing and conversion rate optimization strategies to improve website performance continuously.

Boeing Case Study Continues

- **Leveraging Technology for Growth:**

Successfully supported the implementation of marketing technology solutions, such as Salesforce Marketing Cloud, to streamline marketing operations, improve customer segmentation, and deliver personalized experiences. This platform enabled us to optimize campaign performance, develop targeted nurture campaigns, and drive increased customer engagement.

- **Driving Revenue Growth:** Implemented e-commerce strategies and proactive product/service recommendations, contributing to \$43M in revenue in FY2021, surpassing the target by 10%.

The Results

Through a combination of strategic planning, execution, and data analysis, we achieved the following results:

- **Significant Revenue Growth:** Exceeded revenue targets by 10%, demonstrating the effectiveness of our digital marketing strategies.

- **Improved Customer Experience:**

Enhanced website user experience and increased new visitor volume by 15%, leading to higher conversion rates and customer satisfaction.

- **Optimized Marketing Spend:** Achieved an impressive average ROAS of 200% through data-driven campaign management and optimization.

- **Enhanced Operational Efficiency:**

Leveraged Salesforce Marketing Cloud to streamline marketing processes and improve efficiency.

Key Takeaways

This case study highlights the importance of a data-driven, customer-centric approach to digital marketing. Boeing achieved substantial revenue growth and improved customer engagement by combining strategic planning, innovative technology, and a focus on driving results.

Sample Work

- For a sample of the work I implemented, you can visit <https://shop.boeing.com/aviation-supply/>.
 - Hero Banners
 - Recommended for you
 - Overstock parts
 - Shop by brands