



TOOLING.AERO CASE STUDY

Taking Flight with Revamped
Marketing Strategy.



Challenges

Tooling.Aero's website was outdated and difficult for users to navigate. Its branding message lacked clarity, and it wasn't effectively reaching its target audience. Additionally, it lacked a strategic marketing plan and relied on manual marketing processes.

Benefits

- Content now resonates with the target audience across the website and all social channels.
- The website is user-friendly and easy to navigate.
- The marketing strategy is aligned to business objective of driving RFQs and increasing new partner programs.
- Marketing Solution implemented for tracking and better efficiency.

Overview

Tooling.Aero, a one-stop shop for aircraft tooling solutions, wanted to attract new customers.

Initially seeking social media and email support, I helped them realize they had broader needs.

Tooling.Aero hired me to provide fractional CMO support for six weeks. I helped them align their business objectives with their marketing strategies to generate brand awareness, improve their customers' on-site experience, and drive new leads. I also provided them with a better marketing automation tool and a more defined plan for managing their marketing efforts.

Tooling.Aero has retained my services to support their ongoing campaigns.

<https://tooling.aero/>

<https://www.linkedin.com/in/chiquetahyman/>

Tooling.Aero Case Study Continues

Website Redesign

We separated their web application from the marketing front end to provide more flexibility and a cleaner design. **The new website is:**

- **Easy to navigate:** Clear menus and intuitive design make it easy for users to find the necessary information.
- **Mobile-friendly:** The website is responsive and optimized for all devices.
- **Visually appealing:** High-quality graphics and a clean layout create a positive user experience.

Strategic Campaign Roadmap

We developed a comprehensive strategic campaign roadmap for Tooling.Aero. **The roadmap outlines:**

- **Marketing goals and objectives:** Generate RFQs and increase the number of MROs and operators who partner with Tooling.Aero to drive revenue
- **Target audience:** MROs and Operators with tools sitting in inventory or needing tools for aviation repairs.
- **Marketing channels:** Utilizing onsite tactics, email marketing, organic and paid social media (LinkedIn), and paid search.
- **Campaign tactics:** Running ongoing brand campaigns and monthly promotions.

Brand Message Refinement

We worked with Tooling.Aero will refine its branding message to resonate better with its target audience. **The new messaging is:**

- **Clear and concise:** It communicates Tooling.Aero's value proposition.
- **Benefit-oriented:** It focuses on the benefits of Tooling.Aero's products and services can be provided to customers.
- **Targeted:** It speaks directly to the needs and pain points of Tooling.Aero's ideal customer.

Marketing Automation Implementation

We implemented a marketing automation solution for Tooling.Aero. **This allows them to:**

- **Personalization:** Ability to personalize messaging
- **Automation:** Build nurture campaigns, automate repetitive marketing tasks, schedule social posts, and track campaigns.
- **Tracking:** Track results of the marketing campaigns and measure ROI.