



FLYING HIGH A LUXURY AVIATION CASE STUDY

New website brings increased bookings, new services, to compliment new online advertising campaign which reduced paper advertising costs significantly...

What was the problem?

Saxonair was well known for its work in certain areas. It had luxury clients who used its service regularly, but these were declining in number. The company relied heavily on advertising in trade magazines and in local newspaper ads for its "special gifts service". But the website was old and visibility low.

What did we do?

We created a new website using competitive analysis and data provided by the client. We analysed the potential to increase business on "empty legs" flights and we negotiated with the newspapers to strictly confine ads to online banners - at a hugely reduced rate.

The Outcome



Wider visibility

We produced an organic strategy which led to more private charters being booked, as the company reached page 1 on Google.



New website

We project managed a team of experts in the creation of a new website with an online booking system, Particular attention was paid to style with the market audience in mind.



Increased Sales/ Reduced Costs

Of course, one eye was on increasing sales - which happened within the first three months, but we also reduced paper ads costs.

DO YOU HAVE A LUXURY PRODUCT OR SERVICE WHICH NEEDS HELP...?
