



CASE STUDY



A highly targeted, multi-channel inbound marketing approach got this private jet card startup off the ground with a consistent flow of inbound leads.

clever  funnel



Location
Denver, CO

Type
B2C

Website
<https://flystraightline.com>

“We’ve been able to grow StraightLine dramatically under CleverFunnel’s marketing campaigns.”

Background

The world of private aviation is one that’s largely a mystery, except to those wealthy enough to afford the ultra-exclusive service. However, there is a gap in the industry between the inconvenience of commercial air travel and the expense of traditional private aviation solutions (owning and operating a private jet will cost millions of dollars up front, and hundreds of thousands annually to maintain). For this, there exists an incredibly niche industry - private jet cards. In short, people needing private aviation will purchase memberships to a jet card program, which will pay for a certain number of flights on the jet card company’s private fleet.

StraightLine Private Air, a private jet card company founded in 2017, takes a different approach. Rather than owning a private fleet of airplanes, StraightLine contracts with private jet owners across the country to provide a highly local and more affordable experience.

“By maintaining independence from ownership or direct operation of airplanes, we’re able to dramatically reduce cost while increasing your flexibility and convenience,” says Tom Filippini, founder and CEO of StraightLine. “Quite simply, with StraightLine Private Air, you fly more, face fewer restrictions and pay less.”

Problem

With a start-up business with no digital presence, or marketing strategy, StraightLine was faced with a huge customer acquisition problem. Conventional knowledge suggests that the ultra-wealthy do not spend their free-time on the internet. For this reason, companies targeting this niche group of people involve nondigital (and frankly, insane) strategies - gift baskets, direct mailers, wining and dining to the nth degree, and so on. The task for StraightLine was getting the word out about their growing company, while setting them apart from their handful of competitors - many of whom were several times larger than StraightLine, with significantly larger marketing budgets for corporate sponsorships and the like.

“Our potential customers exist in a very thin band,” says Tom. “We knew roughly who we wanted to talk to, but the issue was getting in front of them.”

In addition to capturing the attention of this niche market in the noisy and crowded space of private aviation, StraightLine had an uphill battle to earn the trust of their potential customers, most of which already members of another jet card program.

StraightLine also required mid-funnel strategy as a way to nurture prospects so that their sales team could build relationships with each

high-value individual. Unsurprisingly, purchasing a product as expensive as a private jet card will generally take several different communication touches before an individual would reach a buying decision.

Solution

With rapid membership growth at the heart of the marketing strategy, CleverFunnel employed a comprehensive, data-driven customer acquisition process, to find this elusive group of prospects on digital channels to the population at large.

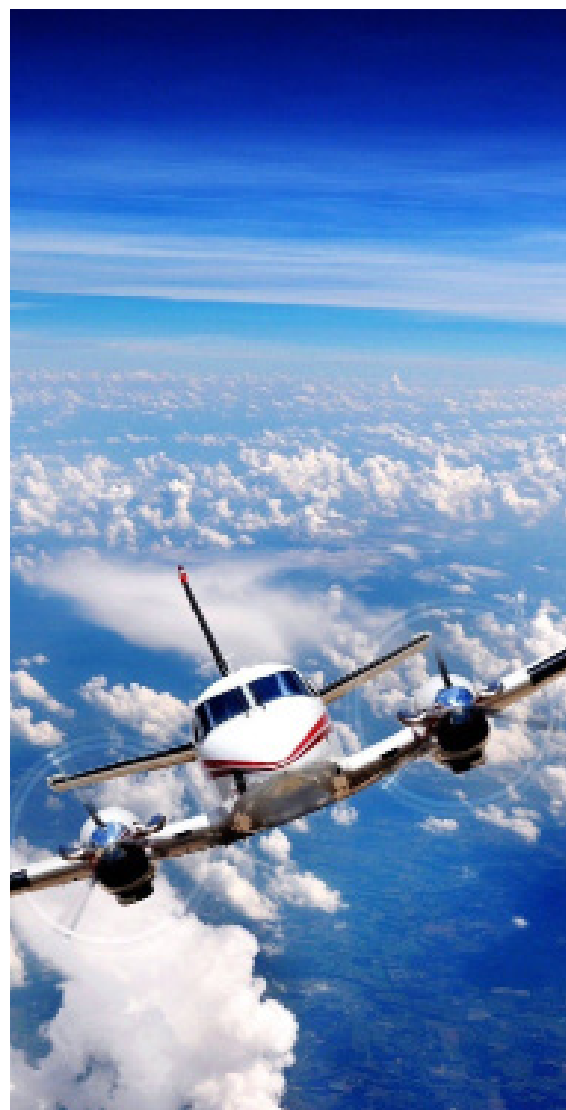
Despite the limited audience size, CleverFunnel wanted to start our persona discovery process from scratch. By testing through a number of different potential buyer personas, including people who would advise actual buyers on buying decisions (like a personal assistant, for instance). Through this process, we discovered that StraightLine's biggest opportunity came from people who were members of other jet card programs, and were either looking for an additional jet card program to join, or were looking to switch entirely.

Discovering the messaging, creative, and landing page solutions that worked for this group of people was crucial for delivering lead flow while CleverFunnel discovered conversion paths to find an audience new to jet cards entirely. As a startup reliant on cash in the door to sustain, finding this new audience and ensuring it was consistently delivering high quality leads, was important for StraightLine's growth. Additionally, identifying the strongest messages and creatives helped the CleverFunnel team develop a remarketing program, to bring people who had visited the site previously back on the page.

In order to diversify the channel in which leads were being generated for StraightLine, the next step was to setup an intent-based campaign on the Google AdWords platform. Based on the learning from the persona work and a few sales in the books to allow for an increased budget, a highly-targeted PPC campaign designed around people comparing jet card programs was deployed.

CleverFunnel also launched a critical piece of premium content that offered prospects a detailed look at how the various programs differ in terms of offering, pricing, and availability, StraightLine was able to draft off the notoriety of competitors in the space and position themselves as the superior solution.

Finally, with a consistent flow of inbound leads in various stages of the buyer's journey, StraightLine was in need of a comprehensive mid-funnel cultivation strategy. Since jet card purchases are not typically made on the first touch, behavior-based triggers were needed to ensure the flow of emails to these prospects hit each individual at the precise right time. For this, CleverFunnel worked in conjunction with the sales team to design and deploy a series of emails based on the sales status and lead disposition to help support the sales process. With the goal being keeping StraightLine top of mind throughout the month following the first contact with a lead and supplementing the sales outreach efforts, giving prospects enough information to make decisions quicker, ultimately speeding up funnel velocity.



Results

Our persona discovery process landed on a highly-engaged and highly-qualified audience on Facebook. This, in combination with a targeted competitor campaign on Google AdWords has resulted in a consistent lead flow for StraightLine at the amount of 20+ leads a week! That's a 300% increase in lead flow.

We've found what works, and we found a solution that was ultimately scalable. "We've been able to grow StraightLine dramatically under CleverFunnel's marketing campaigns," says Tom.

"Our leads are more qualified at the top, and they're moving through our sales process faster than ever before. In fact, since the CleverFunnel team initiated the growth marketing process it's become necessary to hire more individuals for the sales team to handle the lead flow."

Summary

With an unproven concept of reaching the ultra-wealthy in a digital setting, the CleverFunnel set out on our proven growth marketing process to disprove this theory. By carefully designing audiences on Facebook, CleverFunnel was able to reach these people, give them an offering that was compelling to them, and drive highly qualified leads straight to StraightLine. Then, we helped seal more sales by nurturing these highly qualified leads with highly-targeted email marketing campaigns.



300%
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