

iFly Marketing Plan

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iFly Marketing Plan Outline

iFly, a subsidiary of SkyVenture, is a multinational, indoor skydiving company that is known for its climate controlled, recirculating, vertical wind tunnel that allows people to float on a column of air. Indoor skydiving provides much of the same experience as actual skydiving while minimizing risk and price for the customer. iFLY is safe for kids, teens, and adults as long as they are in good health conditions. As such, iFLY is a safer alternative to skydiving; even three year olds can do it. The facility provides all the necessary gear and instruction, as well as a flight instructor who is present at all times with each customer in the wind tunnel. Each “flight” normally lasts a minute and a half, and families and friends can all enjoy flying together after taking the requisite training class.

I. Executive Summary

Our goal is to market iFly as an activity for customers of all ages. Indoor skydiving fills the niche between thrill sports like actual skydiving and more gym-oriented activities like rock climbing. Our primary focus is on two segments: college students from age 18-20, and families with younger children. We will be utilizing a combined target market approach when advertising, and the primary message of advertisements will be that iFly is both fun and safe for all ages. For our sales goals, we aim to achieve maximum efficiency at the Frisco facility through use of paid gym-style memberships, which will also be used to encourage repeat customers. iFly’s normal advertising budget will be sufficient for our new goals. We will leverage our

website and various social media platforms to inform customers of our new deals and offerings, establish a physical presence on local campuses with fliers and informational pamphlets, and encourage word-of-mouth between college students to spread the news about membership benefits. Our results will be evaluated through three main questions: How many people can we get to capitalize on our new deals and promotions? How many new customers will our current members refer? And how full will the facilities be on a daily basis?

II. Business Overview

Almost anyone can fly at iFly – from “age 3 to 103.” Some iFly facilities are wheelchair accessible and will be able to fly people with certain physical disabilities. The only exception is for people who have experienced a shoulder dislocation, heart, back, or back problems, and pregnant women. Participants also cannot exceed 250 lbs. iFly provides a unique service – there are no other indoor skydiving services anywhere in the Dallas area to compete with iFly. However, there are other competitors within the “adventure sport” industry. These competitors include rock climbing gyms and actual skydiving facilities.

SWOT Analysis – Competitors and iFly

Rock Climbing

Strengths	Weaknesses
<ul style="list-style-type: none"> ● More of a “fitness” activity ● General included with gym membership ● More convenient locations 	<ul style="list-style-type: none"> ● Lacks novelty ● Not as “adventurous” as skydiving or indoor skydiving

Opportunities	Threats
<ul style="list-style-type: none"> • Attracts the health-conscious and fitness-oriented • Can be advertised as a way to stay in shape. 	<ul style="list-style-type: none"> • Difficult for any gym to differentiate itself from competition.

Skydiving

Strengths	Weaknesses
<ul style="list-style-type: none"> • Attractive to those who are interested in extreme sports 	<ul style="list-style-type: none"> • Skydiving is generally a one-time thing (i.e. a “bucket list” activity) • Facilities are often located far from populated areas – inconvenient
Opportunities	Threats
<ul style="list-style-type: none"> • Skydiving facilities can be leased out for military or professional training. • Offers unparalleled realism for training simulations. 	<ul style="list-style-type: none"> • Difficult to overcome any negative publicity, especially regarding customer safety.

iFly

Strengths	Weaknesses
<ul style="list-style-type: none"> • Can be advertised as both a recreational and physical fitness activity 	<ul style="list-style-type: none"> • Short flight times and high prices may take away from customer satisfaction or be barriers in securing customers

<ul style="list-style-type: none"> ● Appeals to a very diverse range of customers 	<ul style="list-style-type: none"> ● Hard to get involved with the sport without paying a lot of money
Opportunities	Threats
<ul style="list-style-type: none"> ● College students seeking thrills ● Facilities can be used to train professionals and military personnel in bodyflight 	<ul style="list-style-type: none"> ● Not as fitness-oriented as other sports

III. Segmentation, Targeting and Positioning

Segmenting

We believe that mass marketing types of advertisements will serve our entire user base, and have segmented the general population by age, family size, personality, and location. In addition to mass marketing, we have also selected two main segments to market towards: college students in the Dallas area – people between the ages of 18 and 30 who are currently attending university full-time – and families in the Dallas area, especially the parental figures of those families.

Data from the census bureau indicates that the population of Dallas (in 2013) was 1,257,676. There were 456,971 households in the city. Additionally, 2014 UTD student enrollment numbers are reported to be 19,925 students. Because almost anyone can fly at iFly, and because iFly is the only indoor skydiving facility in the city of Dallas, we consider these numbers to be a viable estimate of the number of potential customers.

Census bureau facts were retrieved from

<http://quickfacts.census.gov/qfd/states/48/4819000.html>.

Targeting

We will be utilizing a **combined target market approach** when advertising. The core service that we offer to our customers is the same regardless of what segment the customer is in, but the presentation and delivery can be tailored to meet the needs of the individual or group. Because the service does not differ, we believe it is appropriate to present similar advertisements to each group. However, deals for each group will be different. Students, for example, may be offered student discounts. Families will benefit from birthday party specials and reduced rates for children.

Positioning Strategy

We want iFly to be seen as a fun and exciting activity for people of all ages to participate in. Additionally, we want to stress the fact that iFly is safe for almost anyone to do. We want to send the message that going to iFly can be fun for the whole family. It is important to make sure that customers see iFly as something to do regularly, instead of just on special occasions. By offering memberships and rewards based on minutes of flight time, we intend to turn iFly into something people do on a weekly or monthly basis.

IV. Marketing Goals

iFly is already a leader in the Dallas area for indoor skydiving facilities. It can be argued that iFly is one of the best-known indoor skydiving facilities worldwide thanks to its numerous locations in various countries. Because iFly is already a leader in market share, our goal is to

maintain that position. It is likely that other competitors will eventually enter the market. Therefore, our intent is to build customer loyalty early in order to assure continued commitment.

Our sales goals cannot be measured in dollars. The iFly facility in Dallas can only handle a limited number of customers per day – any more than that amount, and we will not be able to serve all of our customers. Because of this, our sales goals revolve around making sure that all time slots for iFly are reserved each day. By keeping the facility at full capacity, we can achieve maximum efficiency.

V. Marketing Strategies

- Product/Service Strategy – When jumping from a plane, standard free fall lasts for about 45 seconds. In the wind tunnels at iFly, you get the same experience for the full 60 seconds interval. Plus you do not have to go through the whole process of landing and taking off again in order to do a second jump. Simply move to the end of the line and you'll be up again before you know it!
- Pricing Strategy – Subscription membership will cost \$35 per month, \$195 per 6 months, or \$385 per year. Individual flights cost \$50 per person. Helmets cost \$25 and Flight Suits cost \$45 (renting both for the day costs \$5).
- Place/Location Strategy – The Dallas location for iFly is ideal because it is the only indoor skydiving location in Dallas. While there are three other Skydiving location around Dallas, iFly is able to more readily provide convenience, safety, speed, and practice that

you can't get elsewhere.

- Promotional Strategy – Accumulating flight time as a member earns rewards in the form of milestones: 50 minutes of flight time earns a free iFly helmet, 75 minutes earns a free iFly flight suit, and 100 minutes lets you bring a guest for a day who flies for free. Special events include FreeFall Fridays where the price of individual flights drops to \$35 per person. Birthdays are \$50 and \$10 per person up to a maximum of 10 people.

VI. Implementation Activities

All strategies will be implemented simultaneously in two phases by the Director of Sales and Marketing for the Dallas branch, Shelly Jackson, and her team. Oversight of the new strategy will be performed by General Manager Jennifer Sensenbaugh. Phase one of the implementation strategy will involve getting the website backend updated to reflect the new deals and information supporting our strategy. While the site is being updated, brochures and posters will be designed and printed to distribute to college campuses. Employees will also be trained and updated on changes to pricing and procedure inherent in the new strategy. Meanwhile, social media will be leveraged to communicate that something new is coming soon. Phase two will include the rollout of the new sections of the website, distribution of the brochures and posters, and the announcement of the event via website and social media. Subsequently, updates and deals will be announced on social media as well as the website to generate interest and achieve word-of-mouth notoriety among the younger demographics.

VII. Budget & Sales Forecasts

We will forecast sales by multiplying the number of iFly members who pay for memberships by their yearly membership fee, and adding that number to the individual sales expected for the year. This can be represented with a simplified equation:

Expected sales revenue = Individual sales revenue + (# of members)(annual membership fee)

Our expense budget is unlikely to exceed normal numbers; iFly's usual form of advertising will likely do the trick. The only change will be on the iFly website itself, where our new membership policies and promotions will be clearly displayed.

VIII. Evaluation of Results

Our criteria for success can be simplified down to three main questions:

1. How many people can we get to capitalize on our new deals and promotions?
2. How many new customers will our current members recommend?
3. How full will the facilities be on a daily basis?

Because our intent is to get customers to come regularly, instead of just occasionally, we will want to keep track of how many customers sign up for membership, how often they visit the facility, and what rewards they take advantage of. We will also want to keep track of how many

new customers we have each much, and how many were recommended by current members.

Lastly, we will want to maintain full facilities each day, to maximize efficiency.