

MARKETING EXPERTISE TO FLY BY

marketlift



Tired of spending time and money on marketing projects without seeing results?

Looking for more aviation experience from your marketing resources without a huge investment?

At MarketLift, we don't just work at creating a one-off direct mail piece or a new advertising campaign — we analyze your target markets, your customers and why they buy, your competition, your position within the market, and your goals and vision for the business. Then we deliver effective sales and new business development tactics and integrate them into a strategic marketing plan to take your business to the next level.

Simply put, MarketLift is focused on improving your bottom line.

Solutions To LIFT the Bottom Line

Sales **LIFT**

- Target Market Planning
- Trade Events with ROI
- Strategic Sales Plans
- Sales Process Definition
- CRM Tool Evaluation and Implementation Planning

Business Development **LIFT**

- New Product Business Plans
- Channel Development
- Competitive Analysis
- Growth Strategy

Marketing **LIFT**

- Strategic Marketing Planning
- Marketing ROI Measures
- Trade Show Event Planning and Execution
- Advertising and Media Placement
- Public Relations
- Direct Mail Campaigns
- New Product Launch
- Market Surveys/Voice of the Customer
- Market Research
- Special Projects

Marj Rose, president of MarketLift, Inc., is passionate about two things:

- Expanding the prosperity of aviation businesses.
- Finding innovative ways to match products and services to people who want and need them.

Marj is a private pilot and has extensive sales and marketing leadership experience in the aviation industry having worked for CAE SimuFlite Training International, GE Capital, L-3 Communications Avionics Systems and JSSI® (Jet Support Services, Inc.).

Contact Us

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