

Marketing Case Study for a leading Airlines in India



After the COVID-19 Outbreak and Lockdown, a leading airline in India was facing challenges due to a lack of passengers, especially Corporate flyers, as business travel was restricted.

Solution - Cooho Branding's experienced team worked on a plan to solve the problem, and boost up the sales. Some of the key points are mentioned below –

- **Corporate Companies** Onboarding through **B2B Reach out** – We reached out to the Operations and Finance Department of 2000+ organizations in India on the behalf of client offering them tie-ups for their business travels promising them best of the class services and prices. This was one of the prominent successful campaign, we were able to onboard 50+ corporate companies.

- **Marketing** Strategy and **Research** Part – We provided the airlines with certain recommendations after thorough research including-

1.

Service Request Management – The airlines started a corporate booking based helpline for prompt response and providing resolutions to problem of clients

2.

Relationship management – A relationship manager assigned for each corporate client who would be in regular touch and maintain good relationship with client

3.

Personal Rewards for Operations Department employees – As soon as the corporate client was on boarded the relationship manager would provide a personalized gift to the employees who are looking after the flight bookings in the organization.

- **SEO** – Keywords based optimisation was done so that the website of airline features on the top whenever a prospect is looking for booking a flight.
- **Influencer Marketing** – We used Influencers on social media to promote the airlines.
- **Content in blogs** – Our content team worked on Blogs to publish content for the airlines which also improved its SEO Ranking.
- **Posters and Animated Video** – We designed attractive posters and also animated videos with the purpose of advertisement.
- **Brochures for corporate companies** – We developed brochures for the airlines to share with its prospective corporate clients.