



The **Growing Importance** of a Digital Presence in the **AVIATION & AEROSPACE INDUSTRY**

70% 

Consumers research as much as 70% of their buying decision before contacting businesses

67% 

In 2014, only about 67% of B2B businesses used the to find leads

8% 

CMOs of major companies report they spend 8% of their marketing budgets on marketing analytics.

81% 

81% of B2B decision makers use online communities, websites and blogs to help make purchasing decisions.

Companies with mobile friendly websites and blogs get 55% more web traffic, 97% more inbound links, and 434% more indexed pages than those that don't



55%



97%



434%

In fact, HubSpot's **47** page report on the State of Inbound Marketing in **2015** shows that **54%** more leads are generated using inbound marketing than traditional ads

Demand Metric shows that content marketing generates **3** times as many leads as traditional outbound marketing, but costs **62%** less.

Today's sales process takes **22%** longer than **5 years** ago

Adobe shows that **39%** of viewers will stop loading a website if it is too slow, and another **38%** will stop engaging with the site if it is unattractive or ugly.

A survey conducted by Google in partnership with The Corporate Executive Board (CEB) showed that **86%** of buyers care less about differences between products and brands as an emotional connection with the brand. In fact, **60%** of buyers who feel a high brand connection are more likely to purchase from a brand, even at a higher price, than from a brand they don't connect with.

Marketing Charts also shows that **75%** of B2B buyers want brands to furnish substantive content that helps them to research business ideas, but **93%** of brands focus their content on "marketing" their own products and services.

Targeted content and marketing is twice as effective as non-targeted content

Marketing is changing including in aerospace and defense niches

- Most B2B decision makers do a significant amount of research online before contacting the business
- Internet leads support the long buying cycles requires by aerospace consumers
- A strong website allows a company to establish themselves as an expert in their niche
- Websites are also better at generating leads than cold calling or advertisement
- Websites work with PPC and SEO
- Creating a valuable website means creating a message, connecting with buyers, and focusing on quality content and graphics

- Website and content marketing works best when you offer value to the reader
- Visual storytelling is crucial for success on the web
- Effectiveness is the most important consideration for any website
- Landing pages allow you to generate leads
- Blogging can help you to establish yourself as a thought leader in aerospace, while offering information that helps buyers to make decisions.
- Tracking results over time allows you to make changes, improve your site, and create a return on investment.