* **Marketing Department**

Marketing plan which can be taken in AIRWAY DELIVERY:-

**Determining Niche-** It is very important that before you get started, you can choose your focus.Once you havefound your niche, you will be able to better understand your target audience. By doing so, you will learn the major influence points that you need to market to connect with future customers.

**Dividing which marketing outlet works for you-** Today there is no doubt that having online pressure is essential. There are many outlets to choose from. A dedicated business website is an essential part of every marketing plan. However, some may decide that using social media channels such as Facebook, Instagram, Twitter, Youtube works best for them.

**Build social media portfolio-** Facebook, Instagram, Twitter, and Youtube have large research potential, they are easy to start with. This channel allows you to get exposure, advertise your work, and also crack a gathering of people to communicate with customers.

**Stay active and promote relevant content-** Customers and followers want to all that your business is up and reviewing, so posting regularly to social media channels will keep them interested. It is very important to make sure that pricing is up to date with the market standard.

**Join professional forums-** Aside from the social media platform, there are many popular drone forums out there. Finding the right forums that are relevant to work can be a good place to reach clients who are looking for your exact especially.

**Use google-** Marketing requires effort time and even money. However, in the early stages of business, there are a lot of things to do before you have to worry about spending money on paid advertising. Adding your business onto google will help to attract new clients when they use the google search engines. Business owners can ask clients to rate and review their reviews via google. Thus making their client testimonials periodic.