



Grow your
flight school
with digital
marketing.

RIGHT RUDDER MARKETING

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The future belongs to those who build systems that turn ambition into **altitude.**

Strategy First

We define clear goals, positioning, and priorities before execution, so every marketing effort supports enrollment growth and long-term scale.

Data-Driven Execution

Performance data guides ongoing optimization, allowing us to double down on what works and eliminate wasted spend..

Proven Framework

Our marketing system is a refined framework built specifically for flight schools and how student pilots choose where to train.





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Message From our **CEO**



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We built systems because aviation deserves better marketing.

-Tim Jedrek

Right Rudder Marketing was built to solve a problem I saw repeatedly throughout the aviation industry: flight schools relying on marketing systems that were never designed for how their businesses actually operate. Too often, schools were driving traffic without structure, generating leads without follow-up, and investing in marketing without predictable enrollment outcomes.

As a pilot, I understood that flight schools need more than visibility—they need clarity, systems, and accountability. Growth in aviation requires an understanding of student pilot behavior, operational constraints, and the long-term value of each enrolled student. Generic marketing tactics simply don't account for those realities.

That insight led us to build a proven marketing framework designed specifically for aviation businesses. Grounded in real flight school operations and real performance data, our system connects strategy, execution, and measurement into one cohesive approach. Our mission is to help flight schools grow with confidence, dominate their local markets, and build sustainable enrollment pipelines that support long-term success.

Tim Jedrek
Founder & CEO



Meet the Team

Right Rudder Marketing is a pilot-owned, aviation-focused marketing team built to serve one industry—and one industry only: flight training.

Our team brings together pilots, aviation professionals, developers, designers, and digital marketing experts who understand both the operational realities of running a flight school and the modern systems required to grow one. This cross-functional expertise allows us to build more than campaigns—we build complete marketing systems tailored to aviation businesses.



In aviation and in business, the best leaders know when to trust the instruments and when to **trust the team.**



Our goal is simple but ambitious: to **open the skies** to more people and help build the future of aviation.

Who We Are

Right Rudder Marketing is a pilot-owned digital marketing agency on a mission to make flight training an achievable goal for aspiring pilots.

Driven by our passion for aviation, we specialize exclusively in helping flight schools grow. We partner with aviation business owners to achieve real, measurable results—more student pilots, stronger local visibility, and sustainable growth.

Our mission is to strengthen the aviation industry by increasing the supply of pilots, reducing operational costs, and expanding access to flight training. By helping flight schools enroll more students and dominate their local markets, Right Rudder Marketing becomes a true partner in shaping a future where aviation is within reach for everyone.

We foster a culture of innovation, collaboration, and an unwavering commitment to client success.

Our Approach

Our team stays at the forefront of digital marketing trends and best practices. By combining cutting-edge technology, proven systems, and aviation-focused expertise, we empower flight schools to become leaders in their markets.

Through our digital marketing strategies, we help flight schools:

- Build a strong and credible online presence
- Attract and convert more student pilots
- Support the long-term growth of the aviation industry



Our Mission

Our mission is to grow the aviation training industry by making flight training more accessible and sustainable.

We do this by helping flight schools enroll more student pilots, operate more efficiently, and scale with proven digital marketing systems. By increasing the supply of pilots and supporting flight schools at scale, we help lower barriers to entry, reduce operational strain, and strengthen the aviation ecosystem as a whole.

Our goal is simple and ambitious: to help 100 flight schools double their student enrollment and dominate their local markets.

Our Vision

We envision a future where aviation is accessible, scalable, and thriving worldwide.

Right Rudder Marketing is the catalyst behind the world's most successful flight schools—providing the technology, systems, and strategy needed to generate demand, manage growth, and operate efficiently.

Any flight school that partners with Right Rudder Marketing becomes the clear leader in its market and the place where people choose to begin their journey as pilots. Through this work, we are helping shape the future of aviation and contributing to humanity's progress into the next era of flight and exploration.



Shaping a future where **aviation is accessible to all** and contributing to the advancement of society into the space age.



Core Values

PAPI

Our values guide how we work, how we lead, and how we serve flight schools.

We call them PAPI.

Like the *Precision Approach Path Indicator* in aviation, they keep us on course and help our clients grow the right way.



P — Professionalism

We hold high standards for quality, ethics, and accountability. We communicate clearly, respect others, and take ownership of our work. Our reputation is built on consistency and follow-through.

A — Authenticity

We are honest and direct. We don't exaggerate results or hide hard truths. When flight schools are represented accurately, they attract better students and build stronger businesses.

P — Passion

We care deeply about the work we do and the industry we serve. That commitment shows up in the effort we put in, the standards we hold, and the results we pursue for our clients.

I — Innovation

We look for better ways to solve problems and improve performance. We test, measure, and refine. We stay current with tools and technology, but we prioritize what works. If something can be improved, we improve it.

Why PAPI?

In aviation, a PAPI system gives pilots immediate feedback so they can adjust and land safely. **Our marketing system does the same.** We measure performance, review results, and make adjustments so flight schools stay on track toward steady, predictable growth.

Why us?

Right Rudder Marketing was built exclusively for the aviation industry. Every strategy we deploy is informed by real flight school operations, student pilot behavior, and the unique challenges of growing an aviation business.

This focus is what allows our clients to grow efficiently, dominate their local markets, and build sustainable enrollment pipelines.

2.1x

**Inquiry → Discovery
Flight Conversion Rate***

Clear messaging, fast response times, and automated follow-up help convert interest into scheduled discovery flights.

1.5x

**Discovery Flight →
Enrollment Rate***

Students arrive informed, qualified, and ready to enroll—resulting in higher post-flight commitment.

2.4x

**Enrollment Growth in
12 months (Avg.)***

A repeatable marketing system replaces spikes with steady enrollment growth your operation can support.

*Based on portfolio averages over 12 months. Results vary by market and operational capacity.

OUR MARKETING SYSTEM.

Reach More Students.
Book More Flights.
Train More Pilots.

We combine deep industry knowledge with a proven Digital **Marketing System** to help flight schools **generate demand and convert leads into students.**



Website Design & Development

SEO-optimized, mobile-friendly websites built specifically for flight school conversions.



Search Engine Optimization (SEO)

Increasing visibility in local search results to attract high-intent student pilots.



Pay-Per-Click (PPC) Advertising

Data-driven Google Ads and paid campaigns that generate qualified leads.



Video Marketing

Compelling aviation-focused content that builds trust and drives engagement.



Customer Relationship Management (CRM)

Systems that help flight schools nurture leads, track progress, and close enrollments.

Our Digital Marketing **Expertise**

To achieve exceptional results, we've developed a structured approach that combines strategic planning, expert execution, and data driven optimization.

Initial Consultation and Assessment

- **Understanding the Flight School:** Right Rudder Marketing starts by deeply understanding the flight school's unique goals, target audience, and current marketing efforts.
- **Market Analysis:** A comprehensive analysis of the local aviation market and competitors is conducted to identify opportunities and challenges.
- **Digital Audit:** An evaluation of the flight school's and their competitor's existing online presence, including website, social media, and online reputation.

Strategic Planning and Development

- **Customized Marketing Plan:** Based on the assessment, Right Rudder Marketing develops a tailored marketing strategy aligned with the flight school's objectives.
- **Goal Setting:** Clear and measurable goals are established to track progress and success.
- **Target Audience Identification:** Defining the ideal student profile to focus marketing efforts effectively.
- **Communication Plan:** Visual and language tone to set the marketing, communication and design goals.

Website Optimization and Design

- **Website Audit:** Analyzing the website's structure, content, and user experience.
- **SEO Optimization:** Implementing on-page and off-page SEO strategies to improve search engine rankings.
- **Responsive Design:** Ensuring the website is mobile friendly for optimal user experience.
- **Content Creation:** Developing engaging and informative content to attract and retain visitors.

Digital Marketing Campaign Execution

- **Website Development:** Creating and managing the technical aspects of running a SEO optimized website built for conversions and lead generation.
- **Pay Per Click (PPC) Advertising:** Developing and managing PPC campaigns on platforms like Google Ads and social media.
- **Email Marketing:** Building and nurturing email lists to send targeted campaigns.
- **Video Marketing:** Producing and distributing compelling video content.
- **Sales Training and Assistance:** Providing the necessary training and tools (CRM) to flight schools to manage lead flow and close sales.

Performance Tracking and Optimization

- **Regular Reporting:** Providing detailed reports on campaign performance and key metrics.
- **Data Analysis:** Analyzing data to identify trends, opportunities, and areas for improvement.
- **Campaign Optimization:** Continuously refining marketing strategies based on performance data.

Ongoing Support and Growth

- **Client Relationship Management:** Maintaining open communication and providing ongoing support.
- **Scaling Success:** Helping flight schools expand their reach and increase student enrollment.
- **Staying Ahead of Trends:** Keeping up with the latest digital marketing trends and technologies.

Why We're Different

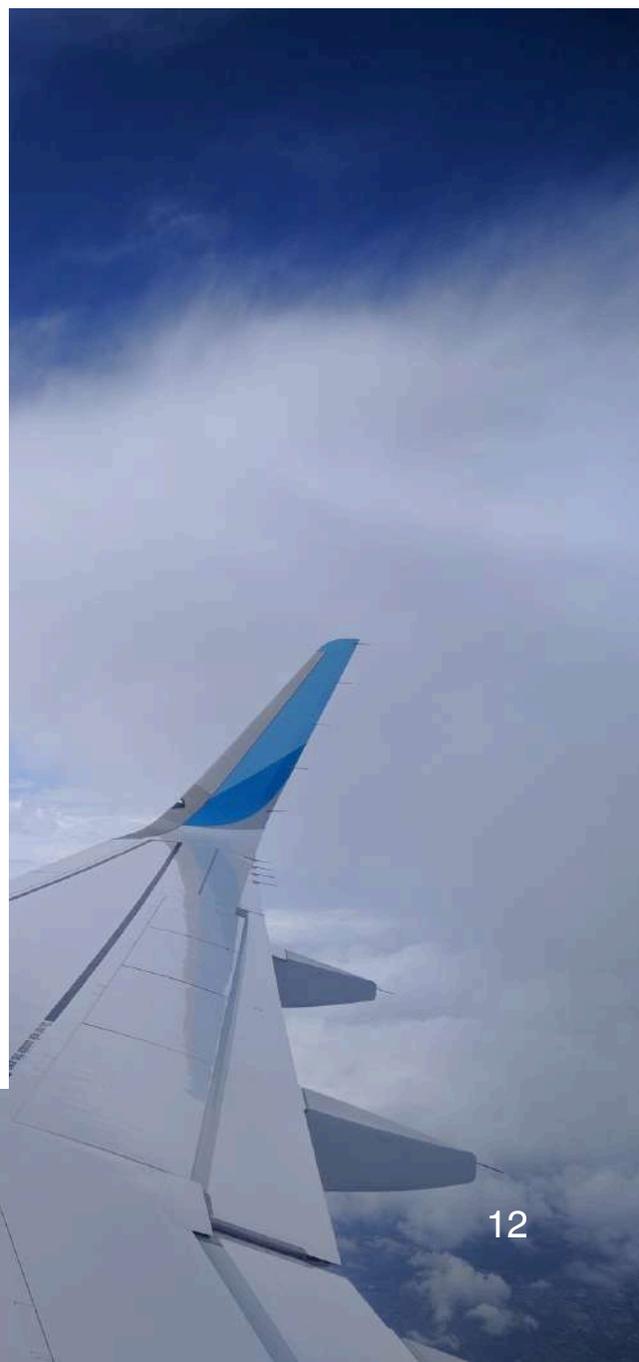
Right Rudder Marketing stands apart through a deep understanding of the aviation industry and the real challenges flight schools face. Our aviation-specific marketing systems are built to save owners time, reduce wasted spend, and drive consistent enrollment growth.

As the only digital marketing agency exclusively dedicated to flight schools, we combine proven strategy, battle-tested systems, and cutting-edge technology to generate qualified student pilots and convert demand into enrollment.

Our focus isn't just marketing—it's building repeatable, scalable systems that help flight schools dominate their local markets.



Delivers **aviation-specific marketing systems** designed to generate demand, convert student pilots, and scale flight schools efficiently.



This Is How Flight Schools Win Online. By Partnering With Specialists **Who Understand Aviation.**

+7%

Average Lead-to-Enrollment Conversion Rate

we've added thousands of students to our flight schools' funnels with Google Ads and PPC campaigns.

Our values guide how we help flight schools grow—through integrity, innovation, and an unwavering commitment to strengthening the future of aviation.





\$10M

REVENUE GENERATED FOR FLIGHT SCHOOLS

Over \$10M in revenue generated for flight schools by implementing our marketing system.



10K+

PROSPECTIVE STUDENTS

More than 10,000 interested prospective student pilots found over the course of a year through the combined efforts of the Flight School Marketing System



+7%

AVERAGE LEAD-TO-ENROLLMENT CONVERSION RATE

With an average conversion rate of over 7%, we've added thousands of students to our flight schools' funnels with Google Ads and PPC campaigns



Right Rudder Marketing is the right choice for flight schools that are ready to grow with clarity, structure, and long-term vision.

Sustainable growth requires a system

Flight school growth isn't about more tactics—it's about building a structure that works consistently. Our Flight School Marketing System was designed specifically for flight schools to generate steady demand, guide prospective students through the decision process, and support growth without creating operational strain.

Our Flight School Marketing System is a strong fit for flight schools that want to:

- Achieve consistent, scalable student enrollment rather than unpredictable inquiry volume
- Grow using a proven, aviation-specific framework, not generic marketing approaches
- Establish themselves as the clear leader in their local flight training market
- Build a long-term growth engine aligned with operational capacity and business goals

By connecting strategy, execution, automation, and performance measurement, our system helps flight schools attract qualified student pilots, convert interest into enrollment, and maintain momentum as they scale.

The result: A repeatable enrollment pipeline built for long-term stability—not short-term spikes.



REVIEWS

WHAT OUR CLIENTS SAY ABOUT US

Our flight school has been working with Right Rudder for almost a year now. They are an incredible group of people. We are so happy with them. Absolutely 100% if you have a flight school and need to work with them!

MARISA D.

Pitcairn Flight Academy
Philadelphia, PA

The company I work for has been working with Right Rudder Marketing for a while now and I can tell you they have helped us a lot! Our website improved and we started getting more and more inquiries. If you have a flight school you definitely have to work with them!

Amazing Service. Tim and Tonie are the most professional individuals I have ever conducted business with.

MARIA C. AND CHRIS F.

Sun City Aviation Academy
Miami, FL

We've been working with Right Rudder Marketing for the past six months and couldn't be happier. They redesigned our website to be more user-friendly, make consistent updates, and are always responsive to our needs.

KIM N.
Ideal Aviation
St. Louis, MO

Since partnering with Right Rudder, we've seen a **steady increase in website traffic and phone calls driven directly from our site.** We truly can't say enough good things about them.

REVIEWS

Working with Right Rudder Marketing has been an exceptional experience. They completely transformed our website—improving usability, strengthening our content, and helping us capture more potential students.

Their team is proactive, responsive, and always looking for new ways to support our business. They turn ideas into reality and are genuinely great to work with. Most importantly, their deep understanding of aviation and flight school marketing filled a gap we couldn't find elsewhere.

If you're looking for a marketing partner that delivers real results and outstanding service, Right Rudder Marketing is the clear choice.

VANESSA M.

Red Arrow Flight Academy
El Paso, TX

Tim and his team at Right Rudder Marketing are a rare find in aviation marketing. In my 24 years at Cirrus Aviation Flight Training, it's been difficult to find creative professionals who truly understand aviation and consistently deliver results—Right Rudder does both.

They produce industry-accurate content with measurable results and make the entire process easy and enjoyable. Their guidance goes far beyond website design; they bring real insight, strategy, and perspective to the table.

I highly recommend Right Rudder Marketing to any aviation company looking for a professional team that truly understands the industry.

NAYDA C.

Cirrus Aviation
Sarasota, FL

Right Rudder Marketing has been a huge help and blessing in our business. They made an amazing website for us and their ads have brought in **3x more leads** than previous companies that we've used. They also understand aviation and pilots which is a huge help. If you own a flight school then you definitely need to use right rudder marketing.

BLAKE M.

ISimpliFly Flight School
Mesa, AZ

The marketing system flight schools trust to grow.



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