

How to Improve Your Recruitment Process to Attract Qualified Student Pilots



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Introduction



How to Improve Your Recruitment Process to Attract More Qualified Student Pilots

Aviation schools seek for students, but not any kind of students. The pilots of the future have to meet certain requirements in order to become part of the flight school, and that's why a recruiting process becomes so important for your company.

The current recruiting process in your flight school may need some tweaks, if by any chance it already exists. If not, it is critical to create one and improve it constantly to increase the effectiveness of it to ensure your school only receives the more suitable individuals for it.

This ebook will describe the strategies to have a better recruitment process by solving issues that may have been identified already or that are hidden, such as a lack of measurement, engagement or attraction to the adequate student prospects.

Ready to improve? Yes, let's do it!

“ The Engine is the heart of an Airplane, but The Pilot it is the Soul ”

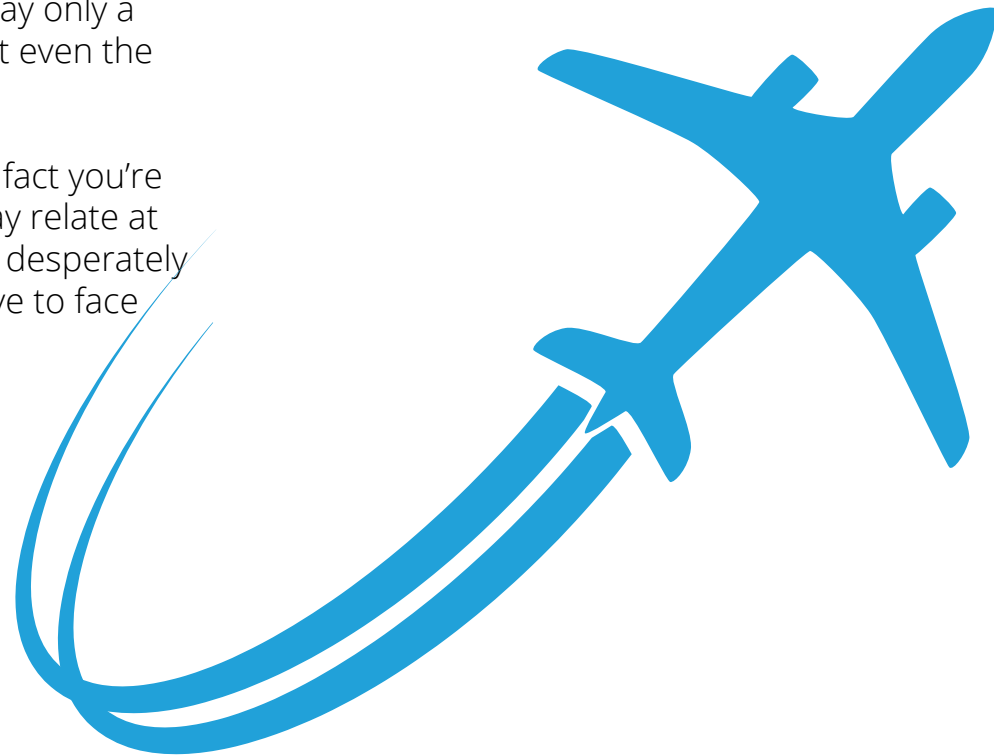


How the Prospect Pilot Buyer's Journey Currently is and How it can Change



The day starts and you get to your flight school, waiting for new prospects to show up at your front desk or call your phone asking for information about your school and how to sign up. You expect them in the hundreds, but during the day only a few show up, and some of them are not even the ideal student you were waiting for.

Sounds familiar? Hopefully not, but the fact you're reading this ebook is a hint that you may relate at least a little bit to this scenario and you desperately want to change that dark setup you have to face every day.



The Current Process



Several flight schools rely only on traditional methods to recruit their prospects, such as:

- brochures,
- magazines
- visits to the school, and
- the old and loved word of mouth.

But the times change and nowadays the future pilots are not found as usual as before using these kind of strategies and the target audience every time is more informed thanks to the great tool that the Internet is, which is why if a flight school stays stuck in past experiences and techniques, the recruiting process won't take flight but instead will lose altitude.

The most effective techniques for flight schools to recruit new pilot students - visits to the school and word of mouth - are directly affected by the convenience and authority of the Internet.

The visits are not that necessary anymore because the prospects can:

- just take a “virtual tour” to almost any place they want from the comfort of their house, and
- whenever the word of mouth occurs, the targeted prospect will just ask what's the website for the school or will simply google the name

If it cannot be found, that's just not an option for the future pilot and will pass on it.

A change then is imperative, and that's why the approach of the buyer's journey takes a great importance.

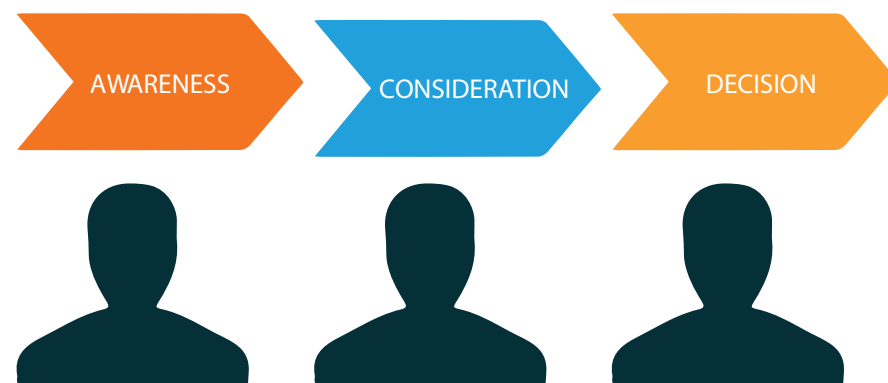
The Buyer's Journey



When someone thinks about getting in a flight school, the prospect's buyer journey has just started.

Currently there may not be something much of a path from your end to guide the prospect after that, maybe an existing website, a team to welcome the prospect if by any chance the prospect found the courage and felt interested on knowing more about you, but nothing further than that. A path like this leaves most of the success that the flight school can have to the chance and does not secure anything.

A better structured journey to offer to the prospect should be something comprehending three key phases to educate, persuade and lock the right people for your flight school. These stages are: Awareness, Consideration and Decision.





The Buyer's Journey

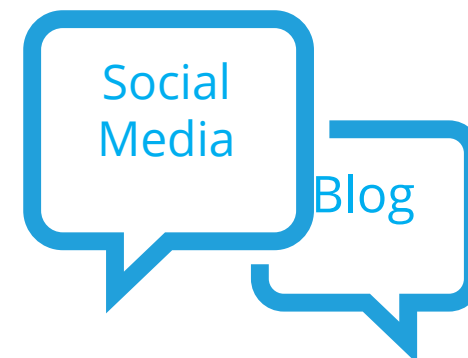
Awareness

The Awareness phase starts right where we have our prospect students thinking about what they would need to do to become actual pilots and where they could find that information. The prospect students are feeling “symptoms” of a need and desire to find something that will be the “cure”. This is the phase where you should start to shine.

For the Awareness phase you should create content specifically designed to attract these people who have already that desire in mind and are part of the people you're looking for, mostly with educational resources.

These educational resources can be:

- Blog Post
- Social Media Post
- Articles
- Free Guides
- etc.



The Buyer's Journey



Consideration

In the Consideration phase, the prospect has defined clearly what's causing their "symptoms" and what you should do is to persuade your target market considering making the purchase by sharing deeper content about your flight school, such as webinars and program guides; plus added services such as physical and virtual tours and career advice.

Keep in mind that during this phase, the future pilot is considering other schools besides yours, so you should aim to outstand from the rest and win their preference.



The Buyer's Journey



Decision

Then, there's the Decision phase. In this stage, the prospect is routed to a certain way to "cure" the "symptoms" suffered and only looks to refine the choice. In this phase, you should aim the prospects with content that puts your flight school above all other ones, showing your advantages compared to the rest.

Examples of this type of content or strategies are meetings with admissions, guided visits at school and interviews with professors.

Keep in mind that these 3 stages are not necessarily going to meet you in order, you can intersect people of your target market who are going through any of the phases previously described, which is why you should have all types of content and strategies available.



How to recruit qualified pilots

Who's your ideal pilot student?

A first and critical step to recruit qualified pilots for your flight school is determining exactly who your ideal student is

To find out who this is, the usefulness of a “Buyer Persona” is simply great. The Buyer Personas are fictional and general representations of your ideal clients that help you to better understand your current and potential clients. This tool makes easier for you to customize the content that you will create in order to fit the specific behaviours, needs and interests of different groups.

The buyer personas creation is based in the research of real data as well as information that you can collect about your clients (through surveys, interviews, among others) to ensure the usefulness of the tool.

You can use the buyer personas to define and personalize your marketing goals for different segments of your audience, such as creating different messages, each for a different buyer personas to have better results out of those campaigns. As well, you could create “negative” buyer personas, so you can narrow down even more the profiles and ensure you're reaching the ideal prospects.



How to recruit qualified pilots

It's all about the prospective student

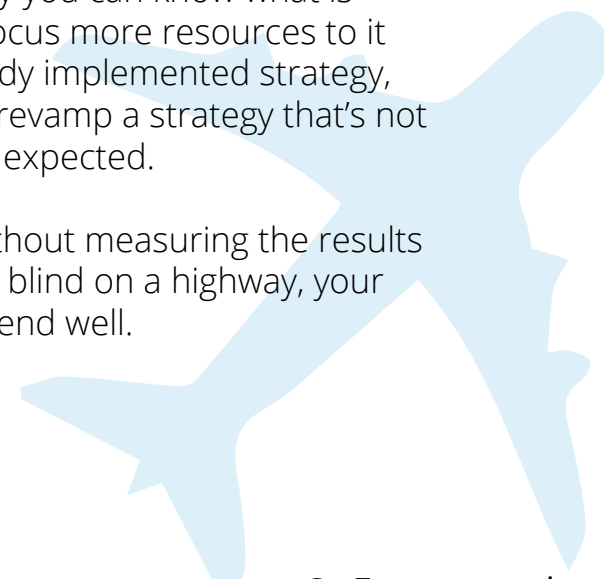
Now that you have defined your buyer persona, all your actions should go towards resolving the personas' challenges. These efforts start by placing the prospect in the buyer journey we have described previously. Knowing in which stage they currently are will help you to turn them from total strangers who did not know about your flight school to real potential clients by creating all the necessary content and using all available strategies to attract them and educate them.

You will effectively use the information that the buyer personas provide in order to know, for example, what type of social media post will work better with that specific profile or if an offer of career advice will work or instead should offer a virtual tour to your school. All these and the ones outlined on the phases of the buyer's journey are

the different strategies you will use to attract the qualified prospect student to come in contact with your school.

A task related to this effort is to measure the results of the actions taken to resolve their challenges. In this way you can know what is working so you can focus more resources to it or fine tune the already implemented strategy, or instead, get rid or revamp a strategy that's not delivering the results expected.

Doing all the work without measuring the results is like if you're driving blind on a highway, your journey simply won't end well.





How to recruit qualified pilots

Lock up who you want

Of course we're not talking about getting your chains and locks ready, but about securing your now potential client to become part of your flight school family. All the informative and educational efforts throughout the journey to guide your prospect lead to this moment. By this moment you will have tons of information from the prospect which will help you to close the process by hitting exactly the "symptoms" the prospect has presented and show your flight school as the "cure" for them. Doing that will be certainly the key to recruit the prospect pilots.



Outcomes of Aspiring Pilots and the Consequences for the Flight School



The process has come to an end. The aspiring pilot has taken a decision, and that decision is favorable for your flight school. You have a new member of your flight family.

By following the buyer's journey of the buyer persona you built in the beginning, you have been able to get this prospect to come safely to your school from a long way; and now more of them will come.

Your flight school, soon after this first new member gets signed up, will be swarmed by the people you wanted to attract. Several profiles that match very closely the one you envisioned when starting the journey fill your desk waiting for information of your school, for tours to know it better or for answers on their applications.

Certainly you have imagined it all while reading it. It can become a reality with these steps. Now it is just matter of getting it started!

“ Aviate, Navigate, Communicate. ”



Conclusion



The future of the flight school may depend on the simple aspect of recruiting and slight changes in this step can lead to major improvements to the company. That's why it's important to make the changes necessary to it when it is adequate and timely, which is what the content here looks forward to.

Changes may be difficult at first, or there could be resistance to the change; however, the change can be rewarding in the end, with much more to win.

In order to take flight in this journey, you will need the vision and the courage to take the opportunity and start, but also a partner who can take your school throughout its own discovering path. We want to be that partner.

There's a need in your flight school for more qualified students, a "symptom" that requires a "cure" that can be in the form of changes in your

recruiting process. The "cure" the is necessary, and we can help you to get it.

“ Let's get on this journey together! ”



The next step for your flight school

See the result of an inbound marketing strategy applied on a flight school



Click on the button below to discover how Wayman Flight School improved the student recruitment process using Inbound Marketing!

GET ACCESS TO A SUCCESSFUL FLIGHT SCHOOL CASE STUDY NOW!

You've questions about your marketing strategy? We'd be glad to help you!



Request a Flight School Marketing Consultation where a marketing expert will answer all your question in a 30 minutes call.

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