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SIXTH STORY

THE CREATIVE
GROWTH AGENCY®

JetPubs Case Study

Online Manuals Service (OMS)

JETPUBS
Elevating Aviation

Save time and money while improving your manuals, increasing the safety of your operation, and making your life easier.

The Online Manuals Service (OMS) has forever changed the way manuals are maintained. Authors can quickly and easily mandate their own changes, track all communication, and shorten regulatory compliance from months to minutes. The JETPUBS OMS improves the efficiency of your manual owners and authors by 40% and saves countless hours managing and verifying compliance.

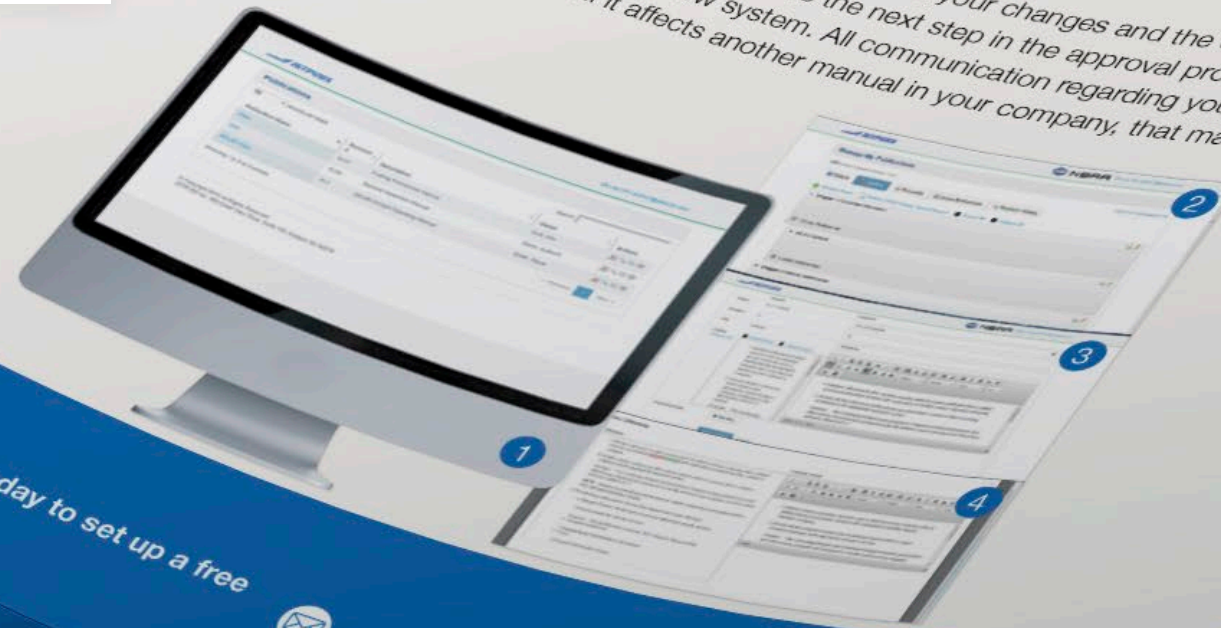
Revisions Made Simple

Make a change to your manual

Once your manuals have been uploaded to the OMS¹, they are available whenever you need to make changes². Simply navigate to the section you need to change³ and document your changes. You focus on content while we manage formatting, standardization, spelling, and grammar.

Management approves your change

Reviewers can easily view the differences between your changes and the original content⁴. Once you initiate a change, it is directed to the next step in the approval process through a predetermined, powerful workflow system. All communication regarding your change is tracked and archived, and if it affects another manual in your company, that manual owner is notified.



Contact us today to set up a free
demonstration.



www.jetpubs.com



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BACKGROUND

JETPUBS are a Wisconsin based company supporting the aviation industry in two key areas - manuals solutions and training materials. They provide solutions to more than 500 commercial and charter airlines, corporate operators and flight schools worldwide. Including big name players such as Southwest, Delta, and many more. JETPUBS focus on adding value and partner with their clients to continue improving efficiency, safety and compliance.

After a tremendous growth period, JETPUBS engaged Sixth Story to evaluate the company's brand ensuring it's aligned with business goals, matches their growth as well as get clarity, and a cohesive direction moving forward.

OUR APPROACH

There's often an invisible link between operations and customer journey, one that can be taken advantage of to deliver on brand

values to build customer loyalty. Further more, branding can often be seen as something that belongs to the marketing department rather than having buy-in from the company at large. Sixth Story stepped into JETPUBS business for a week of immersion, discovery and our brand mastery program.

We started out by meeting with the marketing department, sales team, and production teams to understand the business, products, and overall how the brand is currently used. After this immersion we jumped into a discovery workshop with key members of the team from around the business. This workshop let us dive into the brand values, beacon brands, and importantly the ideal client personas for each product or service.

OUR APPROACH

As well as a competitor analysis and full website audit, the key deliverables from the first portion of the program were:



**BRAND
AUDIT**



**PROPOSITION
DEVELOPMENT**



**NEW BRAND
GUIDELINES**



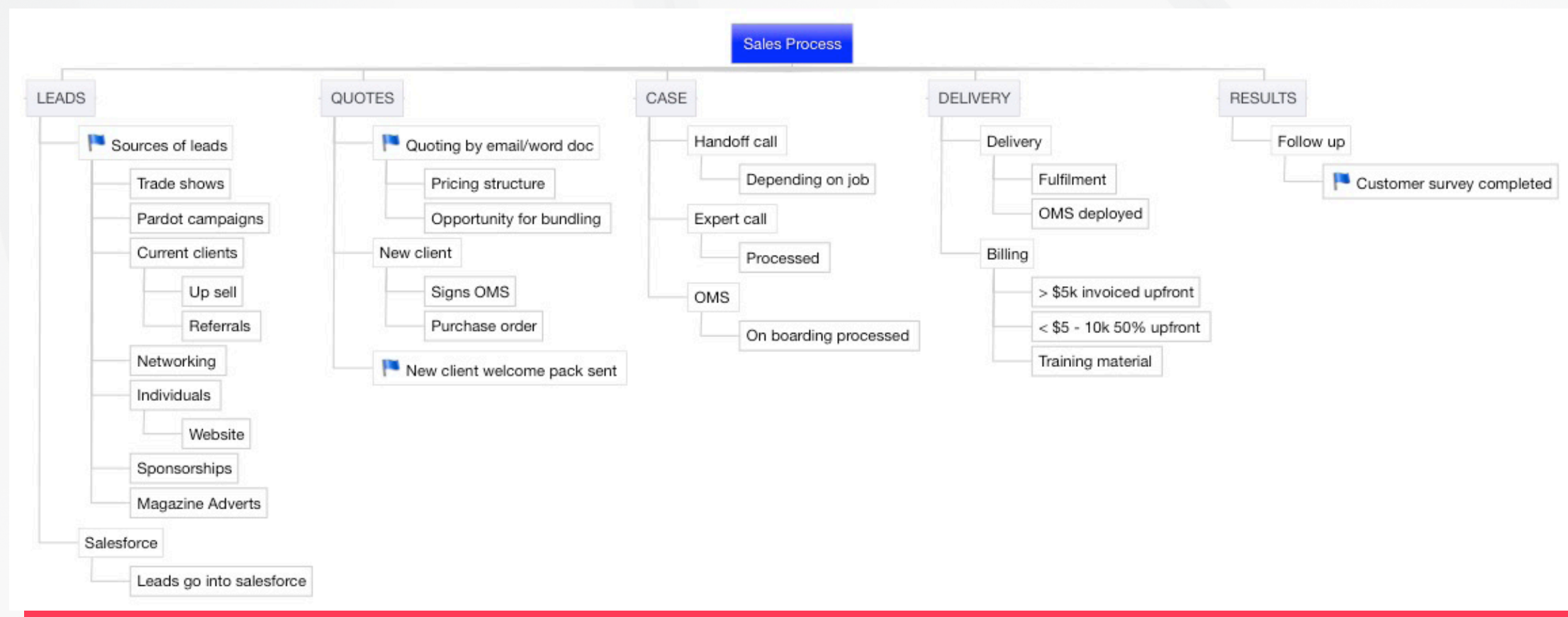
**NEW SALES
COLLATERAL TEMPLATES**

Our brand mastery program has delivered a set of brand guidelines, cohesive tone of voice and a clear customer journey. During the process, we found further unexpected successes. There are areas of automation that will lead to cost savings, improvement of internal communications for efficiency, and fresh marketing ideas to drive the overall strategy forward.

WORKSHOP

At the end of the workshop, we had three key successes - enabling JETPUBS to use their built up knowledge and IP to create an educational marketing program, develop a client facing value chain to enhance their sales process with a goal of taking the stress and frustration out of the picture for their clients, and an overhaul of their quoting templates to match the needs of customers.

The resulting mapping is now a format and a template that can be used by the business on a weekly rotation for continuous improvement and development of the customer journey from sales and marketing through to delivery. The end goal is to increase conversion and develop brand loyalty or raving fan customers who are likely to give referrals.



UNEXPECTED SUCCESS

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The immersion, discovery workshop and customer journey mapping revealed a key factor in the ideal customer persona. As a result, we have the start of a three pronged marketing communications strategy to increase brand touch points and increase market share for JETPUBS in the aviation industry.

HOW IT'S HELPED

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The second half of the program digs into the sales and operation process of the business, mapped under the customer journey to identify the touch points. This workshop is run with the entire company. Through the facilitation, we identify the client's journey and our brand touch points followed by 'role playing' to ensure we live up to the defined brand values, and add massive value to the client answering objections and the clients' thoughts and feelings at each stage.

“Sian and her agency Sixth Story does awesome branding work. They won’t just make blind changes to your brand or website. They start by getting a feel for your brand, your target client, their journey - and work with you to keep that all cohesive. Sian understands being in a beautiful state and assigns value to her clients. I wouldn’t have anyone else work on my branding, how my company interacts with my clients and our communications.”





THANKS

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