

## challenge

Meridian is a private aviation business, based out of Teterboro Airport in New Jersey. They had done some advertising, limited mainly to trade magazines, and realized in order to overcome the extensive competition in the private aviation industry, they needed to improve their SEO/SEM efforts, increase website traffic, and raise the brand's overall awareness.

## solution

We developed a multi-channel campaign that included Google AdWords and SEO/SEM programs, print and digital advertising, and a corporate video. In 2016, the client expanded its operation, opening a second facility in Hayward California, and SCG created a print and digital advertising and direct mail campaign to introduce, support and raise the awareness of the Meridian operation in Hayward.

## results

Fine-tuning Meridian's website SEO improved their organic search results, and the highly-targeted Search Engine Marketing and Retargeting campaign we created, drives over 1,100 visitors every month to their website. Our Search campaigns yielded over a 3.5% search click-through rate, and produced over 12,000 web leads last year. The combination of SEO/SEM, print and digital advertising, has increased overall brand awareness as well as interest in the new Hayward location. The corporate video continues to raise awareness and elicit compliments from our client's colleagues, vendors and customers.

case study

B to B



# NOW ARRIVING AT HAYWARD.

MERIDIAN, ONE OF THE NATION'S HIGHEST-RANKED FBOs, IS PROUD TO ANNOUNCE THE OPENING OF OUR NEWEST LOCATION AT HAYWARD EXECUTIVE AIRPORT (HWD).

We're taking everything that's made our Teterboro operation so successful and bringing it to the San Francisco Bay area. The same commitment to customer satisfaction. The same dedication to safety. The same experience gained from seventy years in business aviation.

We appreciate your trust in us, so now, whether you're heading East, or flying West, you can count on Meridian to make a great flight even better.



Flying to a business meeting can be so tense.

Wherever your business meetings take you, your air charter experience with Meridian will be more than convenient and time-saving. It will be an experience that exceeds your expectations. Charter your next trip with us. And relax.



800.882.2333  
www.meridian.aero  
Operated by Air Carrier Certificate BJA0263F

Teterboro, NJ (TEB) | Hayward, CA (HWD) | San Jose, CA (SJC) | Santa Rosa, CA (STS)

