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Crisis Communications Plan

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Strengths

The sheer amount of press releases are scarce, only being produced when important information or news has occurred. Because of this, when a press release, or any kind of communication, is produced for the public it has more of an impact and has native importance. The headlines of the releases generate excitement because of the urgency of the news being presented. Each press release has brevity, which helps in terms of the message.

Weaknesses

The shortness of the press releases can be seen as a weakness because there is not enough context being presented to the public. Each press release has to have a brief company history, and background leading up to the major announcement because each one has to come with an approach as if no one has heard of Blink. As we have learned, storytelling is an effective way to get your message across and have a greater impact. Each press release has to have direct contact information to make it easier and accessible for other media to contact and therefore expand our reach through those outlets such as business trade magazines, stock watch analysts on Twitter and those with their own means of outreach. Major news should be front and center on the main page of the website, not buried on a press release page.

Opportunities

A new digital media strategy can bring breadth and depth to the company so that an audience and potential investors can see the important work that is happening. A digital strategy can provide a human face to the company with a spokesperson which is more effective in communication and removes the stigma of a faceless corporation. This new strategy can be a re-introduction and

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introduction to an audience. Press releases are major announcements and there is an opportunity to show a vision of what this information will look like to investors, public.

Threats

If the new strategy is to be successful, it has to be monitored for performance so that it doesn't get lost on the audience with too much industry jargon and corporate speak. We must be prepared for backlash from those critical of the military complex and government spending. We must be wary of a anti-climactic effect through overselling of BAMS and what it can promise to the industry. Media strategies carry with it a sense of hype that can generate backlash if not carefully cultivated.

Blink Aeronautics will launch a digital strategy that:

1 Elevates our understanding of how our audiences view our brand, products, and services.

2 Informs audiences with relevant and timely information about our organization, showcasing our position as a leader in the aeronautics space.

3 Motivates audiences to choose Blink Aeronautics as their supplier, partner, investment, or employer.

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Website Lead Form

We will use an inbound marketing strategy to measure growth in understanding the Blink Aeronautics brand. Special content on our website will be gated by a form that asks for contact information before the article can be downloaded. Since the user has to give information in order to access the article, they are committed to looking at the content. Therefore, it is a reasonable measure for increasing public knowledge of Blink Aeronautics. The contact information can be used by sales personnel to make new connections and to find new opportunities. This approach educates the public, which links to motivating prospective partners to choose Blink Aeronautics.

Specific
High quality, desirable content will be gated on Blinks website with a contact form.

Measurable
The number of downloads of gated content will increase 1% each month.

Achievable
we will aim for small steady gains in the number of monthly downloads

Relevant
Since the user has to give information in order to access the article, they are committed to looking at the content. Therefore, it is a reasonable measure for increasing public knowledge of Blink Aeronautics.

Time-bound
Monthly, increasing from the most recent month's downloads. Each month, the number of downloads will be analyzed, and the new goal will be set based on that total.

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Reference

How to increase the response rate on surveys | Qualtrics. (2022b, February 17). Qualtrics.
https://www.qualtrics.com/uk/experience-management/research/improve-survey-
response/#:~:text=Typically%2C%20the%20figures%20seem%20to,rate%20is%20anything%20above%2050%25,

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Workforce

Current and future employees

The driver behind all of the remarkable progress that is made at Blink Aeronautics is our people. We need to retain talent and attract the highest quality candidates. As an industry, we are faced with the challenging economic conditions of talent shortage. Our jobs are highly skilled and specialized. Our employees have knowledge that is highly desirable and marketable. Communicating effectively with this audience makes them feel valued, respected, and informed.

Demographics

- Diverse mix of Gen X, Millennial, and Gen Z
- Advanced degrees
- Mostly STEM majors

Psychographics

- Entrepreneurial spirit
- Value innovation
- Prioritize safety
- Detailed
- Independent
- Trustworthy
- Driven

Customers

Aerospace Vehicle Manufacturers

Our customers push the limits of what is possible. These innovative aerospace pioneers are racing to be the first and the best in what they offer. Our relationship with our customers is crucial because they source our income and get our products in the field. They need to have a detailed understanding of what we offer, how it works, how our products are integrated into other systems, and why Blink Aeronautics will help them succeed.

- NASA
- Military
- Airbus
- Blue Origin
- Boeing
- Firefly Aerospace
- Space X

Demographics

- Millennial
- Global
- Scientists and Engineers
- Well-funded

Psychographics

- Want to have the best aerospace vehicles
- Want to be the first.
- Passionate
- High strung
- Ambitious
- Need evidence to decide

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Suppliers

Aerospace Industry

Our suppliers are a primary audience because we need to work closely together to ensure we have the parts and pieces needed to keep manufacturing and product development in forward motion. Close relationships with our suppliers mean we can stay on the cutting edge of technology, knowing what is next, and fluid communication about our changing needs.

- GE Aviation
- Honeywell
- Lockheed Martin

Demographics

- Gen X
- Global
- Strong financial position
- High Tech

Psychographics

- **Want to be paid on time**
- **Want to get their tech on vehicles**
- **Seek an advantageous position**

R&D Partners

Aerospace Vehicle Manufacturers

Cross-functional collaboration invites opportunities for new approaches to solving problems. Working with our strategic research and design partners is a win-win situation that allows us to merge our expertise with the knowledge of today's cutting-edge researchers. Successful communication with this group will build relationships and increase trust. Clear data and concise informative summaries will help our strategic partners win grants to continue research.

- Universities
- Engineering Firms
- Government

Demographics

- **Generational mix**
- **Global**
- **Scientists and Engineers**
- **Funded by grants**

Psychographics

- **Driven to discover**
- **Value curiosity**
- **Competitive**
- **Need to solve a problem**
- **Need to demonstrate progress**

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Investors

Aerospace Industry

Big advancements mean we need capital funds available to invest in major projects. Our income does not support this type of spending and we need investors. Aerospace is a cutting-edge industry that is appealing to the calculated risk-taker who wants to be part of what the future holds. The profitability of Blink creates a win-win situation for all parties. Good communication with these audiences means building trust so they will stick with us through short-term ups and downs of our stock price.

- Board members
- Stockholders
- Venture capitalists

Demographics

- Baby boomers and Gen X
- Global
- High net worth

Psychographics

- Calculated risk takers
- Want to make money
- Super busy
- Not a lot of time to give
- Self-focused
- Need a great pitch to decide

Media

Aerospace Industry and Mass Media

The media is our partner in connecting with the public at large. This audience does not have loyalty to our organization but has a strong influence on the image of the Blink Aeronautics brand. Strategic messaging and timing can propel our brand for successful resonance and salience. Misinformation is a risk with this audience, so careful interaction with approved spokespersons is a must.

- Trade organizations
- Aerospace Industries Association (AIA)
- Aerospace Manufacturing Magazine
- Local and regional news
- National and World news

Demographics

- Millennial
- Journalists

Psychographics

- Want stories that will make them stand out
- Want to talk to experts
- Expedient

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Regulators

Government Agencies

Regulatory compliance is necessary for our position as an aerospace supplier. A good relationship with this audience means a trough understanding of the regulations that exist. We also can inform our regulators about our perspective to ensure that new regulations are purposeful. Poorly written regulations can add administrative costs that add little value and can be prohibitive in ways that are not meaningful.

- FCC

Demographics

- Gen X
- Regional
- National
- International

Psychographics

- Want to protect the law and their constituents
- Value their reputation
- Conscientious
- Need data

Legal Team

Corporate Law

Our legal team helps us interpret the law, understand regulations and contracts, and to protect our interests. They need to understand our work well enough to guide us in the right direction.

Demographics

- Gen X

Psychographics

- Want to protect the law and their constituents
- Value their reputation
- Conscientious

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Digital Campaign

Our digital campaign is focused on the launch of our new product, BAMS. We will be focusing on building relationships with potential clients and capturing interest in ordering BAMS. The goal of this campaign is to get a stream of leads, but this new product and campaign will also help grow value in our company and eventually, grow sales and revenue.

This campaign will be across a few various platforms and include different tactics to target our desired audiences and capture quality leads. Utilizing different forms of communication is especially important as we need to reach a wide variety of audiences in different age groups.

Purchasing our BAMS product is not something the general public will be doing and not an easy and quick decision for potential buyers. With this campaign, our goals will heavily be focusing on building relationships with our target market and finding quality leads that we can assist through the purchasing funnel. In addition to these goals, we also want to get our name and products out to the world and showcase our efforts and commitment we have to creating quality, safe products that people can trust.

Email newsletter

On our webpage, we will have a pop-up asking visitors if they would like to sign up for our newsletter. They will have sections to add their name, email, and if they are interested in our company as a buyer or someone looking to further educate themselves. Understanding why people are signing up for our newsletter will help us segment our subscriber list and make sure we are sending emails to efficiently target our market. Along with receiving our general newsletter, those interested in purchasing will receive emails highlighting our products and a reference for a contact in our sales department.

Tactics

Downloadable Content and Research

Part of our mission is to share and educate the world on our advancements in technology. Our website will feature many different blogs and articles on our work and many of these will be available to anyone who visits our site. We will also feature exclusive content with indepth research that people can sign up to view. We will collect names, emails, and ask why they desire to look at this content. These answers will help us segment our email list and allow our sales force to reach out to potential leads.

Social Media Posts

We will have a series of posts on our social media pages (Meta, X, LinkedIn, and YouTube) where we announce our newest product and highlight its features and the new technology we have created. These posts will also direct viewers to our product webpage (either linked in the post or in our bio) where they can learn more or request more information from our sales team. Each post will use the appropriate hashtags to further gather views from interested audiences and any appropriate parties will be tagged in each post.

Digital Advertisements

We will be creating a few variations of digital advertisements. The first will be a Google ad. Since our audience is niche, we can use Google ads to target very specific searches for those who work in relevant industries or maybe doing research on companies to purchase products from. The next type of ad will be displaying ads that we put on relevant websites. For example, we will purchase an ad space on aiaa.org, which is the website for the American Institution of Aeronautics and Astronautics. Placing these ads on websites related to our product will help us reach our market and attract potential leads to our website and social media pages.

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Measurement

Survey

The survey can be measured in two different manners, firstly in a completion rate and secondly in the content of the survey.

KPI
- **Completion rate** >30%
- Dependent on survey, but focus on learnings of the survey
- Quantifying survey results
- IE, measuring the results of a question such as "Rate your satisfaction with the brand 1-10"

Digital Campaign

Each component of the Digital Campaign will have a different KPI in order to determine the success of each aspect. This section will outline the KPIs for each part of the campaign, and then measurement tools will be discussed.

Email Newsletter
- **Primary KPI**: Conversion Rate
- **Secondary KPI**: Impressions
- **Reasoning**: Conversion rate allows us to measure the success by determining the how many people are going to the website from the email. Impressions allow us to determine reach and market saturation.
- **Measurement Tool**: Google Analytics - this gives the team an excellent platform to look at tertiary metrics as well.

Downloadable Content
- **Primary KPI**: Downloads
- **Secondary KPI**: Clicks
- **Reasoning**: Downloads are a direct measurement of determining how many people are utilizing this content. Clicks allow us to create a rate between clicks and downloads to see how effectively people are interacting.
- **Measurement Tool**: Google Analytics - can place tags and goals within Google Analytics to easily track these goals.

Social Media Posts
- **Primary KPI**: CPC (cost per click), CTR (Click through rate), ER (engagement rate)
- **Secondary KPI**: Impressions, Clicks, Engagements, Shares
- **Reasoning**: Each type of post would require a different KPI. Video Posts would require different measurements than static posts. However, these type of KPIs are good for generalized posts as they have important rates.
- **Measurement Tool**: In platform, each social media platform has their own reporting tool. Can ultimately import them into a data visualization tool such as Looker Data Studio (formally Google Data Studio)

Digital Advertisements
- **Primary KPI**: CPC (Cost per Click), CPA (Cost per activity)
- **Secondary** KPI: CPM (cost per thousand impressions)
- **Reasoning**: Similar to social media posts, the proper KPIs can vary based on the digital post. However, in general it is best to determine rates that are mentioned above especially useful in comparing across digital placements.
- **Measurement Tool**: Google Ads

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