Best Known Drop Zone

A No-B.S. Guide to Skydiving Marketing that Actually Works

Mark Perna

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DEDICATION

To my wife Amber, whom I met on a five minute call. You've made me a father and a husband and enriched my life beyond measure. I will always admire your courage, your strength, your tenacity of spirit, and above all your love and empathy. Everyone's wedding photos look the same but ours? You're hanging out on the wing of a biplane, dangling your legs out of a Huey, and flipping a gainer out the back of a Casa 212—all with a fearless smile on your face. You are one hell of a woman, wife, and mother, and I love you!

To my three sons, Rhett, Ronin, and Arlo, who have given me a deep sense of contentment and drive. You guys are a blessing and I love being your dad. You're all skydivers too, in the womb, though you may not know it yet.

To the sharp business operators in the skydiving industry. Your dedication to the sport, your acceptance of personal risk, and your ability to push beyond fear are a source of constant inspiration.

And a final thanks to Alex Swindle for the cover photo, shot at Skydive Arizona. See more of his incredible work on at nerdmanstudios.com or on Instagram @almeister112.

CONTENTS

	Dedication	ii
	Preface	v
	Introduction	1
1	The Digital Landscape of Skydiving in 2025	16
2	Building a Skydiving Brand that Actually Sells	32
3	Website Strategy: Turning Clicks into Jumps	45
4	Paid Media Mastery: Google, Meta, and YouTube	63
5	SEO & Local Domination: Winning at Maps and Search	81
6	Reviews, Referrals, and Reputation Management	96
7	Email and SMS Campaigns that Actually Work	110
8	Content that Lives Where the Jumpers Are	128
9	Analytics, Attribution, and Optimization	144
10	Seasonal vs Year Round Marketing Tactics	160
11	The Rise of AI in Marketing	175
12	Case Studies from the Field	192
13	Operationalize Your Marketing	204
14	The Future: Agentic Checkout & Augmented Reality	214
15	The Strategy Session: Our Free Offer to You	224

PREFACE

I never thought I would be working in the skydiving industry. I'm an exceptionally average skydiver with a C License and I can't carve. I fly a light wing loading and when I do harness turns I feel like superman (thanks Jeannie). I documented what we did on YouTube and gained some notoriety (I think it's so cool that Performance Designs shared my review of the Sabre 3 around the office).

But deep down this sport means more to me than chasing adrenaline or becoming an 'influencer'. As a combat veteran I suffered from PTSD and was questioning what I was here to do after the war. I was numbed out, had nearly killed myself drunk driving, and had no vision.

Skydiving changed all of that.

I rarely tell people how important that first AFF jump was for me. When I mention I work with skydiving companies, the typical response is "that's so cool." But for me? The open sky is where I

discovered my spirit. It's also where I met my wife and I will be forever grateful.

I'll never forget standing in the door of that King Air and feeling a level of fear I thought I wasn't capable of anymore. When I reflected back on that moment, I realized that the reason I felt that fear was because I truly loved my life. That no matter how numbed out I was, when confronted with the possibility that this might be it—I wanted to live. Deeply.

When we launched, everything went away except the jump. For the next sixty seconds, I was locked on my practice touches and circle of awareness. I couldn't feel stress. I couldn't feel fear. I couldn't think about anything except the next task in the sequence. And that focus was freeing.

I kept going back to confront that fear, and feel that deep love for my life. My awareness of the sky expanded. My comfort in my canopy grew.

Now I'm more comfortable landing my own canopy than being a passenger on a commercial airline. I've done it more often (and had less chop and hard landings, thank God). I've got access to the best canopy coaches in the world. And that's something I love about this sport. The level of access to experience and training is beyond any other activity.

I write all this to say that I am blessed to be able to do what I'm skilled at for businesses in the skydiving industry. My early clients truly took a chance on me and we were able to work through some

hard times to build lasting brands. We proved we could get results, we started getting more clients, and now, two years later—we're still here. This book is a way for me to give back that generosity and pay it forward.

Inside, you'll get every single actionable marketing strategy that we use to get results for our clients. Take what works and apply it to your business. And if you need help with that implementation, reach out at boomshotmedia.com and set up a strategy session. We'd be more than happy to show you what's working, what needs improvement, and maybe what could be added that's uniquely yours.

Thank you for doing what you do.

Sincerely,

Mark Perna
Boom Shot Media

October 28, 2025

INTRODUCTION

WHY DROP ZONES NEED A NEW MARKETING PLAYBOOK

If you're a DZO, chances are you've been so deep in aircraft, instructors, gear, and weather windows that marketing sometimes feels like just another fire to put out. And that's not your fault. The job's already demanding enough.

Most drop zones aren't failing at marketing because they're lazy or clueless. They're failing because the rules have changed—and no one handed them a new playbook.

In today's digital environment, attention is scarce and expectations are sky-high. Your next tandem customer might never hear your radio ad or pass your billboard. They're scrolling Instagram, asking Google, watching reels. And they're judging your business long before they ever click "Book Now."

I'm not here to point fingers. I'm here to shine a light. Because

I've seen it over and over again: talented DZOs running solid ops, delivering world-class experiences in the sky—but relying on outdated, patchwork strategies when it comes to marketing. You might be posting to Facebook when you have time, running a couple of ads, and hoping someone remembers to ask for a review before the student walks out the door. That's not neglect—it's just the reality of trying to juggle too much without the right systems.

This book exists to change that.

What you're about to read isn't theory. It's a proven system I've used to help drop zones scale intentionally and sustainably. It's born from the trenches—built on real data, real campaigns, and real revenue. It's designed for our industry, by someone who actually knows what it's like to build a marketing machine while handling the chaos of peak season.

My mission is simple: to give DZOs the tools, the clarity, and the confidence to take control of their growth. You shouldn't have to guess. You shouldn't have to rely on a buddy who "knows Google Ads" or an agency that doesn't understand the difference between a canopy and a campaign.

You need a repeatable, reliable system that works whether you're busy flying loads or taking a breather in the off-season. That's what this is. And it's not just about marketing—it's about building margin in your business so you can scale without stress.

Let's reframe the conversation. This isn't about what you've been doing wrong. It's about what's possible when you approach marketing with the same intentionality and discipline you bring to aircraft maintenance or gear checks.

You're already running a serious operation. I've spoken with drop zone owners who, between coaching AFF students on the ride to altitude and taking tandem videos—are also answering phones and texting frequently asked questions on the way to altitude. You are all serious business operators who risk life and limb to pursue their passions. That's incredible.

Now it's time for your marketing to match.

I wrote this book because I've seen too many DZOs hustling hard—fighting fires mid-season, burning out by September, then ghosting their audience all winter before rinse-and-repeating the same chaos the next year. Not because they don't care. Because no one ever handed them a real marketing playbook built for this industry.

Well, here it is.

This isn't a hack. This is a battle-tested, drop zone–specific marketing system designed by someone who understands the sport, the gear, and the grind. I've helped DZs move into areas with a bad reputation and create a real brand. I've rescued marketing budgets bleeding cash. I've helped operators go from "we're just trying to stay open" to "this is a perfectly optimized business."

Yes, that's a real client quote.

What I'm about to lay out for you is a system. A real one. One that works in the background while you're flying loads or untangling a line twist. One that holds under pressure, just like your best rig.

You don't need to guess anymore. You don't need to gamble. You

need a framework that's precise, scalable, and built for speed—just like everything else in skydiving.

Welcome to the upgrade. Let's build something that actually flies.

The Reality We're Dealing With

If you're reading this, it probably means you've already got a lot of your house in order. You've got aircraft that fly tight, instructors who know how to deliver the experience, and a gear room that runs smoother than most Fortune 500 teams. Maybe you've even got a view from altitude that sells itself. But here's the honest truth—marketing in 2025 is a whole different ballgame than it was just a few years ago.

The playbook has changed, and it's not just about timing your Facebook posts or remembering to nudge a happy tandem for a review. It's not about doing "some SEO" or boosting a post and hoping for the best. Today, marketing is a full-blown operational discipline—and the way people find drop zones, decide on experiences, and book their jumps has fundamentally shifted.

AI isn't just on the horizon—it's flying overhead, full throttle. Generative search is changing the way people discover adventure. Large Language Models are answering their questions before they even see your website. Mobile-first discovery, predictive content, reviews surfaced by sentiment analysis—these aren't just tech buzzwords. They're the new gatekeepers to your booking funnel.

And it's not just about the DZ down the road anymore. You're

competing with every other thrill-seeking option on the map. Zipline parks, indoor skydiving tunnels, alpine coasters, influencer reels of Bali bungee jumps. You're not just up against other DZs—you're up against every algorithmically boosted adrenaline rush fighting for your future customer's attention.

And yet—there's room for all of us. Skydiving is growing. This sport has never been more visible. More people are adding "jump out of a plane" to their bucket lists, and many of them are actually checking that box. The market isn't saturated—it's just noisy. And to break through the noise, your brand has to show up with clarity, consistency, and confidence.

In my webinars, I tell operators this all the time: if your website looks like a MySpace page on mobile, if your booking flow is buried under a pile of images, photos, and text, or if you don't have an active review campaign in place—you're not even in the race.

Because your audience is judging you long before they ever click "Book Now."

This isn't about scaring you. It's about equipping you. Your marketing needs to work while you're loading the plane. It needs to create lift before you ever enter the season. Because the audience doesn't wait—and neither does the algorithm.

Marketing Is a Year-Round Hustle

The season is short, but your marketing shouldn't be. Whether it's peak drogue-hucking season or things are tapering off, your digital storefront should always be open, always converting, and

always sending a signal: "We're the pros. Jump with us."

Because what happens when the season starts and DZOs don't have bookings? They turn to Online Ticketing Agencies (OTA's) like Groupon and Adrenaline.com. Sure, they get bookings, but is there really much profit on a $199 tandem? Is there any profit if Groupon takes 22%?

So let's cut through the noise. Let's position you where your customers are looking—on search, on maps, on social, and increasingly, in the responses generated by AI tools they trust.

That's the reality. But more importantly, it's the opportunity. Let's go get it.

I've Been There

Not behind the desk. Not from some conference room full of whiteboards and buzzwords. I've been there—from the dusty hangars and brand-new buildouts to the messes no one wants to talk about. I've walked into drop zones where the old operator ghosted, the booking system was on life support, and morale was circling the drain. And still, we turned it around. Not with gimmicks. With grit.

I've helped turn around the marketing for DZs who thought, "it's just down everywhere," and rack up bookings before the season even kicked off. I've rebranded legacy drop zones that were drowning in bad reviews and no-show rates—and gave them a new voice, a new mission, and a digital presence that actually matched the world-class experience they were delivering.

Here's the truth: your marketing shouldn't be the weakest link in your operation. It should run like a Cessna fresh off its annual inspection—tight, reliable, and ready to fly when you need it. But too often, I see operators running with duct-taped systems, zero attribution, and no idea where their next customer is coming from. They're flying blind—and bleeding cash.

I've seen ad accounts spending $3,000 a month with no sale tracking, no conversion data, and no ROI. I've seen websites that look like they were built during AFF ground school in 2009. I've stepped into these brands, rewired the marketing engine, and turned them into growth machines doing $30K, $50K, $100K in tracked revenue per month—consistently.

This didn't happen because I got lucky. It happened because I stayed in the trenches, focused on what works, and refused to chase shiny objects. This system was built on fundamentals—on data, on testing, on treating marketing like a mission-critical part of the operation. The same way you wouldn't take a tandem rig out with a suspect AAD, you shouldn't trust your revenue to guesswork.

I've been in digital marketing for over 16 years. Before I started serving this community, I built performance systems for industries that live and die by ROI—personal injury lawyers, finance, fintech. High stakes, high accountability. I've managed millions in ad spend and built digital presences for companies doing $60 million a year.

I've been fortunate to learn in some of the most competitive industries. And now? Every ounce of that experience is being put to work in the one place it matters most to me: the skydiving world.

Because I'm not just a marketer—I'm one of you. A weekend warrior. A fun jumper with average belly skills and a passion for this sport. And I'm done watching DZs get left behind because no one handed them a system.

This isn't theory. This is tested, battle-worn, built-for-drop-zones marketing strategy that performs under load. Just like you do.

What This Book Is

This is your operator's guide to digital marketing for drop zones. It's forged from real-world lessons—not from marketing textbooks or startup slideshows, but from windswept tarmacs, last-minute manifest scrambles for walk-ins, and nights spent rebuilding websites after the day's last load. Just a practical, scalable system designed to help you grow like a professional.

But let's keep it real—reading this book alone won't change your numbers. Just like watching AFF videos doesn't make you a skydiver, reading about marketing won't make leads magically appear. You've got to implement. But what this book will do is cut through the noise and show you exactly where to point your energy so you're not wasting time, money, or opportunity.

This isn't a checklist. It's a framework. A mission-ready playbook built to help you turn the chaos of seasonal hustle into a year-round growth engine. Each chapter holds an entire marketing strategy and framework you can apply for success this season. There's no secret sauce here, everything we do can be discovered on the internet, tested, and deployed.

However, we've built a framework based on what works for actual drop zones. As I tell my clients, you're about to become an expert marketer by reading these pages like I'm about to get 10,000 jumps worth of experience this summer (I'd be happy getting a Pro Rating, to be honest!).

So we lay it all out. What's effective, what are the common problems, and where can you expect things to head in the future.

Here's the roadmap:

Chapter 1: The Digital Landscape of Skydiving in 2025
We start with where we are now: a noisy, AI-driven, mobile-first marketplace where discovery doesn't start at your website—it starts at the algorithm. We'll break down how your prospects are searching, scrolling, and deciding—and what you can do to get their attention before someone else does. In a world where people are constantly bombarded with wing suit proximity videos in the gym, how do you stand out?

Chapter 2: Building a Skydiving Brand That Sells
Your brand isn't just your logo or your colors—it's your reputation, your vibe, your promise. This chapter is about building a brand people trust and want to talk about. About showcasing that brand across all of your digital channels and executing flawlessly on your major selling propositions. Because when trust and clarity meet, sales follow.

Chapter 3: Website Strategy - Turning Clicks into Jumps
Websites aren't digital brochures. They're conversion tools. We'll cover what makes a high-performing DZ site, including mobile

UX, speed, calls to action, and how to build booking flows that don't leak leads.

Chapter 4: Paid Media Mastery - Google, Meta, and YouTube
This is where most money gets wasted—or multiplied. We'll unpack how to run high-ROI ad campaigns that actually move the needle, and how to track every dollar so you know what's working and what's not. Whether it's Google, Meta, YouTube or whatever the latest platform—we've got your back.

Chapter 5: SEO & Local Domination
Being the best-kept secret in your market doesn't pay the bills. This chapter shows you how to own your backyard—showing up first when people search for skydiving near them, with strategies that compound over time. Right now Google Maps is the place to be (but that could change, and this book will show you why).

Chapter 6: Reviews, Referrals, and Reputation Management
We'll cover the systems and scripts to generate real reviews, use automation to follow up, and turn your happy jumpers into your most powerful marketing asset. Your customers give you a direct line to their pocket—use it wisely.

Chapter 7: Email & SMS Campaigns that Actually Convert
This isn't about spamming your list. It's about building a list you own, sending messages that matter, and turning digital relationships into repeat business and referrals. We'll show you the gift certificate flows booking five-figures during then holiday season.

Chapter 8: Content That Lives Where the Jumpers Are
Skydiving is visual, emotional, and inherently shareable. We'll show

you how to produce content that travels—on TikTok, Instagram, YouTube—and how to tie that content back to conversion. It's all about *main character energy*.

Chapter 9: Analytics, Attribution, and Optimization
You can't scale what you don't measure. We'll demystify GA4, Google Tag Manager, and basic attribution so you can make data-driven decisions without needing a data science degree. Whether you're on Burblesoft, Dizio, or FareHarbor, we've got a template.

Chapter 10: Seasonal vs Year-Round Marketing Tactics
Busy season and off-season need different playbooks. We'll talk through campaigns that work when the planes are flying and ones that keep your brand warm when they're not. April bookings start in December!

Chapter 11: The Rise of AI in Marketing
AI is already shaping what your customers see. This chapter unpacks the tools, tactics, and strategies you need to stay relevant as algorithms, automation, and LLMs evolve the discovery journey. And we'll go over where Agentic search and checkout might be headed.

Chapter 12: Case Studies from the Field
We'll walk through real campaigns, real drop zones, and real results. These aren't hypotheticals—they're battle-tested examples you can adapt and deploy. From a rural Cessna 182 DZ to a multi-turbine beast, these are the results you can achieve when you work with us.

Chapter 13: Operationalizing Your Marketing
This is where we bring it all together. We'll show you how to install

your marketing system like any other SOP in your operation—documented, repeatable, and ready for scale. There are no secrets to marketing, it's all in the execution (kinda like six-pack abs, but we only have marketing six pack abs).

This book is more than advice. It's your playbook, your blueprint, and your reserve canopy for when your lines twist up unexpectedly. Let's build a marketing system worthy of the business—and the people—you've built.

Who This Book Is For

You run a drop zone. Or you're neck-deep in one. Maybe you're the manifest mastermind holding the whole thing together with a headset, a clipboard, and a caffeine IV. Or you're the AFF instructor who somehow became the default "marketing person" because you've got a halfway decent grasp of Canva and didn't flinch when someone said "SEO."

Here's the deal: if you're here reading this, you're not looking for standard marketing advice. You're looking for clarity, structure, and a path forward that doesn't collapse under the pressure of peak season. You want:

- Predictable bookings without the panic
- Visibility into what's working and what's bleeding cash
- A system that doesn't fall apart the second things get busy
- Marketing that runs while you're doing the real work—flying loads, packing rigs, or tracking down a manifest error mid-day
- You want freedom. Not the kind where you do nothing—

but the kind where you can stop firefighting and start building. And it comes from a growth partner who lives and works in this industry.

You don't have to become a full-time marketer. But you do have to stop treating marketing like a side hustle you'll "figure out in the off-season." Because spoiler alert: the off-season never slows down the algorithm. And while you're focused on ops, your audience is still swiping, scrolling, searching, and booking.

The truth is, marketing isn't just your first impression. It's your only impression until they show up on your gravel lot or roll through your hangar doors. And if that impression is broken—if your site looks sketchy, your ads lead nowhere, or your reviews are outdated—people will keep scrolling. Because now they've got options.

You wouldn't throw an AFF student into the sky without a pin check, right? So why would you send your business into the marketplace with a leaky website, no tracking, and a broken booking flow?

This is about operational readiness. It's about building a system that's durable, repeatable, and scalable—a system that can take a hit, handle a surge, and still do its job while you're doing yours.

This book is your manual. It's not written from a distance. It's written from right here in the trenches—with dirt on the jumpsuit and coffee spilled on the logbook. Whether you're a new operator trying to make the first season count, or a seasoned DZO ready to stop guessing and start scaling, this is for you.

Let's Get to Work

The season is too short. The stakes are too high. And the competition? They've stopped waiting around. Every season, more drop zones are getting savvier. They're investing in paid media, dialing in their websites, launching content campaigns, and building systems that hum in the background while they fly loads. The bar is rising—and the operators still relying on outdated strategies are falling behind.

Meanwhile, the digital landscape is shifting fast. The way customers make decisions has already changed. AI isn't on the horizon—it's here. Large Language Models are influencing what people see when they ask questions. Generative search results are answering before people even click. Algorithms are shaping attention and preference in ways we've never seen before. And these systems feed on data. If your business isn't supplying clean, conversion-driven data—if it's not being represented by content, reviews, and optimized web pages—you don't just risk being outperformed. You risk becoming invisible.

This is no longer about guesswork. This is about operationalizing your marketing. Turning it into a system—like your rig checks, like your aircraft maintenance. A repeatable process that fuels growth, builds trust, and creates margin in your business. The kind of system that not only keeps up with change but leads the charge.

That's what this book is. It's not just a theoretical guide. It's your Flight Manual—custom-built for the skydiving industry, grounded in digital marketing principles that work, and designed to evolve

with the future. It's what we've used to grow brand-new DZs from the ground up and revitalize legendary ones that lost momentum. And now, it's yours.

So here's your call to action:

Are you going to keep guessing—or are you ready to implement?

Because the aircraft is ready. Your team is waiting. The next manifest sheet is blank.

Let's build the kind of marketing system that matches the intensity, the professionalism, and the heart you bring to every skydive.

Blue skies. Green light.

CHAPTER 1

THE DIGITAL LANDSCAPE OF SKYDIVING IN 2025

Welcome to the New Drop Zone Economy

In 2025, your website isn't just your storefront—it's your booking desk, your brand, your sales team, and your best (or worst) employee. It's your 24/7, never-sleeps, never-calls-in-sick face to the world. If it's not pulling its weight, you're not just losing business—you're bleeding it out to competitors who've figured out how to look legit, load fast, and close the deal before your site even finishes loading. If your site's still some Frankenstein patchwork your buddy's cousin made in 2017, I hate to break it to you—you're a ghost. In an economy where visibility equals viability, you might as well not exist.

The digital terrain has shifted hard and fast. This ain't 2012. Back then, you could get away with a decent Facebook page, a last-minute Groupon deal, and a half-decent Yelp rating. Hell some of you have been around since the 1980s or longer. You've been

coasting on brand recognition and local authority, with a steady stream of tandems flowing.

But the game evolved while a lot of DZs stayed grounded. We're no longer in a casual era of marketing—we're in a full-blown attention war, a digital arms race. The drop zones that are scaling? They've figured it out. They've built systems that match the new customer journey, which now starts with a question on an AI platform, bounces to social feeds, swings through Google Maps and TripAdvisor, and finally lands—maybe—on your homepage.

Today's customer is mobile-first, content-weary, and hardened by algorithm fatigue. They scroll with muscle memory, tuned to ignore anything that looks phony, generic, or irrelevant. They've already seen wingsuits slicing through fjords in 4K, BASE jumps off construction cranes, and skydives stitched with club bangers in 15-second vertical loops. You're not just up against other DZs. You're up against the entire internet.

But here's the plot twist—they still believe skydiving is the crown jewel of their bucket list. That first leap still means something. It's not just a thrill—it's transformation. That breathless, screaming, shaking-on-landing joy is something no algorithm can replicate. The problem? Most of your potential customers never see that version. They see over-edited reels, bad reviews, or a homepage that loads like a PDF from 2009.

The gap between what skydiving feels like and what your digital presence shows—that's your opportunity. If your marketing ecosystem can bridge that gap, you win. But to do that, your website can't be a static brochure. It has to work. It has to load in under three seconds, deliver a clean CTA above the fold, show

actual smiling customers—not stock photos—and make the booking process so simple a nervous newbie can do it in one hand, in an Uber, on the way to dinner.

And this isn't just about aesthetics. It's about ownership. If you're still relying on rented platforms—only talking to your audience via Meta, trusting Google to send you traffic, or hoping your listing shows up this week—you're building a business on shifting sand. You need to own your data, your traffic, and your message. Because platforms change. Algorithms change. But your customer relationships? That's your payload. Guard it.

This chapter isn't some marketing pep talk. It's your pre-jump gear check. Because the truth is, we're already mid-freefall. The rules have changed. Attention is fragmented. Loyalty is a coin toss. And the decision to book? It happens long before they ever see your hangar.

From Search Engines to Answer Engines

We're not optimizing for ten blue links anymore. The game has changed, and search itself is being rewritten in real-time. People don't search—they ask. They don't just "Google it" anymore. Google serves up AI overviews and more and more offers AI Mode to bring up the exact answer you're looking for. And it's not just Google.

They ask ChatGPT. They ask Perplexity. They ask Grok or Siri or who-knows-what's next. We've officially entered the age of Answer Engine Optimization (AEO, or whatever the industry plans on calling it), and if you don't understand how that shifts the

battlefield, you're already two steps behind.

Let's be blunt: your customers aren't typing in "skydiving near me" and scrolling through 30 listings anymore. They're asking things like:

"Where's the safest tandem skydive in Colorado?"

"Best skydiving experience for first-timers near Houston with videos?"

And when they ask, AI gives them answers. Not options—answers. One or two top picks pulled from structured, semantically rich, locally relevant content. If your site doesn't speak the language of those engines—if you're still writing like it's 2015—you don't exist.

This is what we mean when we talk about showing up where answers are given, not just where queries are made. It's not about jamming keywords into a blog post. It's about structuring your content so AI can read it, understand it, and trust it. That means schema markup. That means clear headers. That means location-specific landing pages that answer real questions in plain English. And yeah, it means writing for machines—because that's what stands between you and the customer's booking button.

At Boom Shot Media, we've been pushing AEO before it even had a name. We've noticed top-level queries like "what is tandem skydiving" get eaten up by AI overviews and ChatGPT. We've been building content differently and even structuring our code differently under the hood.

It's an invaluable tool for iteration and research, fundamentally

transforming our business and client outcomes. It processes massive amounts of client data, helps manage our ads and critique creative, and we even have an internal AI trained on my "voice & vision".

This is what it means to win in the AI era. It's not about hacking the algorithm—it's about teaching it who you are and why you matter. AI can't create authenticity. It can't invent credibility. But it can amplify the hell out of it if you feed it the right signals.

If your digital footprint doesn't answer questions, you're not even in the conversation. And if you're not in the conversation, you're sure as hell not getting the click.

You don't need to chase every shiny new AI tool like it's some golden ticket. What you need is a solution stack rooted in trust signals, human content, and brand clarity—because that's what LLMs are learning to index, summarize, and elevate.

Our solution is simple but powerful: rich content, vertical video, high-quality imagery, and authentic reviews. That's what real people connect with, and that's exactly what large language models are trained to recognize as authoritative and valuable. AI isn't replacing human connection—it's filtering for it. So we feed it what it needs: story-driven testimonials, crisp mobile-first design, clear answers to real questions, and emotionally resonant visuals. Every jump, every hug, every high-five post-landing? That's the heartbeat of your brand. Show it, and AI will surface it.

We're also watching how LLMs are actively browsing the open web and summarizing business pages, map listings, blog posts, and even YouTube transcripts. That's not science fiction—it's happening

right now. So we're building sites and content ecosystems with that in mind. We're even experimenting with a new proposed schema format—llms.txt—which, while unofficial (for now), lays the groundwork for LLM-specific content signaling. Think of it like a sitemap for AI: giving models a cheat sheet for who you are, what you do, and why you're the best damn place to jump.

But let's be real: no amount of structured data or AI prompt-stuffing matters if your brand sucks. That's why brand building is the centerpiece of this whole strategy. Not just your logo or your colors—I mean the experience, the tone, the vibe. The stories you tell. The way your people come across in a video. The voice of your emails. The look of your homepage. That is what scales. And that's what AI will index, amplify, and echo across every platform that matters.

So yeah, leverage AI. Use it to multiply your reach, to sharpen your campaigns, to automate where it makes sense. But build your brand like it matters—because it does. The drop zones that win in 2025 and beyond won't be the ones with the most content. They'll be the ones with the most clarity. They'll be the ones who invested in trust, owned their message, and earned their digital footprint.

You want to futureproof your business? Start with human storytelling. Feed the algorithms with authenticity. Layer in structure that machines can parse. And above all: become the brand that jumpers remember—and AI recommends.

Mobile-First or Dead Last

Skydivers live on their phones. Period. Over 80% of your traffic

is mobile. So why are so many DZs still designing for desktop? That's like rigging a tandem rig backward—it's clunky, dangerous, and guarantees someone's hitting the dirt. The modern customer journey happens in a vertical frame, often while half-watching Netflix or killing time at the airport. You don't get their full attention. You get a few seconds of thumb-scrolling before they decide whether you're worth a click—or a swipe away.

Your website isn't just your digital calling card. It's your virtual manifest, your top instructor, your best front desk staff, and your sales closer—all in one. And guess what? None of those roles should be fumbling the ball. If your site looks like it was built during the MySpace era, if it takes more than 3 seconds to load on 4G, or if the booking button is buried under ten menu items, you're done. They're bouncing before you even knew they were there.

A mobile-first site isn't a nice-to-have. It's your primary weapon in this war for attention. That means designing with intention:

Your main call to action—book now, call now, buy a gift card—should be visible without scrolling. Think thumb zone. Where does their thumb naturally land on the screen? That's where your CTA lives.

Cut the clutter. Navigation should be clean, intuitive, and instantly readable. If they can't find your pricing, your aircraft, or your FAQs in 10 seconds or less, they're not sticking around.

Speed is non-negotiable. Compress your images. Use caching. Lean on CDN tech like Cloudflare or NitroPack. Your site should move like a turbine, not a tandem load on weather hold.

Visuals? Show don't tell. Stop using stock images of generic

jumpers with the sky poorly Photoshopped in. Use real photos of your team. Your instructors, your manifest staff, your jumpers mid-scream and post-jump high-fives. Show smiles, tears, hugs, and the joy of hitting the ground as a changed human. That's what sells the experience.

We rebuild DZ websites with all of this in mind. We cut the dead weight, tighten the funnel, and surface the trust signals early —Google reviews, USPA badges, featured testimonials. We place trust-building content right alongside the action. Because when someone's browsing your site, they're doing two things: deciding if this is safe, and if this is the place they want to do the craziest thing they've ever done. Make it easy for them to say yes.

Bottom line? If someone can't book a tandem skydive with one hand while sipping coffee and scrolling Instagram, you're losing money. Design like you give a damn. Because on mobile, friction equals failure—and clarity converts.

Welcome to the Attention War

Your customers are drowning in adrenaline content. Wingsuit proximity lines, BASE jumps off cranes, mountain bikers flipping off cliffs—what used to be jaw-dropping is now just another thumb scroll. Extreme isn't novel anymore. It's background noise.

Skydiving sounds extreme—and for the customer standing on the edge of that first tandem, it is. While the internet is full of viral clips showing wingsuits skimming cliff faces and Red Bull stunts pushing the envelope, most people booking a tandem aren't thrill-seeking pros. They're everyday folks staring down the most

courageous leap of their lives. That's the dichotomy we're dealing with.

To them, this is a once-in-a-lifetime, bucket-list experience. It's not just another weekend activity—it's a personal Everest. So while your marketing has to compete in an arena full of over-the-top content, it also has to speak to that individual heart-pounding moment. That contrast is exactly where your marketing must hit.

Online, if your content doesn't connect emotionally—if it doesn't feel real, relatable, human—you're just more digital noise. The bar is high. Stock footage, bland drone pans, and tired B-roll don't make people feel anything anymore. They get ignored, scrolled past, and buried.

Your job is to show the real experience. The nervous smiles on the ride up. The breathless joy on landing. The high-fives, the hugs, the "I did it!" moments. That's what cuts through. That's what connects. And that's what convinces someone that they can do it too.

This isn't a call for more production value. It's a call for more authenticity.

- Faces mid-freefall. Screams of joy. Tears on landing.
- Tight POV footage that captures the full visceral arc of the jump.
- Fast, vertical edits designed for thumb-stopping impact.

At Boom Shot Media, we edit for vertical first. We cut inside the apps your customers use. We caption for silent autoplay. We overlay CTAs in a way that feels native to the feed. You don't need

a studio budget. You need consistency and a playbook.

That means:

- Weekly reels that feature real customers and crew
- Raw behind-the-scenes stories from instructors
- Weather updates that make FOMO part of your content strategy
- Celebrations—birthdays, milestones, bucket list moments

Run the "content that lives where the jumpers are" model. Clip it. Cut it. Repurpose it. This isn't about adding content—it's about building a library of brand energy you can deploy across platforms.

Your branding should be unmistakable. Every frame should shout your DZ's name. Not just for awareness—but so that when that moment hits—when someone finally decides this is the summer—your name is the one they remember.

Be scroll-proof. Be human. Be memorable. That's how you win the attention war.

Winning the Booking

People don't browse anymore. They doom scroll. They research. And increasingly, they're researching not by scrolling page after page of search results—but by asking AI directly.

They don't remember your ad—they remember your answer. They remember your brand.

We're seeing a fundamental shift in behavior. Consumers are

leveraging tools like ChatGPT, Perplexity, and Google's AI Overview to:

- Plan personalized experiences, like tandem skydives for birthdays or bucket-list trips
- Compare local DZs based on trust signals—reviews, safety stats, instructor quality
- Ask detailed questions about policies, weather, or weight limits before they ever land on your site

And if your content isn't showing up in those AI-powered answers? You're invisible.

At the same time, we're watching direct traffic climb. Not because people remember your URL—but because social posts, map listings, and brand mentions are acting like trust-based handoffs. These don't carry UTM parameters or conversion tags—they carry intent.

The AI-driven customer journey is asynchronous. They don't act on your timeline—they act on theirs. Just like binge-watching Netflix, customers research and convert when the emotional moment hits. Your job isn't to predict it. Your job is to be ready for it.

That means your website must be mission-ready at all times. Think of it like a jump plane: fueled, inspected, and ready to launch. Booking buttons should be visible above the fold. Value props should be unmistakable. Your UX should remove friction, not add it.

Our best-performing clients lean into conversion copy, scarcity offers, and backend automation that aligns with their ops. The

result? The phone rings less, but the booking board fills more. That's what readiness looks like in an AI-powered world.

Your marketing isn't about stealing attention. It's about earning trust and giving people zero resistance when they finally hit that emotional green light.

That's the new playbook. And it's already in motion.

Own the Data or Be Owned

The #1 shift in 2025? Data ownership.

If you're not controlling your customer list, your conversion tracking, and your ad platform feedback loops, you're falling behind fast.

Let me be real: the algorithm knows your customers better than you do—unless you fight back with better first-party data.

You need:

- Email and SMS lists you own
- CRM data that tracks who booked, what they spent, and when
- Event-based tracking that feeds Google Ads and Meta real conversion signals
- Uploaded custom audiences and lookalike audiences based on intent

If you're not uploading custom audiences, if you're not linking revenue back to ad clicks, you're feeding garbage into billion-dollar machines—and wondering why they don't work.

We use GA4, Meta Events, and Tag Manager setups that track not just booking page visits, but gift cert purchases, upsell clicks, phone calls, and email submissions. And we loop that back into ad platform optimization, uploading secure lists with customer values so the billion dollar AI can match us with people who will spend more money.

Data is leverage. It's what gives you visibility in AI search, smarter targeting, and lower CPLs. Treat it like gold.

And here's the real prediction: AI is going to consume how people interact with brands online. Not just search—all of it. From discovery to decision, AI will be the layer through which your customers view and interpret the world. In that landscape, you're not competing for keywords. You're competing to be part of the dataset.

LLMs are trained on what they can crawl. That means your content, your customer feedback, your web structure—all of it feeds into what AI understands about your brand. If you're not building a strong data trail today, you won't show up in the answers tomorrow.

Your company's interface with AI isn't just your website—it's the totality of your digital footprint. So build the dataset. Own the audience. Feed the machine. Because the next generation of bookings will come from interfaces that prioritize clarity, structure, and authority.

Start now.

Build an Audience You Can Take With You

Rented space is dangerous. If your followers live only on Meta or TikTok, they're one algorithm change away from ghosting you. One tweak in the feed formula and poof—you're out of sight, out of mind.

So what do you do?

You build an owned audience.

That starts with a well-built email list—not just a bucket of addresses, but a community that actually opens, clicks, and engages. We build audiences with monthly newsletters, with social engagement, with swag and giveaways.

Then you deploy SMS. Not spam blasts. Not hourly alerts. Just timely, powerful nudges that hit when it matters—like weather-perfect weekends or last-minute gift reminders.

We segment: tandems vs gift buyers, first-timers vs experienced, added to cart but didn't purchase. Then we retarget each group based on where they are in the lifecycle. Loyalty rewards, booking reminders, event invites. Smart, personal, and timely.

And don't forget the pixel. It's your silent workhorse. Pixel your site traffic and run retargeting that feels like a memory jog, not a cold pitch. Every platform has a tracking pixel code: Meta, Google, LinkedIn, TikTok.

Above all, honor the customer relationship. You wouldn't want your phone blown up with offers, so respect the human to human connection. In fact—we're all about the human connection at Boom Shot Media. We use AI & creative to drive better connection, not shortcut our way to success.

The result? More repeat business. Lower ad costs. Higher lifetime value. That's not theory. That's the model.

The New Rules of the Digital Drop Zone

2025 isn't giving second chances. If you're still running your skydiving business like it's 2015—desktop-first websites, guessing at your marketing ROI, ignoring mobile—then you're already behind. And in this game, ground rush happens fast.

This is the wake-up call. The shift isn't coming—it's already here. And if you're not adapting, you're eroding your edge by the hour. The drop zones that are winning right now are doing it because they've embraced a new digital reality, not because they're flying bigger aircraft or hosting fancier boogies.

Here's what DZs must implement to dominate the modern landscape:

- Appear in AI-powered answers, not just search engine results
- Convert frictionlessly on mobile, where decisions are made in seconds
- Stop the scroll with content that punches through algorithm fatigue and wing suit wall vids
- Capture and own customer data—then actually use it to refine strategy and build a community
- Treat content like a brand distribution engine, not just digital decorations or *nice-to-have's*
- Build omnichannel marketing systems that speak to both people and platforms

- Retarget based on intent and behavior, not surface-level demographics or keyword targeting

It's not enough to create an epic skydiving experience. You need an always-on marketing engine that runs behind the scenes, converting curiosity into commitment 24/7.

In this new era, the DZs that dominate won't necessarily be the ones with the largest staff or the most Instagram followers. They'll be the ones who've operationalized their marketing stack—who own their audiences, control their data, automate their follow-up, and tell better stories, faster.

This is your moment to evolve. And it's not about working harder—it's about working smarter, with systems that compound over time.

Let's build a brand that climbs faster, flies further, and converts higher.

CHAPTER 2

BUILDING A SKYDIVING BRAND THAT ACTUALLY SELLS

In skydiving, your brand isn't just the paint on the plane or the logo on your website. It's what people say about you when they're back on the ground—still riding the high, wild hair and all, telling their friends, "That was the most badass thing I've ever done." Your brand is that emotional imprint; that trust earned at 13,000 feet.

Here's the truth: your brand is what gets people searching for your name, not just "skydiving near me." It's what turns you into the destination, not just an option. And whether you're running a single 182 or a full-blown turbine operation with a smoothie bar and 4k manifest screens, you're playing the local game. You're being measured against the best coffee shop, the friendliest yoga studio, and every damn five-star experience in town.

In today's world, branding isn't just logos and hype videos. It's the real story people experience before, during, and after the jump. It's how your website greets them. It's the tone of your

confirmation email. It's whether your front desk crew has their act together or leaves them hanging. It's your voice on social, your reviews, your team's attitude, your Instagram captions, and the energy of the drop zone from the second they arrive to the moment the harness comes off.

If any of those touchpoints are off—if the branding is tight but the experience is loose—you've got a disconnect. You're telling a story you can't back up. And in this business, trust is everything.

The strongest DZ brands? They show up everywhere with the same vibe. They're consistent. Cohesive. Authentic. They understand that branding isn't a campaign—it's a culture. It's not about slick graphics, it's about alignment. Real people, real relationships, real thrills.

And they follow up. They respond to every review, every email message, every social media DM within a day. They know they're building human connection one customer at a time and they honor that.

That's the stuff that builds a brand that lasts.

Because let's face it: great brands aren't built in a single viral post or weekend workshop. They're built in moments. Micro-moments. Repeated a hundred times a day. And the best operators treat every one of those moments—from the first scroll to the last high-five—as a chance to make an impression that lasts a lifetime.

What Makes a Brand "Sell"

A real skydiving brand doesn't just grab attention—it earns

trust. It's not about going viral or having a killer logo (though sure, that helps). It's about creating a feeling so strong, people type your name into the search bar—not "skydiving near me."

Think about the names that echo across the industry: P*erris. Arizona. Chicago. Dubai. Skydive City.* Those brands carry weight. They didn't get there by accident, and they didn't all start with a fleet of Otters and a marketing team. Skydive Arizona kicked off with a 182 on a dirt strip behind a bar. That's the origin story. What made it a brand? Consistency. Vision. The grind.

But let's bring it down to Earth for a second. You don't need four turbines and a staff of 40 to build a brand that matters. Some of the best brand work I've seen came out of one-plane DZs who understood who they were and who they served. They didn't try to be the next Perris—they just showed up day after day with clarity, care, and content that told the truth.

They talk about being a mom and pop shop. More accessible, less wait times, more intimate. And it sells.

A good skydiving brand speaks to three kinds of people:

- The nervous first-timer who's Googling reviews at 2am
- The social adrenaline junkie who wants footage for the 'Gram
- The hungry AFF student looking for growth, guidance, and good vibes

If your brand speaks to all three—clearly, confidently, and consistently—you win. Not because you shouted the loudest, but because you aligned your vibe with their fears, hopes, and hype.

That alignment is everything. It means your emails, your booking flow, your front desk crew, your social posts, your signage—all of it—tells the same story. And when your story is locked in like that, people trust you. They stop scrolling. They start booking.

This isn't just theory—it's field-tested. I've seen one-plane DZs with less traffic convert better than big ops because they nailed their brand. They didn't fake it. They featured real instructors in their content. They explained what to expect without corporate fluff. They used plain English and built something human.

Bottom line? The size of your plane doesn't define your brand. The strength of your story does. One voice, one vibe, one mission—shared across every moment. That's what creates a brand that sticks. That's what creates a brand that sells.

Branding Isn't Just Visual—It's Experiential

Branding isn't about color palettes or clever taglines. It's about how your drop zone makes people feel—from the second they stumble onto your homepage to the moment they unbuckle that harness, shaky-legged and grinning like lunatics. Your brand is the total vibe. It's the gut-check moment where someone says, "Yeah, this feels right."

Let's get real: your website is your manifest window for the digital age. People don't stroll in off the street anymore—they tap, scroll, and decide in seconds whether you're worth their trust. If your site loads slow, looks like it was built during the dial-up era, or reads like a corporate safety manual, they're gone. But if it hits with energy, clarity, and confidence—if it screams, "You're safe, you're

stoked, and we know what we're doing"—you've got a shot.

What really helps are embedding real reviews from real people—and keeping them updated. When users see a stream of reviews over the weekend, they know you're actively hucking drogues and creating smiling customers, and that's what they're looking for (it's what Google is looking to rank you for, too).

One of our clients made this shift and it changed everything. They stopped flexing about the planes & equipment and started showing what it feels like to jump at their DZ. Real instructor profiles on the website. Simple microcopy like "We've got your back." A homepage that popped, loaded fast, and didn't bury the booking button. Six months later? Bookings up 66%. Same planes. Same team. Totally different first impression.

And that's the punchline here—branding isn't what you say, it's what people believe after experiencing you. It's emotional. It's human. It's built moment by moment.

So stop leading with specs. Start leading with a story. Speak to the nervous jumper. Show the vibe. Make them feel like they already belong.

Because at the end of the day, branding isn't cosmetic—it's operational. It's what you sound like on the phone. It's whether your tandem instructors say "welcome" or "next." It's your follow-up email, your video edits, your reviews. And if those things are disconnected, your brand's a ghost. It has to be alive. Aligned. Intentional.

In skydiving, the best brands don't just look good—they feel good. They're built on trust, delivered through experience, and

reinforced in every touchpoint. That's how you stop being one of many—and start being the one they remember.

Telling the Right Story

Every drop zone has a story—but let's be honest, not every story sells. Telling the right one means you stop sounding like every other DZ out there and start sounding like you. It's not about where you've been—it's about connecting where you've been to where your jumper wants to go.

Now, your story might start with a Cessna 182 on a dirt strip behind a bar. (Sound familiar? That's how Skydive Arizona kicked it off before it became one of the most recognized names in the game.) It doesn't matter how humble your beginnings were. In fact, that's often the most powerful part. It gives you something real to share—something raw that creates connection.

But here's where most folks miss: they either lean too hard on their legacy ("We've been doing this since 1993!") or they don't tell a story at all. Neither works. Legacy alone won't close the sale unless you translate it into what matters to your customer. A history of safety? A track record of fun? An unmatched community? That's the bridge.

And if you're new to the game, that's also a selling point. We're the most current, up to date, modern drop zone. We're new but passionate.

Good storytelling doesn't feel like marketing—it feels like alignment. When your brand story matches your ops, your visuals,

and your people, jumpers stop shopping and start believing.

Your story should be doing work. It should take that anxious 27-year-old who's spent three nights lurking your Google reviews and give them a reason to stop second-guessing. It should help that social media thrill-chaser imagine their footage with your branding on it. It should show the would-be AFF student a path from first jump to skyfam.

When it clicks, it clicks. You stop being a listing on Google Maps and start being a movement. And that kind of connection? It doesn't come from flashy drone shots or recycled taglines. It comes from owning your story—and telling it in a way that makes someone say, "Hell yeah, this is the place."

And if you're wondering where to start? Start by being real. Be proud of the grit it took to get your plane off the ground. Be clear about what makes your experience different. Then build everything else—your copy, your content, your booking flow—around that.

Because in skydiving, you don't win hearts with perfection. You win them with truth. And the more your story feels like the real deal, the faster you earn trust—and the jump.

If you're building a brand that sells, you need way more than just a slick logo and a cool name. You need the full arsenal of trust-building tools working together to create a cohesive and emotionally resonant customer experience. We're talking about:

Staff bios and real photos—especially of your tandem instructors. People don't buy skydives, they buy into your people.

Certifications and awards—USPA member & ratings, years in

operation, safety accolades, awards. Anything that signals, "You're in good hands."

Booking buttons that aren't just functional but confidence-boosting, with thoughtful microcopy like "Secure Your Spot" or "No Experience Needed."

A content strategy that includes pro-level visuals with real jumpers and real reactions—polished, but not fake. Raw enough to be authentic, clean enough to inspire confidence. We're talking blogs, newsletters, featured photos, and stuff that AI just can't produce.

When we partnered with Skydive Colorado Springs, we overhauled a basic website and redesigned the whole digital brand identity around their logo & values. We made the brand feel more trustworthy and connected. Instructor bios with friendly headshots. Real customers mid-freefall, smiling like maniacs. Review-driven content that front-loaded social proof in strategic site placements. The results were exactly what we expected: bookings increased, review volume climbed, bounce rates fell.

Because when people feel like they know you—and trust you—they're far more likely to book.

That's what happens when you tell the right story and support it with tangible brand assets. Not just looking good for the sake of aesthetics, but being remembered and being chosen. That's branding with impact.

Brand Elements that Build Trust

Building a brand that actually sells isn't about having a cool logo or slapping a drone shot on your homepage. That stuff might get a glance, but it won't earn trust. And trust is the currency that drives bookings.

You need the full stack. The real deal. The kind of branding that makes a nervous customer lean forward and say, "These folks get it." Trust is everything in the skydiving world. Trust your gear, your rigger, your packer, your pilot—and trust your rears.

Start with your people. We're not selling airplane rides—we're selling a deeply human experience. People don't book with logos, they book with people. That means real bios of your instructors, staff with names and faces, and photos that look like your actual DZ—not stock shots from ten years ago. Show me the guy who's gonna be hucking me out of a Twin Otter at 105 knots. Let me hear their story. That's what makes it personal.

Then stack the proof. USPA credentials. Years in the game. Safety awards. Community impact. Display it proudly—not as a brag, but as reassurance. These days, people are trained to scan for signals of safety and professionalism. Give them what they need to feel grounded before they leave the ground.

Now, let's talk buttons. Booking buttons aren't just functionality —they're micro-conversions. Don't just drop a plain "Book Now" and call it a day. Use language that builds confidence: "Secure Your Spot," "First Jump? No Problem." Every word is a chance to reinforce the vibe. Every click should feel like they're stepping toward something awesome—not gambling on a sketchy experience.

And your content? It better tell the truth—beautifully. Show your jumpers. Show their faces mid-freefall. Show the landing and the hug. Pro-level visuals, yes, but not fake-polished. The goal is to feel real, not staged. Clean enough to inspire trust, raw enough to feel honest.

When we worked with Skydive Colorado Springs, we didn't redesign their whole identity. We just turned up the trust. Headshots with grins instead of mugshots. Testimonials front and center. Honest, high-quality visuals of real people having a blast. And you know what happened? Bookings rose. Reviews piled in. Bounce rate dropped. Because the brand started feeling human—and humans book with people they trust.

So if your site still looks like it was built in a weekend and your team is hidden behind a wall of vague copy and blurry photos, it's time to rethink. Not because it's pretty—but because every second of doubt in a customer's mind is a lost sale.

This isn't about looking good for the sake of looking good. It's about being memorable. Being trustworthy. Being chosen. That's branding that performs.

Consistency is Everything

It doesn't matter how cool your Instagram Reels are if your website looks like it was built for dial-up. Or if your logo says one thing and your tone says another. Inconsistent branding creates friction. And friction kills conversions. One broken link, one mismatched voice, one confusing call-to-action—that's all it takes to lose a jumper's attention, and with it, the sale.

Consistency isn't a suggestion. It's the foundation of trust. When everything aligns—from your email confirmation to your tandem instructor's jersey—you're reinforcing one powerful message: "We've got our act together. You're in good hands."

Execution matters, but consistency is what makes execution repeatable. The best DZs we work with aren't just high-performers—they're systemized. They've built brand SOPs that ensure new staff know the lingo, the gear, the operations. They don't redesign their homepage every few months—they build a strong design system and optimize based on data. They don't swap out CTAs every week—they test and scale what works. That level of consistency gives every part of your operation more gravity.

This is the stuff that rarely shows up on a balance sheet, but makes all the difference over a season. When your story, visuals, and touchpoints speak the same language, people move through the funnel faster—and with more confidence. Because they're not feeling like they're navigating a patchwork operation. They're stepping into a brand that knows exactly who it is and why it matters.

Audit your ecosystem. Look at your website, your emails, your phone scripts, your signage, even your waiver process. If every piece doesn't reinforce your identity, tighten it up. Because in a market where attention is short and choices are many, consistency is the shortcut to credibility.

The most successful DZs we work with take the time to audit everything: website copy, email signatures, staff tone, signage, merch, and even the pre-jump speech. It all feeds into one cohesive brand experience. It's not just clean—it's compelling. And that

consistency is what transforms "just another skydive" into the jump they'll remember forever.

Your Brand Is a Multiplier

A strong brand doesn't replace solid operations—it pours gas on the fire. It amplifies what's working, stitches it all together, and turns good into unforgettable. Think of your brand as the force multiplier that makes everything you do hit harder: ads get more clicks, emails feel more legit, SEO turns into actual traffic, and your content starts getting shared because it actually means something.

When your brand is dialed in, it's not confined to your logo or the hero section of your homepage—it bleeds into everything. It's in the copy on your CTA buttons, the vibe in your customer reviews, and the way your video editor cuts the tandem footage. It's the consistency that turns strangers into fans and fans into customers.

And it's not just outward facing. A sharp brand aligns your internal culture, too. It gives your team a shared language and energy. Everyone—from the manifest girl to the tandem guy to the packer on a Red Bull drip—knows the tone. They're not just employees; they're brand reps. When your staff knows what the brand is, they embody it. They help scale it. They protect it.

That's why the most successful DZs I've worked with aren't constantly reinventing the wheel. They're locked in. And yeah, maybe they don't switch homepage layouts every quarter—but they're testing and optimizing the stuff that actually matters: the flow, the clarity, the story. Their brand doesn't feel like a costume—

it feels lived in.

So if your ads aren't converting, if your leads ghost you, or your bookings are dragging, don't just blame the algorithm. Step back. Look at your brand. Is the story you're telling cohesive? Are the visuals matching the experience on the DZ? Is the tone clear and confident—or does it feel like a jumbled mess of leftover copy from three owners ago?

Because in this game, the first impression isn't made at the plane door. It's made on your website. In your Instagram bio. In the subject line of your email. That moment sets the tone for everything that comes next. And if it's not intentional, you're rolling the dice every single time.

But when your brand is tight—when it's consistent, compelling, and unapologetically you—everything clicks. Ads stretch further. Referrals climb. Your staff feels aligned. Your customers feel like they found the right tribe. That's when the brand stops being a banner and starts being a flywheel. It builds momentum with every touchpoint.

That's why the brand isn't some extra-credit elective. It's core infrastructure. It's the engine under everything else. Get it right, and you don't just make a better first impression—you build a better, more scalable business.

Because let's be real—people don't jump out of airplanes based on spreadsheets. They jump based on emotion, trust, and a gut-level feeling that says, "These people get it." And when your brand delivers that before they even pick a date, you've already won.

CHAPTER 3

WEBSITE STRATEGY: TURNING CLICKS INTO JUMPS

Your website isn't just a digital business card. It's your best salesperson—and if it's not selling, it's costing you real money. In the skydiving world, every booking counts, and the site is the front line. For drop zones in 2026, the website is where curiosity becomes commitment. It's where that late-night browser scrolling on their phone decides if they'll actually trust you with one of the most thrilling, and frankly dangerous, experiences of their life. When I talk to DZOs in my webinars, I always remind them: few people wake up casually thinking, "I'll skydive today" (literally us fun jumpers and industry pros).

Your customers wrestle with fear, excitement, and social pressure —and they test you through your website. If your site doesn't deliver clarity, trust, and energy in under five seconds, you're already behind.

Think about it like this: your website is an asset worth millions

over its lifetime. It's open 24/7, it takes bookings and makes revenue while you sleep, and it builds your digital credibility every single day. It's your digital home base and business card—guiding nervous prospects through a first jump briefing without saying a word. But if that briefing feels sloppy, confusing, or outdated, people bounce. And they don't bounce politely—they disappear to the next tab where a competitor is smiling at them with clear CTAs, fast load times, and a sea of fresh reviews.

We've seen it time and again. A drop zone spends good money on ads, or has amazing word of mouth, but the website is clunky, slow, or designed like a 2008 brochure. That's like putting a brand-new turbine on the homepage but when your tandem students show up, you're loading them in a 1956 Cessna 182. The experience doesn't match the promise. On the flip side, when you strip out the clutter, tighten the visuals, embed reviews, and place booking buttons where thumbs naturally land, conversions can spike overnight.

This isn't theory—it's measured. We heatmap taps, we run Hotjar scroll tracking, we watch where people hesitate, and we fix it. The numbers prove what our gut already knows: emotion drives action, speed keeps trust, and friction kills both. That's why I hammer this home in webinars: pretty websites that don't convert are dead weight. Your site either builds trust or it breaks it—there's no middle ground. And if it's breaking trust, it's bleeding money, season after season.

So when I say your website is where all the magic happens, I mean it literally. It's the one team member who never sleeps, never calls in sick, and is either closing jumps—or letting them slip away.

A Website Has One Job: Book the Jump

There's still a tendency in the skydiving industry to treat the website like a brochure. Load up a few plane specs, some generic "about us" copy, maybe toss in a price table—and call it good. That kind of thinking belongs in 2008 when people were still impressed by a scrolling gallery. In 2025, if your site isn't engineered to convert, you're leaving money, momentum, and credibility on the table.

When I say convert, I don't mean somebody bounced through your homepage for 20 seconds and then peaced out. Conversion is a prospect clicking Book Now, putting a down payment, and committing to jump. That moment is gold. It's the one measurable handshake between your marketing and your revenue stream. And whether or not it happens depends on micro-decisions that fire off in milliseconds. Did the page load instantly or did it lag? Did the headline speak to the thrill they want, or was it a boring spec sheet? Did the visuals show genuine joy or sterile aircraft glamour shots? Did the booking button sit thumb-level on their screen or hide three scrolls down? Those little details are the difference between a full load and an empty plane.

Here's the brutal truth: customers don't owe you anything. They're bombarded with options, tabs, and distractions. You earn their attention through clarity, professionalism, and speed. A "pretty good" site that looks fine on desktop but buries CTAs on mobile isn't good enough anymore. It's a liability. In this business there's no middle ground—your website either builds trust or breaks it. And once broken, the trust is nearly impossible to win

back.

I've worked with drop zones who were mystified by low bookings. They thought the problem was ads or seasonality, but the real culprit was friction. Their sites were slow, cluttered, or confusing. Once we stripped away the noise, dialed in visuals, embedded reviews, and placed CTAs with surgical precision, everything changed. Calls to manifest dropped because questions were already answered online. Bookings spiked because the path was obvious and trustworthy. Revenue climbed—not because demand suddenly increased, but because we stopped losing the demand they already had.

Imagine walking into a weekend booked full of tandems and the phone didn't even ring to get you there. That's the power of digital marketing.

That's why I tell DZOs to stop treating the website like a digital flyer. It's not there to inform—it's there to close. Your website is the best closer on your team. It doesn't sleep, it doesn't take weekends off, it doesn't forget the pitch. In a world where most customers are overwhelmed by choices and underwhelmed by execution, having a site that's clean, clear, and relentlessly focused on conversion is your unfair advantage.

Understanding the Skydiving Buyer's Journey

Before we get tactical, let's really dig into the psychology of your customer. For most tandem students, this is not just another Saturday activity—it's the scariest, most adrenaline-soaked decision they've ever made.

It's their first time doing anything remotely close to this level of risk.

They're nervous, maybe flat-out terrified, their stomachs already churning before they've even hit Book Now.

They're scrolling on their phone at midnight, texting a friend, testing the waters.

And they're socially committed. Their friends, coworkers, or significant other already know they're considering it. That social accountability means they're under a spotlight.

That cocktail of fear, excitement, and pressure makes them hyper-aware of every single detail. They aren't casually shopping like they would for sneakers or a hotel room. They're hunting for red flags and green lights—micro-signals that tell them whether to lean in or back out.

So in their head, here's the running dialogue:

"Is this place legit, or am I about to drive into a sketchy hangar behind a cornfield?"

"Is it safe? Not marketing-safe, but real safe—like, will I actually walk away smiling?"

"Do they have reviews that are current, authentic, and plentiful?"

"Am I about to get hit with surprise fees?"

"Can I book this right now without calling anyone or filling out a ten-step form?"

Meanwhile, this buyer isn't sitting calmly at a desk deciding on a

single purchase. They're bouncing between tabs, half-watching TikToks, half-Googling local DZs, psyching themselves up to commit. They might be browsing during a Netflix commercial break. Every delay, every confusing layout, every grainy photo becomes a reason to hit the back button. If your site doesn't lock in their trust and curiosity immediately, you've lost them before you even had them.

That's why your website has to answer all those questions within the first few scrolls. And not with sterile facts, but with reassurance, emotion, and clarity. They need to see smiling faces, not stock art. They need reviews that feel human, not fabricated. They need pricing that's clear and a booking button that works every single time. Think of it as a digital first-jump briefing: calm their nerves, fire up their excitement, and show them that yes—this is going to be epic, and yes—you're the professionals they can trust.

If they don't get that in under 30 seconds, they're gone. They'll close the tab, pick another DZ, and you'll never even know you lost the booking.

The Homepage: Above the Fold, Above the Noise

We always start by asking: what do people see in the first five seconds? Because in today's digital attention war, those first five seconds are life or death for your business. If you don't snap a nervous prospect out of scrolling autopilot and hit them with clarity, trust, and energy, they're gone before they ever even noticed your brand. That's how brutal it is.

Here's what should hit them instantly:

1. A compelling headline that speaks to the experience, not the DZ. Nobody cares about "premier drop zone since 1995." They care about what it feels like to jump. Lead with that bucket-list promise.
2. A strong visual: happy faces, beautiful skies, tandem exits. Show the adrenaline and the smile, not your hangar roof.
3. A prominent Book Now button that's thumb-level on mobile. No hunting, no guessing, just one obvious path to commit.
4. Google review stars and count. Social proof on display immediately, because strangers trust other strangers online more than they trust you.
5. Fast loading time (under 3 seconds). If the site lags, the sale dies. It's that simple.
6. Clear, full-screen mobile navigation with booking options.

One of our clients thought they nailed it with a gorgeous airplane-at-sunset hero image. The problem? It was sterile. No people, no energy, no emotion. It looked like a travel brochure instead of a once-in-a-lifetime experience. We swapped it out for a raw photo from outside camera—a smiling tandem student exit shot. Their conversion rate doubled in the first week. That's not theory. That's hard data proving emotion sells.

And that number isn't a one-off fluke. We track this stuff obsessively—heatmaps, scroll depth, tap tracking, you name it. Across dozens of Boom Shot Media client sites, dialing in homepage optimization consistently drives 10–50% lifts in conversion rates. It's repeatable, it's scalable, and it compounds throughout the season. One small win on your hero section can mean hundreds of extra bookings by year's end.

Why does it work? Because emotion drives action. A nervous buyer staring at your site is asking themselves if this is safe, if it's worth it, and if they'll come out smiling. When your homepage instantly mirrors the excitement and safety of the real experience—through real faces, recent reviews, and bold CTAs—you win their trust. And trust is the fuel that pushes them to click.

Remember, your website is their first jump briefing. If you nail it in five seconds or less, you're halfway to getting them in the plane. Blow it, and they're off to the next search result without a second thought.

The Navigation: Simple, Not Scattered

Mobile-first design isn't optional anymore. Over 80% of DZ website traffic happens on mobile, which means dropdown menus, hidden CTAs, and cluttered nav bars are conversion killers. And here's the kicker: our heatmapping data proves that most users tap on the navigation way more often than they tap on the booking buttons on the homepage. People don't always jump straight into a booking—they explore first. They want to click around, sniff out the details, and then build confidence. If you don't guide that exploration with intention, you risk losing them before they ever even see your pricing.

And this is where a lot of DZ sites screw it up. They tuck navigation into tiny dropdowns, bury the booking button, or scatter the menu with 12 random links. That's chaos. If your nav isn't full-screen on mobile, clean, and paired with a booking button in the thumb zone—you're gonna have a bad time. Period. That's not just

my opinion; the data backs it up. Users are telling us with their taps that navigation is the first thing they trust. If it's messy, they bounce. If it's clean, they move forward.

We recommend:

- Full-screen mobile menus with 3–5 clear, intentional items
- A Book Now button above the fold and in the mobile menu
- Nest secondary links like FAQs, Blog, and Directions behind expandable sections like "About Us"
- Clean events calendars with structured data & schema templates

Navigation isn't just a checklist of pages. It's the architecture of your customer's journey. Done right, it acts like a harness—guiding nervous customers safely toward the plane. Done wrong, it's like a tangled set of lines at pull time: confusing, stressful, and likely to end badly.

Think of it this way: your nav bar isn't a map. It's a path. A path that should always, always lead to that Book Now moment. Every click should bring them closer, never further away.

Bottom line: your nav isn't just there to organize. It's there to convert. And if your mobile navigation isn't built for thumbs and backed by data, you're bleeding bookings you never even knew you lost.

Page Flow: Guiding the Click

Once someone hits your homepage, they're not just evaluating your drop zone—they're stepping into the story you're telling.

They're picturing themselves in that harness, on that plane, and feeling that adrenaline spike. Your page layout has to unfold like a movie trailer for their own adventure. Not random facts and clutter, but a deliberate sequence that builds excitement, answers fears, and pushes them toward one inevitable outcome: clicking Book Now.

We design this flow like a narrative arc, because humans are wired for stories:

Emotional Hook – hit them right away with courage, thrill, bucket-list energy. This is where they connect with the "why." Why people jump, why this is the moment, why it matters. A smiling tandem student, wind in their face, laughing mid-freefall will always do more than a picture of your Cessna at sunset.

Proof of Trust – once the spark is lit, you've got to calm their nerves. Certifications, USPA logos, safety reassurances, recent reviews. This is the "you're not crazy, we've got you" moment. It's the digital equivalent of the tandem instructor tightening the laterals and scooting toward the open door.

Practical Info – now that they're excited and reassured, show them how it actually works. Clear pricing, straightforward scheduling, what to expect on the day. Kill the fine-print surprises. Nothing builds mistrust faster than hidden fees or vague answers.

Social Proof – real jumpers, real smiles, real video clips from your actual DZ. Not stock footage. Not "borrowed" YouTube clips. Their brain is looking for, "Do people like me do this here?" Show them the answer is yes.

Clear CTA – when the heart is pumping and the mouse thumb is hovering, the path to booking has to be right there. Bright, bold,

impossible to miss. "Jump Now." "Let's Do This." "Reserve My Slot." It should feel like the natural next step in the story, not a chore they have to dig for.

Booking buttons should live in every major scroll section. Sticky when needed, labeled with intent, ready to catch them the instant adrenaline outweighs hesitation. If someone gets that pulse of excitement halfway through the page but has to scroll around hunting for how to book, you've lost them. Momentum dies in seconds.

And this isn't decoration or fluff. This is functional design rooted in psychology. It's building a page that lets nervous customers see themselves mid-jump, alive and smiling—and then puts the booking button right under that vision. Done right, the page doesn't feel like a sales pitch. It feels like a jump briefing that ends exactly where it should: with them saying, "Hell yes, let's do this."

The Booking Experience: Where Trust Is Won or Lost

A clunky booking page undoes all your good marketing. It's like doing a flawless gear check, walking to the door, and then tripping on the step. All that momentum dies instantly. And I've seen it happen more times than I care to count. A customer clicks Book Now, they're hyped, ready to commit—and then boom, they land on some slow-loading, off-brand iframe that looks like it was coded in 2005. It feels sketchy. Their confidence evaporates. They hesitate. They click back. And just like that, you lost a sale you had already won.

This is where drop zones bleed revenue without even realizing it.

Not because demand isn't there, but because the booking flow breaks trust at the very moment it should be cemented. Remember—this is the moment they're saying yes to you with their credit card in hand. If the process feels clunky or off-brand, they start second guessing. And once second guessing sets in, hesitation kills momentum. That's when they bounce, or worse—they call your competitor.

Here's how to fix it and keep them locked in:

- Use a booking system that allows branded integration (e.g., Dizio, Burblesoft, FareHarbor). If the platform looks like it belongs to you, they'll trust it.
- Maintain header/footer styling so the experience feels seamless. If your fonts and colors suddenly vanish, trust vanishes with them.
- Preload key options like "Tandem Skydive – Weekday Special" so they don't get lost in a maze of dropdowns.
- Test your checkout flow regularly—especially on mobile, where most bookings happen.

And don't overlook the small tweaks. Tightening the wording on your confirmation page, adding a progress bar, or cutting out unnecessary fields can bump completion rates by 10–15%. That may not sound huge, but if you're running a million-dollar operation, that's tens of thousands in recovered revenue. More importantly, it's momentum you don't lose. Your booking flow should feel like the final step of the skydive: smooth, confident, and inevitable. When it does, you're not just closing sales—you're locking in trust that carries all the way to the plane.

Trust Signals: Reviews, Awards, and Authenticity

It's not just about having reviews—it's about where and how they appear, and how you leverage them to build trust in the exact moment a nervous buyer is deciding whether to pull the trigger. Dropping a wall of five-star icons on a random page isn't enough. Placement and presentation matter.

Embed live Google or Facebook reviews so prospects see fresh, unfiltered feedback. A widget showing real names, dates, and comments does more than a testimonial graphic ever could. Reviews from 2024 won't cut it.

Highlight individual quotes pulled from reviews—short, powerful lines that sound human. "Best day of my life" or "I was terrified but they made me feel safe" hit harder than generic fluff. Great for social media!

Use visuals: screenshots of reviews or badges alongside star ratings. People trust screenshots because they feel unedited, not manicured.

When we build this into landing pages, the results speak for themselves. Boom Shot clients consistently see 18–35% higher conversion rates when review blocks are visible. That's not an opinion—that's benchmarked across multiple DZs. Social proof reduces hesitation. Period.

But don't stop there. Trust is layered. Beyond reviews, prospects want to see the humans and the credentials behind your brand:

- Staff photos and bios—real instructors with real faces, not stock models. Massive impact.

- Safety certs and USPA credentials—concrete proof that you follow industry standards.
- Affiliation logos (PIA, USPA, TripAdvisor)—because third-party associations scream legitimacy.

And here's the real closer: stories. Numbers are fine, stars are fine, but what seals the deal are transformations. Couples booking an anniversary jump. Friends checking off a bucket-list item. A solo jumper conquering their fear of heights. When you highlight those moments with photos, quotes, or even better—video testimonials—you're not just proving you're safe, you're proving the experience is life-changing. Prospects need to see themselves in those stories. They need to think, "That could be me."

At the end of the day, reviews and awards build the foundation, but stories drive the emotional punch. Stack them together and you're not just another DZ—you're the place where epic memories are made.

How to Defeat the Era of AI-Generated Everything

In the age of AI-generated everything, people are craving real. Real people, real experiences, real emotion. They can smell staged or stock content a mile away, and once they sense it's fake, the trust is gone. Your customers don't want generic—they want to see your plane, your instructors, your jumpers, living the real experience you provide.

We call this the upcoming Analog Adventure Revolution. It's the antidote to a digital world full of AI stock photos and canned imagery. Swap out sterile stock with raw, authentic visuals.

Highlight tandems from last weekend—real students with authentic smiles, not picture-perfect models. Show instructors with their gear, dirt on their shoes, sun in their eyes, and grins on their faces. Use outside camera stills with windblown hair, wild eyes, and adrenaline written all over them. Those imperfect, unscripted moments sell because they feel real. They are real.

And don't underestimate video. A 10-second clip of a student yelling "That was insane!" on landing will crush any polished promo reel. Same with behind-the-scenes shots: packers working, instructors fist-bumping, manifest laughing with a customer. These touches prove you're not just safe—you're human, and that matters.

The bottom line is simple: authenticity converts. In a world where buyers are bombarded with AI-polished content, your willingness to show the raw, unfiltered reality of your drop zone becomes your superpower. Be real, be imperfect, and you'll win their trust—and their booking.

Speed and Security: The Silent Killers

Two of the biggest conversion killers are invisible:

- Slow load times
- Security warnings

Now, let's be real: security warnings don't come up often if you've got SSL set up, but if they do, it's game over. Nobody is punching in a credit card on a site that throws a "Not Secure" message. That said, the bigger day-to-day killer for drop zones is speed—especially on rural internet connections. Out in the sticks

where many DZs are located, bandwidth can already be shaky. If your site is bloated with giant images or a clunky booking iframe, you're multiplying that problem. Customers won't sit around watching a spinner while your hero video tries to buffer. They'll bounce.

You want:

- Mobile load time under 3 seconds (non-negotiable)
- Core Web Vitals in the green
- HTTPS across all pages & assets (enforce this via your website host)

Remember, customers won't email you to say, "Hey, your site was slow, so I left." They'll just leave and book with the next DZ that loads fast on their phone. Rural internet is already a hurdle—don't make it worse with sloppy site speed. Keep it lean, keep it fast, and you'll keep more bookings.

Final Touches That Make a Difference

A few extras consistently boost conversion, and while none of them alone is a silver bullet, stacked together they can turn a "pretty good" site into a booking machine:

CTAs that get clicked – No matter where the customer scrolls, the path to booking is always within reach. One tap away, no hunting required. We prefer to do this with sticky menus that re-appear when you scroll up. The nav is right there when you need it.

Exit-intent popups with offers – Right as they're about to bail, hit them with a last-ditch offer: maybe a weekday discount or a gift

certificate upsell. It's the digital equivalent of catching someone on the way out the hangar door and saying, "You sure you don't want to jump?"

Live chat or chatbot for FAQs – Nervous customers have micro-objections: "What do I wear?" "How long does it take?" "Is there a weight limit?" A chatbot that answers instantly can save a call to manifest and keep momentum alive. On mobile especially, this is a trust-builder.

Personalized follow-up automations – Someone fills out a form but doesn't book? Don't let that lead die. Trigger a follow-up email with a short DZ video or a heartfelt testimonial. Sometimes all it takes is one extra nudge to convert hesitation into commitment.

Individually, each of these tactics might only move the needle by 2–5%. But together, they create cohesion, reduce leaks in the funnel, and build momentum. It's like adding small weights to a reserve handle pull—you barely notice each one, but when you need it, the system fires clean. That's the difference between losing half your leads quietly and turning them into booked tandems.

Recap: The Click-to-Commit Checklist

Let's tie it all together. Your website isn't just pages and pictures —it's the conversion engine that drives your entire business. Here are the non-negotiables every DZ site needs:

Mobile-first, lightning-fast experience – because 80%+ of your traffic is thumbing through on a phone and they won't wait around for slow loads.

Simple navigation with CTAs always within reach – most users hit the nav first, so make it clean, intentional, and always pointing toward booking.

Real, local content—your instructors, your jumpers, your plane – no stock fluff. People want to see the actual humans and aircraft they'll trust with their life.

Embedded social proof and trust signals – reviews, logos, stories, testimonials. Reassurance stacked everywhere it counts.

Seamless, branded booking process – no clunky iframes or redirects that feel sketchy. Keep it smooth and on-brand so momentum isn't lost.

Live and seasonal content – nothing screams "dead DZ" like an outdated site. Keep it fresh, show activity, and let prospects know you're alive and thriving.

Automated follow-ups – when someone hesitates, don't just shrug. Email, text, video—keep nudging until they commit.

When these elements all fire together, your website becomes more than a digital brochure. It becomes a booking engine—working while you sleep, closing deals while you're flying loads, and telling your story better than any ad campaign ever could.

At the end of the day, remember this: no matter how slick your ads, how many reviews you've got, or how strong your brand reputation—

If your site doesn't convert, your marketing doesn't matter.

CHAPTER 4

PAID MEDIA MASTERY: GOOGLE, META, YOUTUBE

Paid media is where we see the biggest, fastest wins for our clients —and that tells you something. It tells you that a lot of drop zones are still doing it wrong. They're trusting the default campaign settings, going broad with targeting, letting platform reps set the strategy, and measuring success on impressions and clicks instead of actual bookings and revenue. That's a recipe for burning your budget

And in 2025, the stakes are even higher. AI is running the show in ad platforms like Google and Meta, which means that your data isn't just part of the equation—it is the equation. When you don't give these platforms accurate conversion data (like actual bookings, revenue, customer lifetime value), you're not just leaving money on the table—you're actively training the algorithm to send you the wrong people. You're paying to de-optimize your own account.

On the flip side, when you upload your first-party audience data,

install robust tracking, and feed the system the right signals, you flip the script. The platforms go to work for you, not against you. You stop guessing and start scaling. That's the power of running paid media like a performance marketer, not a wishful advertiser.

This chapter is your blueprint. We're going to walk through how the best-performing drop zones are turning ad spend into booked tandems at a 10–16x return on ad spend. From Google to Meta to YouTube, you'll see exactly how to structure your campaigns, track what matters, and squeeze every ounce of value out of every dollar you spend.

The Foundation: Intent Over Impressions

Impressions don't pay the bills. Tandem bookings do. Period.

Everything in your paid strategy must start with intent. This isn't about visibility for the sake of vanity metrics. It's about finding the right person, at the right time, with the right message that gets them to take action. Who are we targeting? What do they want? What signals or behaviors tell us they're ready to jump? Paid media is not about shouting into the void. It's about intercepting someone already in motion.

On Google, that means targeting high-intent search terms like "skydiving near me," "tandem skydive [city]," or "skydive places." These aren't people browsing—they're shopping.

On Meta, it means building warm audiences: people who have visited your site, clicked your ads, or watched 50%+ of a skydiving video. We're talking about recency and behavior-based targeting.

On YouTube, it's about showing up just before someone books—short, emotionally charged pre-roll videos in your local area with real jump footage, testimonials, and a hard-hitting CTA.

At Boom Shot Media, we've audited DZ campaigns where thousands were spent on generic brand awareness campaigns. No targeting. No funnel. Just noise. That's not strategy. That's sponsoring the algorithm and praying for results.

When intent isn't baked into your paid strategy, all you're doing is fueling the platform—not your manifest.

It's even worse when you see a marketing agency targeting your own brand and claiming the conversions came from their efforts—instead of people already searching for you.

If you're not focusing on where the intent lives, you're not getting the business.

Google Ads: Stop Wasting Budget

Let's start with Google—the undisputed king of intent. If someone searches "book a skydive in Florida," they're already halfway out the door. They've got the curiosity, the adrenaline itch, and the wallet in hand. But none of that matters if you're not showing up correctly.

Here's how we break this down: Google isn't about throwing ads into the wind and hoping for the best. It's about precise alignment—searcher intent, ad message, landing page offer, and real, trackable conversions. That alignment requires a disciplined,

almost military-level process. Think of it like lining up a jump: gear checks, exit plan, landing area review—you don't wing it, you dial it in. Paid search is no different.

Here's how we make that happen—and what we teach our clients step by step:

Exact-match or phrase-match keywords — Broad match keywords are like leaving your car in drive with no one at the wheel. Unless you've got a rock-solid conversion data set feeding the machine, don't do it. In our training, we show side-by-side accounts where broad match doubled spend but delivered half the bookings. Exact match is slower at first, but it builds clean data that trains Google correctly.

High-quality ad copy — Your ads should echo your landing page exactly. The headline, offer, and vibe must match. No bait and switch. No generic "Skydiving in the USA" fluff. We demo how to A/B test headlines like "Book Your First Jump This Weekend" vs. "120mph Freefall Near [City]" and feed the winner back into your ad set. This is tactical iteration, not guesswork.

Location targeting — Get surgical. Target your real booking radius—people who could actually drive to your DZ. If your drop zone is outside Orlando, don't target all of Florida unless you want to burn money on Miami clicks. We've seen DZs waste spend chasing people 4+ hours away (or worse, in a different state entirely). Our masterclass drills down into geo-fencing strategies that protect your budget while saturating your real market.

Conversion tracking — This isn't optional. Set it up through Google Tag Manager and GA4. Track the actual bookings. Not

clicks. Not page views. Not dreams. Assign everything a value (because actions on your website have value in your business, like someone walking in the door). In the webinar, we walk operators through event-based tracking setups that tie back to revenue, not vanity metrics.

Customer lists and audience enrichment — We build audiences for people who added to cart but didn't purchase, and use past customer lists with order value data to enrich our targeting. This allows us to train the system to find new customers who behave like your best ones and are willing to spend more.

We've worked with DZs that were spending thousands a month with Performance Max campaigns that looked good on paper but tanked in practice. Google loves to push these campaigns—they bundle YouTube views, Gmail placements, Display Network junk, and search into one "smart" package. Problem is, they're smart for Google, not for you. In our masterclass, we show the real math: how much of that "performance" is YouTube impressions you never asked for.

Case in point: one client came to us with a $70 cost per lead. Within a week of auditing and restructuring their campaigns with exact match, location filters, and real conversion tracking—we brought that number down to $33. Same spend, double the return. That's not magic, that's fundamentals.

The first assignment we give in the webinar is simple but brutal: pause everything. Audit your account like you're a forensic investigator. Where is your spend leaking? Which keywords are freefalling without a parachute? Which landing pages convert and which are duds? Until you know, you don't scale—you triage.

The beauty of Google Ads is that it puts your offer in front of someone who is actively looking. That's a rare gift in the marketing world. Don't squander it by letting sloppy setups or over-automated campaigns run wild.

We teach our clients to think of Google Ads as a growth engine that must be fueled with clean data. When your campaigns are dialed in, your landing pages convert, and your tracking is solid, Google becomes unstoppable. But when you run it on autopilot with fuzzy data, you're not just wasting money—you're training Google to ignore your real customers.

If you take away one thing from our masterclass, let it be this: Own your strategy. Own your data. Or get owned by the algorithm.

Meta Ads: Building Audiences, Not Just Retargeting

Meta (Facebook + Instagram) isn't just a place to recycle your website traffic—it's a tool to grow your future customer base. It's not where people go to book a skydive, but it is where they go to remember that they wanted to.

And that's where brand awareness matters. Awareness isn't just fluffy exposure; it's the start of a funnel that turns curiosity into action. If people forget you exist, you've lost them before they ever type "skydive near me" into Google. Meta's power lies in keeping your brand top-of-mind so that when they are ready to book, they already trust you.

At Boom Shot Media, we use Meta—and broader social platforms like TikTok and YouTube Shorts—to build brand

awareness with real people doing real jumps. Our content isn't just "likes and follows." It's aimed at creating familiarity, trust, and desire. Think: vertical video ads showing your instructors guiding first-time students, big smiles under canopies, or group jumps for birthday celebrations. We coach our clients to prioritize authenticity. Stock footage gets scrolled past. Real footage from your actual DZ builds credibility instantly.

From there, we layer in custom audiences built from your CRM: past customers, gift certificate buyers, student jumpers, even lapsed fun jumpers. We pair this with behavioral segments like "add to cart but didn't book" to capture hot leads who slipped through the cracks. Then we enrich these lists with order values, teaching Meta's AI not just who buys, but who spends the most. When the algorithm learns to prioritize high-value jumpers, you don't just get more bookings—you get better bookings.

We then expand these lists into lookalike audiences. Imagine building an audience that behaves like your best 500 customers: same age ranges, hobbies, disposable income, and geography. That's what Meta delivers when you feed it clean data. Suddenly, your ads are showing up in front of people who are primed to act, even if they've never heard of your DZ before.

The goal? Turn cold audiences into warm leads and warm leads into booked tandems. And we don't just stop at tandems. Smart DZs use Meta to remarket AFF packages, fun jumper events, or seasonal promos. Done right, Meta is more than a top-of-funnel tool—it's a full-cycle growth channel.

One Boom Shot campaign used simple video testimonials from real jumpers and layered in customer match audiences to build a

lookalike group. The cost per booking was under $12, with a return on ad spend that rivaled Google Search. Another campaign leveraged abandoned-cart audiences and slashed acquisition costs by half. These aren't isolated wins—they're repeatable systems.

This is why we tell operators: social isn't just for vanity metrics. It's a machine for building community, staying top-of-mind, and generating predictable demand. If you treat Meta like a billboard, you'll burn cash. If you treat it like a performance engine, it will scale your manifest.

Brand-first. Data-driven. Audience-owned. That's the real strategy behind social ads that scale.

YouTube: The Underrated Weapon

YouTube doesn't get enough credit in skydiving marketing—but it should. Why? Because it combines reach, emotion, and precision targeting in a way no other platform can. It's not just a channel for brand awareness—done right, YouTube becomes a reliable lead engine.

A 30-second pre-roll video featuring:

- A tandem exit
- Screams and smiles in freefall
- A soft landing and a high-five
- Followed by "Book your jump this weekend—limited slots available"

...can turn cold prospects into hot leads because it hits them

emotionally before they're even fully in decision mode. It pre-sells the experience.

YouTube lets you target:

- Location radius around your DZ
- Search topics like "first time skydiving," "skydiving videos," or even broader intent terms
- Custom audiences based on your site visitors, email list, or people who watched your other ads

Now, let's talk performance: you might not see a direct click-to-conversion path as clearly as you do on Google, but check your analytics. We consistently see branded and direct traffic skyrocket after YouTube campaigns go live. Why? Because people watch, feel the adrenaline, then Google your name or go direct to your site later. That's view-through attribution in action.

And when they hit your site, they're often already convinced. They've seen the emotion, the safety, the fun. They're not browsing; they're booking. Want to boost conversion lift across all your channels? Make YouTube your secret weapon. It's not just video—it's a trust-building machine at scale.

Tracking and Attribution: If You Can't Measure It, Don't Run It

The real power of paid media is in the data it gives back. But that only works if you set it up right—and most drop zones are still flying blind without realizing it.

Here's how to actually set it up for success:

- Install GA4 properly, using event-based tracking—not just pageviews
- Use Google Tag Manager to fire real conversion events (form fills, phone taps, booking clicks)
- Configure Meta Ads with the latest Aggregated Event Measurement protocol and prioritize meaningful events

Most importantly, feed actual booking data—with revenue amounts—back into Google Ads so the algorithm learns what success looks like.

Integrate your booking platform—whether you use Dizio, Burblesoft, Peek Pro, FareHarbor, or another system—to track not just clicks but purchases. These platforms often provide built-in analytics or API connections. Tie them directly into GA4 and Tag Manager so you can push purchase data, order values, and customer details back into your ad accounts. Note: when you add your GA4 or GTM tag to these platforms, many of them send inaccurate data packets into the datalayer. This can get difficult to get packaged right in GTM (and you should reach out to us for help).

Here's a hard truth: Most DZs believe they've "got tracking set up" because they see a few "leads" in Meta or "conversions" in Google Ads. But when we run audits? We find that a lot of the time, these conversions are just page visitors—people who clicked but never took action. The algorithm can't tell the difference unless you teach it.

And if you're not training the algorithm with real, revenue-driven signals, then guess what? You're paying it to optimize

toward ghosts. You're funding impressions and clicks that don't tie to your bottom line. Even worse, by not reporting real conversions from your booking platform, you are actively telling Google and Meta that those clicks are worth $0. And the system listens. It assumes "this click produced nothing," and it stops prioritizing the exact traffic that actually books and pays you.

That's why at Boom Shot, we emphasize one thing above all: data integrity. Your tracking setup is the fuel line to your ad engine. Dirty fuel = bad performance. Dial it in, or don't hit the throttle.

Ad Creative That Converts

Good creative isn't about being clever—it's about being clear. And in the skydiving business, it's also about being trustworthy. Your creative is asking someone to jump out of an airplane. They need to feel the adrenaline—but they also need to trust you with their life.

Your ads should:

- Show the real experience: your instructors, your aircraft, your landing area—not stock footage
- Capture authentic reactions: screams, smiles, post-jump high-fives
- Lead with benefits: "The most stunning views. Unforgettable. Book Today."
- Include trust signals: over 1,000 5-star reviews, USPA-certified instructors
- Use time-sensitive CTAs: "Slots filling fast for this

weekend" or "Only 3 gift certs left at this price"

When a user scrolls or searches, they need to know three things instantly: it's legit, it's exciting, and it's easy to book.

For Meta and YouTube, prioritize vertical video that works with the sound off. Use captions, emojis, and always end with a bold, branded screen and a clear CTA. You've got three seconds to stop the scroll—make them count.

On Google, write ad copy that feels like a real conversation:

Headline: Scenic Skydiving Near Denver
Line 1: Over 1,000 5-Star Reviews. Freefall at 120mph.
Line 2: Discounts available for nurses, vets, & more.

If you want to earn their trust, show your best work. Your creatives are your front line—they should look and feel like the kind of place someone would trust with their once-in-a-lifetime jump.

When to Scale—and When to Stop

Paid media isn't a slot machine—and if you're treating it like one, you're gambling with your margins. Just because an ad crushed it last month doesn't mean you can double the budget and expect the same result. Paid media is responsive, seasonal, and performance-driven. Knowing when to hit the gas and when to pump the brakes is where the real strategy lives.

We scale when we've got 4+ weeks of clean, consistent

conversion data. Not just clicks, but actual bookings tied to spend. We look for ROAS comfortably above breakeven—ideally in the 5–10x range—and we make sure the manifest still has room to grow. If your calendar's already maxed out, why pay to create demand you can't fulfill?

We also set clear budget expectations. For smaller drop zones or startups, we recommend a minimum of about $1,000/month just to get meaningful data flowing and train the algorithm. For mid-size operations with a 182 that want to be throwing triple-digit drogues, we recommend closer to $3,500/month as a healthy baseline. And for large DZs that can fill planes quickly, it's not unusual to run $5,000–$10,000/month during mid-season hustles. These levels aren't random—they're battle-tested numbers that ensure you're buying enough data to compete and to scale responsibly. Too little, and you starve the machine. Too much, too soon, and you drown in inefficiency.

We pull back when cost per lead starts creeping up, engagement or relevance scores start to dip, or we're seeing signs of ad fatigue. Paid media isn't "set and forget"—it's a dynamic channel that needs weekly eyes on the numbers.

At Boom Shot, our clients get a paid media report card. We track:

- Cost per tandem booking
- Keyword performance
- Ad spend vs revenue
- Landing page relevance
- Ad score
- Impression share & competition

- Store visits & phone calls
- Return On Ad Spend by platform (ROAS)
- Total Return on Investment (ROI)

This isn't vanity. It's operational intelligence. Every decision is tied back to profit, seasonality, and load capacity. We don't scale just to spend—we scale to win.

Platform-Specific Mistakes to Avoid

Even the best operators can trip over bad advice or default settings. Paid platforms aren't built to protect your budget—they're built to take it. You have to come armed with strategy, precision, and the discipline to avoid common pitfalls. Here's where we see DZs go sideways—platform by platform:

Google Ads

1. Expanding outside of Search without dominating it. Search campaigns, highly focused, win active searches for your business. Start there, and once you dominate, expand into display, YouTube, PMax, and other add-ons.

2. Trusting Performance Max without clean conversion data: Performance Max sounds powerful—but it's only as smart as the data you feed it. You've got to have solid search keyword data and at least 30 conversions per month running to leverage PMax. If your conversion tracking is broken or missing entirely, the system trains itself on the wrong signals. That means it starts chasing worthless clicks instead of actual bookings. Clean

data equals real optimization. Garbage in, garbage out.

3. Letting reps talk you into "smart" campaigns you don't control: Google's reps want scale. You want ROI. That tension matters. Smart campaigns might auto-optimize, but they often optimize for the wrong metrics—like clicks instead of revenue. You need full control over keywords, audiences, and bids if you want to win locally.

Meta (Facebook & Instagram)

4. Targeting interests instead of behaviors: Just because someone "likes" skydiving doesn't mean they'll book (it means they liked some wingsuit proximity vids at some point). We focus on behavior-based audiences: people who've visited your site, engaged with your content, or look like your past customers. These are signals of intent, not just interest.

5. Ignoring frequency: People get ad fatigue fast. If you hammer the same creative too many times, you go from exciting to annoying. Monitor your frequency. Refresh your creatives. Or watch your CTR tank.

6. Skipping captions on video: Most video ads autoplay without sound. If you're not using captions, you're wasting the scroll. Simple as that.

YouTube

7. Using long videos: Keep it under 30 seconds. Attention spans on YouTube are brutal. Short, high-impact storytelling beats drawn-out intros every time.

8. Not optimizing thumbnails and end screens: The video is only part of the asset. Thumbnails need to pop. End screens should guide viewers to book, learn more, or subscribe—not just fade to black.

9. Failing to test skippable vs. non-skippable formats: There's no one-size-fits-all answer here. Some audiences engage better with skippable ads; others respond to a forced 15 seconds. Test both. Know your data.

The bottom line? These platforms are tools. Use them with precision, and they'll scale your bookings. Use them wrong, and you're just funding someone else's growth. Know the rules. Play to win. We do.

A Paid Funnel That Works (Example)

Before you even think about design or discount offers, ask yourself this: Are you actually showing up where people are searching?

Most DZs we audit are missing massive opportunities because they're not bidding on all the current, high-intent search terms their customers are using. Searches evolve—people aren't just typing in "skydiving near me" anymore. They're searching for things like "bucket list experiences Denver," "scenic skydive places," or "first skydive video." If your Google Ads account doesn't reflect that shift, you're invisible.

This is where intent targeting becomes a superpower. You don't need to outspend your competitors—you just need to outsmart

them by being present when it matters most. We help our clients constantly refresh their keyword strategy based on real-time search trends, seasonal demand, and campaign performance. You're not just running a summer promo—you're intercepting someone's decision-making process right before they take action.

Dialing in your keywords and matching them to aligned ad copy and landing pages gives you outsized results without spending a dollar more. That's the difference between advertising and converting. Here's a simple paid funnel that works:

- Google Ads: Target "skydiving +[city]" and "skydive near me"
- Landing Page: Highlight any special offer, reviews, and easy booking
- Meta Retargeting: Show video ads to LLA audiences, and CTA images to site visitors who didn't book
- YouTube Ads: Blanket your region with short clips about the thrill + CTA
- Follow-Up: Trigger automated emails or SMS for abandons

This multi-touch system is how Boom Shot clients are averaging ROAS of 10–16x in peak season.

Wrapping It Up

Paid media is powerful, but only if it's executed with intent, tracked with discipline, and scaled with strategy. In this chapter we've shown how Google captures demand through high-intent searches, Meta builds familiarity and community through audiences and storytelling, and YouTube amplifies emotion and

trust at scale. We emphasized the role of conversion tracking, clean data from booking platforms like Dizio or FareHarbor, and clear creative that earns trust. The lesson is simple: if you're not feeding the platforms real booking signals, you're teaching them to ignore your best customers. If you are, you turn ads into a predictable growth engine. The operators who win are the ones who own their budgets, data, and messaging instead of outsourcing control to algorithms or reps. Paid media isn't just a spend—it's an operational weapon that fills planes, sells gift certificates, and scales drop zones to new heights.

CHAPTER 5

SEO & LOCAL DOMINATION: WINNING AT MAPS & SEARCH

Let's make one thing clear: showing up on Google Maps isn't a luxury—it's survival. In 2025, most customers will never scroll past the local pack—the box of three results that shows up when someone searches "skydiving near me" or "tandem skydive [city]." If you're not in that pack, or if your rating's a few stars behind your competitor's, you're losing bookings every single day. It's harsh, but it's the truth: eyeballs go where trust signals live, and Google Maps is where the hunt begins.

Some quick stats from our latest Google Maps webinar:

- 46% of Google searches are local
- 88% of mobile local searches lead to business visits within 24 hours
- "Near me" searches have increased 500% since 2023

This chapter is your blueprint for dominating Google Maps. We're not just talking about traditional SEO (title tags, meta

descriptions, and backlinks). We're talking about local SEO—the stuff that actually moves the needle for DZs.

Over the next few pages we'll break it all down in plain English: what local SEO really means, why your Google Business Profile is the digital front door, how reviews double as rocket fuel for both rankings and conversions, and how your website needs to reflect the exact services and service areas you've staked your claim on. We'll dive into citations and backlinks—the digital endorsements that prove you're part of the community. We'll hit seasonal strategy too, because smart operators keep building while others hibernate, and we'll talk about tracking—because if you don't measure it, you can't scale it. Finally, we'll wrap with a dose of reality: you don't need the biggest plane or the biggest budget to win. Authenticity and local dominance will beat bloat every time.

So strap in. By the end of this chapter, you'll know exactly how to show up, stand out, and convert—without needing a marketing degree or a seven-figure ad budget. Local SEO is about consistency, clarity, and telling a better story. And when you nail that, you're not just visible—you're chosen.

What Local SEO Actually Means for Drop Zones

Local SEO isn't just "being searchable." It's showing up where the jumpers actually live—on Maps, on mobile, and on that first search when they're ready to spend money. And let's be real: Google Maps is still driving the majority of organic traffic for drop zones in 2025. If you're not visible and competitive there, you're bleeding revenue to whoever is.

It means:

- Ranking in the top 3 for queries like "skydiving near me" or "best skydiving in [city]"
- Having 4.8+ star ratings with hundreds of fresh reviews that scream credibility
- Keeping your Google Business Profile more active and helpful than your Instagram
- Guiding the customer journey, from discovery to booking, without a single misstep

When someone searches for skydiving in your area, they're not looking for a blog post or an ad—they're looking for the most trustworthy, nearby option with proof. And that trust starts with local SEO.

In Boom Shot's campaigns, we've helped DZs go from invisible to top-of-pack in under 60 days. One client was stuck on page 2 with outdated info and no recent reviews. With a simple revamp—consistent GBP updates, a photo strategy, review automation, and some light content tweaks—they hit the 3-pack and saw booking rates jump month over month.

It's not magic. It's execution. Local SEO is about doing the basics better than everyone else—consistently, strategically, and with your booking funnel in mind.

Google Business Profile: The Heart of Local SEO

Your Google Business Profile (GBP) is one of the most viewed digital assets your business has. For a lot of DZ operators, this is a hard pill to swallow—because while your website is still where

every transaction closes, the GBP is what gets the majority of organic first looks right now. The cold reality? Google serves up your GBP to more eyeballs than anything else you own. It's your storefront, your front desk, and your front line in the fight for local dominance. If you neglect it, you're basically hanging a faded sign out front and wondering why fewer people walk in.

Optimize your GBP like this:

1. Set your primary category to Skydiving Center (not "Tour Company" or some watered-down catch-all). You can add restaurant, bar & grill, RV hookups—but only if you're rocking them.
2. Add all services (e.g., Tandem Skydiving, AFF, Gift Certificates, fun jumper packages if you want them seen)
3. Write a description that doesn't sound like it was spit out by a bot; use the actual keywords your customers type in, but keep it human
4. Add your service area: your state, then main target city names nearby
5. Upload high-quality photos and videos weekly: real instructors, real jumpers, smiling faces, not just stock photos
6. Respond to every review—good or bad—because silence looks like apathy
7. Make sure your business description and services reinforce your keywords ("tandem skydiving in [city]")
8. Post regularly and drop your offers & promotions in. Consistency wins here.

Think of Google Business Posts like mini social updates that keep your recency score high and show Google—and your audience—that you're an active, thriving business. It's not fluff—it's

fuel. A quick post about a weather window, a last-minute booking promo, or a boogie coming up keeps your profile fresh and gives prospects a reason to click. Too many DZs treat their GBP like a set-it-and-forget-it business listing. That's like leaving your hangar doors shut on a blue-sky weekend. Activity is a ranking signal, and Google rewards operators who act alive. The operators who keep the digital lights on—posting, updating, responding—are the ones who show up first when a nervous tandem student types "skydiving near me" into their phone.

Reviews = Visibility + Conversion

Reviews are both your ranking factor and your trust factor. They're the currency of credibility in 2025. And here's the kicker—they're not just influencing humans, they're starting to bleed into how machines surface results too. LLMs and AI-powered search assistants are pulling reviews directly into their reasoning when they decide which businesses to highlight. So if you're light on reviews, or they read like a ghost town, you're invisible in the conversations that matter.

Google looks at:

- Volume of reviews
- Recency of reviews
- Star rating average
- Review content (keywords)

to determine who shows up first. But beyond the algorithm, reviews tell potential customers you're the real deal. A nervous tandem student doesn't want theory—they want proof. And a

string of fresh, detailed five-star reviews is the kind of proof that converts.

How to win:

- Automate review requests via SMS or email within weels after the jump when stoke is still high
- Link directly to your Google review form—don't make people hunt for it
- Use signage and QR codes at your DZ to capture reviews while the memory is fresh
- Train manifest staff to plant the seed: "You'll get a text asking for a review—it helps us out a ton"

This isn't busy work—it's revenue work. In 2025, reviews push the needle harder than almost any other local SEO lever. They elevate your map pack rankings, but they also play into brand authority when people ask LLMs questions like "best skydiving near Phoenix" or "tandem skydiving in Florida." Those models chew on review volume and sentiment as signals of credibility. The more detailed, enthusiastic, and keyword-rich your reviews, the better your odds of showing up everywhere people are searching.

Look at Skydive Colorado Springs: they prove how review velocity itself can become a weapon. In only their second year, we've driven them up to 355 reviews—while Mile Hi, the long-established industry leader, sits at just 687. That kind of momentum sends a loud signal to Google that this is an up-and-coming authority. Velocity matters: fresh reviews piling in fast is a major ranking factor in 2025. Dozens of new reviews rolled in monthly alongside city-specific landing pages, and together those signals pushed them to the top of the local map pack. Bookings

spiked, not because of some secret hack, but because people saw proof and trusted it. Reviews are the ultimate blend of ranking factor and conversion tool—and in 2025, they're the difference between being considered or being ignored.

On-Site SEO That Actually Moves the Needle

Once your GBP is dialed in, your website becomes the next lever. The two should play off each other like a tandem pair—your GBP gets you seen, but your site closes the loop. On-page SEO should mirror the services you list in your GBP and reinforce the service areas you actually want to rank for. If your GBP says you offer AFF or gift certificates, your site better list them all. If your GBP lists your market as Colorado Springs, Pueblo, and Denver, you should have content that speaks directly to those cities. That alignment tells Google—and your customers—that you're legit and consistent.

Key steps:

1. Optimize homepage for your primary service area
2. Build unique service pages (tandems, AFF, group bookings) that match what's in GBP
3. Add city-targeted pages for multiple markets, reflecting the same service areas you advertise
4. Use local schema markup
5. Maintain consistent NAP (Name, Address, Phone) info
6. Format for actual humans: headers, short paragraphs, internal links, photos, testimonials

This is where storytelling meets SEO—help Google index you

while helping customers see themselves in your experience. And when your GBP and website reinforce each other instead of looking like two separate worlds, you send a strong, unified signal that you're the drop zone worth booking with.

Local Citations and Backlinks

Citations (mentions) and backlinks (links) signal authority to Google. Together, they build digital credibility, and in 2025 they're still one of the most underrated levers DZs can pull. Too many operators treat them like optional busywork, but here's the truth: Google cares about what the neighborhood thinks of you. If your name is consistently showing up in the right places online—directories, maps, blogs, event listings—it tells the algorithm you're a trusted fixture in the community. And trust equals rankings.

Citations:

- Submit to directories (Yelp, TripAdvisor, local business listings). These may feel old-school, but they still count as signals.
- Claim profiles on Apple Maps, Bing Places, Waze—because not everyone is searching with Google.
- Get listed in local blogs, newspapers, or events. When you host a charity jump or anniversary boogie, make sure it's covered somewhere outside your own site.

A Starting Directory List

These indexes and directories are a good start. They are the most used and trusted platforms (but of course this is SEO, so the more the merrier!)

- Alexa
- Apple Business Connect
- BBB feed
- Bing
- Brave
- DexKnows
- FourSquare
- Mapstr
- MerchantCircle
- MyLocalServices
- OpenAI
- SnapChat
- Skydiving Source
- Superpages
- TikTok
- Waze
- YellowPages

Backlinks:

- Blog about local events or safety best practices and make that content shareable.
- Create "Top 10 Things to Do Near [City]" guides and partner with local businesses—they'll share it and link back to you.
- Sponsor local events or tourism campaigns and ask for media coverage with links included.
- Invite local businesses to sponsor your events

Citations tell Google who you are and where you are. Backlinks

tell Google why you matter. The combination is powerful. Think of citations as the roll call—your name needs to be on every list that matters. Backlinks are the endorsements—the other players in town vouching for you. When you stack enough of both, you don't just look relevant, you look essential.

The goal: blanket your service area with credible mentions until your DZ feels unavoidable online. When someone searches "skydiving near me," Google should see such a strong footprint that there's no doubt you belong in the map pack. This isn't about spamming links—it's about building a digital presence so broad and consistent that Google treats you like part of the local landscape. That's how you go from being another option to being the option.

Mobile UX and Local Search Behavior

Most local searches happen on phones. If your site isn't fast, clickable, and easy to book from—you're bleeding conversions before they ever hit the plane. Mobile is where intent meets execution. That tourist standing in a hotel lobby or the college kid scrolling on break—they don't want to pinch and zoom their way through clunky menus. They want a straight shot from search to booked tandem in under a minute.

Make sure:

- Phone number is tap-to-call so nobody has to copy and paste digits
- Directions open directly in Google Maps—because no one is typing your address by hand

- Booking button is visible on every scroll section, not buried below the fold
- Reviews, hours, and pricing are right up top where decision-makers see them instantly

Think of mobile UX as the tandem instructor of your digital operation—it guides the customer, keeps them safe, and gets them where they need to be without friction. Every extra click or delay is a chance for nerves to kick in or distractions to pull them away. A slow site is basically a malfunction—fix it before it costs you altitude.

Install heatmapping tools to measure UX. Watch how real people behave: where they click, where they stall out, where they bounce. That data tells you if your booking button is in the wrong place or if people are hunting for info you've buried. And don't overcomplicate it—ask your jumpers in follow-ups what worked and what didn't. They'll tell you. Then tighten it up, streamline it, and make mobile your most reliable funnel. In 2025, if your mobile experience sucks, your SEO wins won't mean squat.

Seasonal Strategy: SEO is a Long Game

SEO isn't instant, but it builds momentum in the off-season. That's the beauty of it—you don't get fireworks overnight, but you do stack chips for when the season kicks back into gear. And let's be clear: the off-season doesn't look the same everywhere. In Florida, your "slow time" might actually be the summer when the heat and storms scare people off. Up north, it's the dead of winter when the plane is buried under snow. But no matter where you are, every DZ has an off-season—and the smart operators leverage it.

The big play? Keep your digital presence alive year-round. While the planes are grounded, the marketing should be climbing. That means selling gift certificates during the holidays, posting countdowns to opening day, running promos that get people planning ahead, and keeping your Google Business Profile pulsing with fresh updates. When others go dark, you stay visible—and Google rewards that consistency.

In downtime:

- Rebuild city landing pages so they're fresh and ready to climb rankings for next season
- Push for fresh reviews from gift certificate buyers or anyone who squeezed in an off-season jump
- Post weekly on GBP—even if it's staff highlights, seasonal promos, or "can't wait for spring" teasers
- Publish blogs that target future adventure searches so they're ranking when customers start booking

Think of it like maintenance jumps—you don't stop training just because the season slows. The digital work you do in July in Florida or in January up north shows up as higher rankings, stronger visibility, and more pre-bookings when your busy season hits. Plant seeds in the slow months, nurture them with consistent updates, and you'll reap a bumper crop of bookings when the doors are open again.

Tracking Local SEO Success

You can't manage what you don't measure. Understanding traffic is the key to leveraging digital marketing for growth—because

what you measure constantly improves. If you track it, you can refine it, and if you refine it, you can scale it. Ignore it, and you're flying blind with your marketing spend. And let's be real—flying blind is how DZs waste thousands in ad spend with nothing to show for it.

Here's how we build the complete data layer. First, we track local keyword heatmaps that run searches from specific lat/longs. Why? Because rankings look very different depending on whether you're standing in the city center, out in the suburbs, or across county lines. A DZ might show up in Denver proper but vanish the second you search from 20 miles away. These heatmaps let us see the battlefield exactly how customers see it—and that's the only perspective that matters.

But rankings alone don't pay the bills. So we layer in all of our funnel metrics: page views, add-to-carts, initiate checkouts, and purchases. That's how we see not just who found you, but who actually followed through. It's the difference between knowing you exist on the map and knowing you can convert clicks into tandems.

Track with:

- Google Search Console
- GBP Insights
- Local SEO heatmapping tools (WhiteSpark, Brightlocal, Search Atlas)
- UTM parameters:
  ?utm_campaign=local&utm_medium=organic&utm_source=gbp

Layer in:

- Revenue by traffic channel

- Branded search growth
- City landing page performance
- Bookings from GBP clicks
- Review growth vs campaigns
- Funnel metrics (views, carts, checkouts, purchases)

When you connect heatmaps with funnel data, you're not just looking at vanity metrics—you're building a cockpit dashboard. You see where your search visibility is strongest, where it falls off, and exactly how that impacts the money flowing into your manifest. We focus on impact, not fluff. Rankings mean nothing without bookings, and traffic means nothing without conversions.

When You're Competing With Giants

Local SEO is the great equalizer. You don't need to outspend—you need to *outlocal*. You can't always compete on aircraft size, number of instructors, or decades of reputation—but you can compete on how alive you look online and how seamless your booking flow feels to the customer.

Authenticity and storytelling beat budget. If a big DZ has poor conversion, a smaller operator flying 182s can eat their business alive—regardless of not having a Twin Otter. Because in the end, it's not just about capacity, it's about connection. When a prospect sees a close-up shot of real, smiling customers, or watches a quick clip of instructors high-fiving after a jump, that emotional connection trumps a faceless brand every time.

Customers don't just want altitude—they want trust. They'll drive hours past bigger DZs if they believe your operation feels

safer, friendlier, or more personal. That belief doesn't come from the plane you fly; it comes from the story you tell and the signals you send. Reviews, photos, videos, and Google Posts are the weapons that make you look alive. The better story wins. The more authentic presence wins. The DZ that actually looks like it's buzzing with life online is the one that earns the booking. Big operators can't afford to coast, and small operators can't afford to disappear. Whoever shows up with the right vibe and the right trust signals takes the jump.

Wrapping It Up

Google Maps is the new front desk. Reviews are your receptionist. Content is your sales team—and together they decide how many people walk through your digital doors. Local SEO isn't fluff, it's the foundation. It fuels visibility, trust, and bookings, even when ads get turned off or budgets get tight.

The playbook here is simple: keep your GBP alive and consistent, treat reviews like revenue, align your site with your services and service areas, build citations and backlinks that matter, and make your mobile booking flow as frictionless as a tandem exit. That's how you show up, stand out, and convert.

Dominate local search by acting like a modern media brand that just happens to throw people out of planes. In 2025, visibility isn't optional—it's survival, and the DZs who embrace that are the ones who own their market.

CHAPTER 6

REVIEWS, REFERRALS, AND REPUTATION MANAGEMENT

Skydiving is built on trust. You're not just asking someone to try a new sport or book a hotel—you're asking them to put their life in your hands and take a leap into thin air. That takes more than a catchy slogan or a slick video. It takes real trust. And in 2025, that trust doesn't start when the plane doors open—it starts the moment someone Googles you.

The reputation game is no longer passive. You can't just hope happy customers leave good reviews. You can't just cross your fingers and wait for word-of-mouth. Reputation is a full-time, proactive engine that needs fuel—every day.

This chapter is your playbook for building that engine. For turning first-time tandem jumpers into passionate reviewers. For transforming the vibe of your DZ into a digital footprint that screams "safety is a priority," "fun," and "hell yes I'd go back." For

taking control of your public image instead of letting a handful of critics define it.

Reputation today is your first impression, your best ad, and your most powerful conversion tool. When done right, it makes people feel like they've already jumped with you before they even step onto the drop zone.

Let's talk about how to earn that kind of trust—consistently, intentionally, and at scale.

The Power of the Review

We've all seen it. A DZO opens up their phone and cringes at a new 1-star review. Maybe it's about a wait time during peak hours, maybe it's some unfair jab from a competitor using a burner account. Or maybe the worst-case scenario—crickets. No reviews at all, leaving your drop zone looking like it hasn't seen a customer since 2019.

But flip the script, and the story changes fast. A drop zone with 1,000+ reviews, averaging 4.9 stars, with smiling tandem selfies and fresh testimonials popping up daily on Google? That DZ doesn't just look better. They book more. They close leads faster. They rank higher. They win.

In skydiving, reviews carry more weight than in most industries. Why? Because fear is part of the product. You're selling adrenaline, but the customer is also shopping for reassurance. A strong review profile doesn't just make you look legit—it calms nerves. It helps potential jumpers feel like they already know what to expect and

that they're in good hands.

Reviews do two things, really well:

- They reduce fear. When someone's on the fence, a string of 5-star reviews can be what tips the balance.
- They increase conversion. More trust, less friction, more bookings. Simple math.

And yes, reviews impact your visibility too—Google favors businesses with more positive signals. But it's not just star ratings anymore. In 2025, Google Business Profile growth is heavily influenced by review recency and velocity, and even AI-driven ranking models are factoring these signals. So even before someone clicks, you're showing up stronger, fresher, and more relevant. This isn't vanity—it's a vital piece of the conversion puzzle. Just look at Skydive Colorado Springs, pulling in 200+ reviews this year. That consistent review velocity is driving their visibility 150 miles out, competing head-to-head with larger DZs closer to Denver.

Review Generation: Making It Systemic

You can't afford to let reviews happen passively. Your competitors are running structured, repeatable playbooks—and you should be, too. This isn't just about chasing stars. It's about building a reliable system that consistently converts your happiest customers into your loudest advocates.

Here's how we actually do it at scale:

On-site review capture: Right after landing, hand customers a scannable QR code that goes directly to your Google review page.

It's simple, immediate, and catches them when adrenaline and excitement are highest.

Giveaways and incentives: While technically against Google's TOS, plenty of DZs run giveaways for reviewers—raffles for merch, free photo upgrades, or future discounts. Rules are meant to be bent, and these tactics generate huge review volume without crossing any legal lines.

Monthly customer list outreach: Don't stop at on-site asks. Once a month, download your customer list and run a dedicated review campaign via email and SMS. One email alone won't cut it. Build a short sequence—three touches over 10–14 days—mixing gratitude, humor, and direct calls-to-action.

Creative messaging: Subject lines like "Did we earn 5 stars from your freefall?" or texts with emojis and playful tone get higher engagement. Vary your copy and use your brand voice.

Photos and video: Encourage jumpers to share their tandem shots with their reviews. User-uploaded photos are a powerful ranking factor on Google, adding freshness and authenticity that pushes your profile higher in local search.

Tools & automation: Platforms like Birdeye, NiceJob, ReviewTrackers, or DIY stacks with Zapier + Twilio keep the process automatic, consistent, and scalable.

When all these pieces work together, you're not leaving reputation to chance—you're building momentum. We've helped DZs go from under 500 reviews to over 2,000 using this exact system. The results aren't just cosmetic. More reviews fuel local SEO, increase map visibility, calm nervous prospects, and

ultimately close more bookings. It's not magic. It's discipline. Done right, it turns one jump into one review, every time—and that compounding effect is what separates thriving DZs from those left invisible online.

Handling Negative Reviews: With Tact, Not Ego

Bad reviews happen. People misunderstand. Weather delays ruin plans. Someone on staff has a rough day. It's part of doing business in a high-stakes, high-emotion environment.

But the worst thing you can do is:

- Ignore it
- Argue publicly
- Blame the customer

Instead, respond with maturity and clarity. Here's a script that works:

"Thanks for sharing your experience. We're sorry we didn't meet your expectations. We take all feedback seriously and are following up with our team. If you'd like to speak further, feel free to reach out at [email]."

That response does three things: it acknowledges the issue, signals professionalism, and reassures future customers that you care. And don't forget—Google reviews are public. Every response is also a piece of marketing.

Make it your policy to respond to all reviews, not just the bad ones. Thank your 5-star reviewers with enthusiasm. Add a bit of

personality. Make your brand feel human.

And if a review is fake, irrelevant, or clearly not tied to your actual operation—dispute it. Google allows you to report reviews that violate policy. Don't let someone's comment about a location mix-up or a canceled weather hold in another state drag down your average.

Because your review average? It matters. You want to live in the 4.7+ range. Below that, customers start to second-guess. And in our world, a skydive is not a decision most people make lightly. You don't want them wondering if they're going to be the 3-star experience.

Keep it clean. Keep it kind. And most importantly, keep it managed.

Referrals: Skydiving's Original Marketing Engine

Before Facebook Ads, before TripAdvisor, there were referrals. Word of mouth built this industry. And it still works—if you give it structure.

Today's best drop zones use referral incentives not just as a marketing gimmick, but as a system. They actively reward the community and build loyalty while increasing bookings.

Many of our clients run structured referral programs that give back to fun jumpers—those MVPs who bring their crew to the drop zone all summer. For every tandem or two they refer? Drop them a jump ticket. It's not just a thank-you—it's a growth loop. Every ticket they earn brings more content, more exposure, and

more people asking, "Where was that?"

And when it comes to experience gifting, lower-denomination gift cards (think $100) can be a goldmine. Sure, not everyone is gifting a full $300 skydive, but they will gift $100 toward one. Especially around graduation, birthdays, holidays—any event where people want to give something bold. Once that recipient is halfway there financially, they're far more likely to commit. These small cards lower the barrier to entry and start the emotional investment early.

Referral program tips:

- Simple: "Bring a friend, get $25 off your next jump."
- Shareable: Provide digital cards or textable links with codes
- Visible: Promote the program on-site, on receipts, and in follow-up emails

Some DZs even gamify it:

- 1 referral = free merch or discounted jump ticket
- 2 referrals = a free jump ticket

You'd be surprised how many AFF students start as referrals from tandem customers who wanted to come back with someone.

Leveraging User-Generated Content (UGC) to Amplify Trust

What a customer says about your DZ matters more than what you say. You can talk all day about your safety standards, your

instructors, or how scenic your location is—but it hits different when a customer shows it. That's why photos, videos, and social content created by real jumpers are absolute gold.

Here's the thing: UGC doesn't just look cool, it makes organic social media a breeze. Your staff doesn't have to kill themselves producing polished content every week. Instead, you've got an endless pipeline of smiling faces, shaky GoPro videos, Instagram reels, and tagged posts ready to share. That stream of real content gives you authority without you having to shout. It's authentic, and authenticity wins.

And while it's true that most people on social media aren't going to click a TikTok and immediately book a $300 tandem, that's not the point. Social media builds the trust circle. People are watching —future tandem students, moms researching for their kids' 18th birthday, fun jumpers thinking about joining a new DZ. They're looking for authority indicators: content flow, how active your fun jumper community looks, the quality of reviews, the vibe of your instructors. If your channels are silent, they assume your drop zone is too.

Most DZs dabble in organic social. The smart ones turn UGC into a structured system. Put a hashtag on your waiver kiosk, run contests that encourage tagging, and make sure every tandem student leaves with instructions on how to share. Then you repost, reshare, and recycle the best stuff. Stories, reels, shorts, grid posts—your pipeline never runs dry if you're pulling from your own customers.

How to maximize UGC for authority and reach:

- Create a custom hashtag and plaster it everywhere: signage, waiver kiosks, staff shirts, even manifest monitors.
- Run monthly contests like "Tag us in your jump video to win free merch or a hoodie."
- Feature customer content in your official channels—IG reels, TikTok, Facebook Stories—and make them feel like rockstars.

Ask permission to use their photos and testimonials in emails, website banners, and even ad creative. Nothing sells safer, faster, or better than real customer energy.

Encourage reviewers to drop their photos directly in Google reviews. That combo of text + image is a ranking booster in local search.

And don't be afraid to outsource some of the editing or creative if you're swamped. Your competitors are already doing it. The difference is, they're packaging customer stories with professional polish to look even sharper online. The content is still authentic—it's just optimized.

You don't need a Hollywood reel. What you need is a steady drumbeat of high-fives, screaming faces in freefall, and the joy that radiates right after landing. That repetition builds trust. It tells prospects: this place is alive, people are stoked, and the experience delivers every time. In the age of AI filters and fake everything, real human reactions are your unfair advantage.

That's why UGC isn't just fluff. It's fuel. It's trust in motion. It's brand authority you can't buy with ads alone. And when people trust you? They don't just follow you—they eventually book, bring friends, and join your community. That's your advantage. That's

skydiving.

Proactive Reputation Management

Most DZs only think about reputation after they've been hit with a bad review. But by then, the damage is already done. The best drop zones treat reputation management like brushing their teeth—daily, disciplined, and non-negotiable.

Staying ahead of the game means making reviews part of your weekly operations. Every week, you should:

- Respond to all new reviews—thank the good, address the bad, and be human in your responses
- Post an update on your Google Business Profile (photos, news, promos)
- Re-share one customer photo or review to your social media
- Check all review platforms (TripAdvisor, Facebook, Yelp, etc.) for new mentions

And here's the truth: Google Business Profile is the heavyweight—it drives the lion's share of your traffic and conversions. But don't sleep on the other listings. Meta reviews, Yelp chatter, TripAdvisor rankings—these are all part of the authority signals now being pulled into AI mode and LLM search results. Google is already experimenting with surfacing third-party review signals as context in AI-generated answers. That's a giant neon sign pointing at the future. If you're only tending your GBP garden while letting Yelp or TripAdvisor rot, you're leaving cracks in your armor. Authority isn't siloed anymore; it's blended.

A smart operator treats GBP as a home base but still feeds every satellite. Keep your profiles updated, collect fresh reviews everywhere, and make sure your story is consistent across platforms. Because when AI goes digging, it's not just going to read your Google page—it's going to scrape the whole damn internet. You want to look solid wherever it looks.

And here's a smart bonus move: embed a "review wall" on your website. This could be a simple widget pulling live Google or Facebook reviews, giving prospective customers social proof right at the point of booking. It makes your site feel alive, active, and trusted.

One more tip? If a review isn't legit—maybe it's someone who never jumped, or they meant to review a different business—don't just sit on it. Dispute it. Google allows you to flag reviews that violate policy. Protect your reputation the same way you'd protect your gear: with vigilance and precision.

A Case Study in Reputation Turnaround

When we started working with Skydive Colorado Springs, the situation was steep. The location had a long-standing negative brand authority—it had become known for inconsistency, a rough vibe, and online chatter that did more harm than good. We didn't just rebrand; we rebuilt from the ground up.

We launched under a new name but carried the weight of the local history. So, we focused on controlled reputation growth. Every review mattered. Every customer interaction was watched and improved. We built a new website, created FAQs that reduced

phone calls, implemented strategic review request automations, and ran branded search on their prior competitor with the ad copy "Why Choose Skydive Colorado Springs?"

But here's what really made the difference: we monitored everything. Not just Google and Facebook, but Reddit threads, niche forums, and community Facebook groups. We watched, we listened, and we responded. This wasn't about spinning PR—it was about earning trust, inch by inch.

Within six months, we had overhauled their online profile. The Google rating jumped to 5.0 stars with hundreds of new reviews. And this year? The highest tandem volume on record. In 2024, we booked 586 tandems online. By the end of September 2025? More than 1,300 tandems. That's 121% growth with a full quarter left.

A clean reputation isn't a coat of paint—it's the product of real, operational integrity. When that's in place, the reviews follow. And the authority. And the jumpers.

Wrapping It Up

Your brand isn't what you say. It's what your customers say when you're not there—and it's said in Google reviews, shared in tagged Instagram posts, and whispered in Reddit threads. That's the game now. It doesn't matter how many slogans you come up with or how many times you call yourself the "#1 DZ in the region"—if the internet disagrees, you've already lost. Your reputation is no longer just a reflection of your customer service; it is the frontline of your marketing machine.

That's why reviews and referrals aren't side channels. They're not the garnish on the plate—they're the meat. They're conversion engines. Incentivizing fun jumpers with free tickets, encouraging experience gifting with $100 certificates, embedding a live review wall on your site—these aren't "nice-to-haves." They're fuel poured directly into the engine that drives your bookings. Done right, they compound. One jumper leaves a review, their friend sees it, that friend books, and now you've got another chance to create the same loop. That's the referral flywheel. And once it's spinning, it's hard for competitors to catch up.

We've seen it firsthand. Skydive Colorado Springs didn't just have a reputation problem; they had a reputation anchor. They inherited bad sentiment from years of inconsistency and chatter that did more harm than good. But when we put structure around their reputation management—responding to every review, monitoring Reddit threads, and pushing automated asks—they flipped the script. Over 200 new reviews in a year, visibility stretching 150 miles, and a 5.0 rating competing with DZs twice their size. That's not luck. That's discipline and systemization.

The truth is, building reputation equity isn't sexy. It's daily, repetitive, and sometimes thankless. But it's also unstoppable. When you do it right, your brand starts to feel inevitable. People trust you before they even meet you. They book without needing to shop around. They bring friends. They come back. They defend you online without you asking. That's the level you want to be playing at.

And trust me when I tell you—you are all savvy business operators. You might feel like you've cutaway the corporate world,

but there are more drop zone operators out there having intelligent marketing conversations than fintech and insurance company CMOs. Because for you, throwing drogues isn't just a fun way of life; it's how you put food on the table.

And let's call it what it is: this isn't a marketing tactic. It's brand equity, built in freefall. It's every scream of joy, every nervous smile, every high-five captured and shared. It's your customers writing your story in real time—and the internet never stops reading. If you take it seriously, if you treat reputation management as oxygen instead of an afterthought, your drop zone doesn't just survive. It thrives, season after season, regardless of weather, location, or competition. That's the difference between hoping for bookings and owning your market.

CHAPTER 7

EMAIL & SMS CAMPAIGNS THAT ACTUALLY CONVERT

There are only two marketing channels you truly own: your website, and your list. Everything else—social, ads, even SEO—is rented space in someone else's ecosystem. You're at the mercy of the algorithm, the scroll, the swipe. But your email and SMS list? That's a direct line to real humans who've already raised their hand. They know your name. They've shown interest. They just need the right nudge, at the right time, to say yes.

In the skydiving world, that timing is everything. Most people don't wake up every day ready to skydive (weird, right?). For most, it's usually a moment. A birthday. A bucket list breakthrough. A graduation. Surviving cancer. Getting engaged. A sunny forecast after a brutal winter. You don't control that timing—but you can control whether they're thinking about you when it hits.

This is about staying top of mind without being annoying. Being present without being pushy. When they're ready to book, your message should already be in their inbox or on their phone.

The decision should feel easy, obvious—like it was already made.

And here's where the data backs it up. Average email open rates across industries hover around 20%, but in our niche we've consistently seen 25–30% when lists are clean and segmented. SMS crushes that with 90%+ open rates and most texts being read within three minutes. Click-throughs from email can drive 3–5% of readers straight into booking systems, while SMS nudges regularly hit conversion rates in the 8–12% range. Those aren't vanity metrics—that's booked tandems, full manifest sheets, and real revenue.

That's the power of a good list. It's not just marketing. It's momentum, and it's leverage you own. When you rely on social or ads, you're paying rent to play. When you build your own list, you're stacking an asset that compounds. Every new subscriber is future revenue waiting for the right trigger. And in this chapter, we're going to show you how to build and sustain it—so when the opportunity strikes, your DZ is the only one they think of.

Why Most DZ Email & SMS Campaigns Don't Work

Let's be blunt: most drop zone emails aren't doing a whole lot of work. They read like someone Googled "email marketing" in 2012 and never looked back. Bland subject lines. No clear CTA. Copy-pasted layouts pulled from a dusty Mailchimp archive.

And SMS? Either completely ignored—or used like a panic button: "SKYDIVE THIS WEEKEND! BOOK NOW!"

That kind of blast doesn't move people. It startles them. And

they unsubscribe in droves.

The best email and SMS campaigns feel like they were written by someone who knows you. They're personal, timely, and rooted in relevance. They anticipate your moment—your birthday, your bachelor party, your bucket list itch. And they show up just in time to guide you across the finish line.

You've got to approach this like a conversation, not a broadcast. Use first names. Reference jump history. Align with weather or season. Make it feel like the message was crafted just for them—because the best ones are.

And let's be real—human connection is the goal. Not some AI-written slop that just hammers for a quick sale. If every message feels like a used car pitch, people tune you out. You've got to give value before you ever ask for the purchase. Share stories, safety tips, behind-the-scenes content—things that actually matter to your audience. Stay top of mind and think about how long your sales cycle might be. Sure, you'll always have adrenaline junkies who want to book right now, but there are just as many who need to be romanced over weeks or months before they make the leap. The thoughtful campaigns don't just chase the quick hit, they cultivate future customers.

Focus on overall business and brand growth—not just today's transaction. When you build trust and provide value consistently, you're stacking long-term equity. The sale will come, but it will come because the customer feels like they already know you, not because you screamed the loudest this weekend. That's how smart DZs are playing it, and that's why they're reaping the rewards. We've seen clients triple their list ROI just by ditching the

megaphone and picking up a more thoughtful tone. You've got a powerful direct line to people who already want what you offer. Now, talk to them like it.

List Building: You Need a Funnel

Your list doesn't just grow by itself. You have to be intentional. And in most cases, you're collecting emails through your booking system. That's your bread and butter. Every tandem jumper who books online is another data point you should never waste. If you're good, you can pull in 1,000–2,000 new emails a year just from tandems alone. For DZs that have been around awhile, this list is often sitting neglected—untouched for years—while it could be fueling consistent bookings and gift certificate sales.

Entry point examples that work:

- Newsletter opt-ins are your core—don't just say "Subscribe." Offer something useful: "Get jump tips + exclusive swag."
- Website pop-ups with irresistible offers like "Get $20 Off Your First Jump"—low friction, big incentive. Use conditional logic to show to new users 2-3x and then never again if they don't redeem.
- Gift certificate purchases—both buyers and recipients should be added to your funnel. They've already shown intent.
- Wi-Fi splash pages at your DZ that ask for email or phone in exchange for access. You'd be surprised how well this works.

And here's where you get tactical: segment as you go. Every new entry point should automatically tag your audience by type—

tandem, AFF, gift giver, fun jumper. This lets you speak to them like you actually know who they are. And when you do that? Your open rates go up, your click-throughs go up, and your revenue per message skyrockets.

But building the list is only half the battle. Email lists are important, but they come with responsibility. You may have 30 years' worth of emails sitting in some dusty spreadsheet, but if you haven't sent anyone a message in the last year, you can't just fire off a campaign from your main domain and hope for the best. That's a one-way ticket to the spam folder. Instead, you'll need to do a reactivation.

We use software like Verifalia and Woodpecker to clean our lists and send new campaigns in "drip mode" so we don't get a ton of unsubscribes or spam reports at once. Use a secondary domain, send a few warm-up campaigns, and get your unsubscribes and spam reports out of the way. Ask for reviews, share value, and see who's still alive on that list. Once you've filtered out the dead weight, then—and only then—import into your CRM.

We've done this for clients with 10,000… even 30,000 addresses. Imagine what happens when you get even 10% of that base re-engaged. That's thousands of people suddenly back in your orbit, primed for offers, stories, and seasonal promos. Now think about the gift certificate surge that always hits in November and December—having 30,000 emails lined up with a clean, active list can mean an avalanche of revenue when everyone's hunting for unique holiday gifts.

Bottom line: you don't need a bigger list—you need a better one. A clean, segmented, and nurtured list isn't just a marketing tool, it's

a revenue engine. And that starts with smart, intentional entry points—and the discipline to maintain, reactivate, and respect the asset you're building.

Email Automations That Work on Autopilot

Every drop zone worth its turbine should have at least three foundational email flows working quietly behind the scenes. These aren't just "nice to haves"—they're the backbone of any effective retention and conversion strategy.

Welcome Series: When someone joins your list, don't leave them hanging. This is your chance to set the tone, establish trust, and plant the seeds of excitement. A 3-4 email sequence spread over a week can introduce your brand, highlight safety practices, show off your instructors, and let them know why your DZ is the one worth jumping with.

Post-Jump Follow-Up: The jump may be done, but the relationship is just beginning. This flow should say thank you, ask for a review, offer a referral reward, and give them a reason to come back—maybe even pitch some merch while you're at it. Make it feel personal and part of the experience.

Seasonal Campaigns: These are your timely plays—Mother's Day, Graduation, Black Friday. Gift certificate promotions work wonders here. But don't just blast the same email to everyone. Segment and tailor it so each subscriber gets a message that feels made for them.

On top of these flows, smart DZs are running a monthly

newsletter. This isn't just filler—it's a cornerstone strategy. Each month, you're curating jumper photos, sharing stories, publishing fresh content, and then posting the full article on your website. That move drives SEO, builds organic traffic, and helps your site rank for new terms. The email list becomes more than a retention tool—it becomes a distribution engine for content marketing.

Layer in a few tactical plays: run a tandem giveaway tied to Google Reviews, feature jumper swag that's hooked into a Shopify storefront, and set up your abandoned cart audiences so we can retarget those folks on social media and Google Display. Every one of these efforts connects. Email doesn't stand alone—it works in coordination with everything else we do. It feeds SEO, it fuels retargeting, and it keeps your DZ front and center in the minds of your jumpers.

DZs running these flows and newsletters consistently are seeing serious results. On average, our clients generate $8 to $14 annually per subscriber from email alone. That's the kind of performance that stacks up over time and turns a passive list into a high-octane revenue engine.

SMS That Feels Like a Human Sent It

Texting isn't spam—unless you make it feel like spam. Done right, SMS can feel like a personal ping from someone you trust. That's the standard you've got to aim for.

Think about it: when someone gives you their phone number, they're opening a direct line to their most intimate digital space. You've got to honor that. Abuse it with lazy blasts and you're out.

Earn it with relevance and respect, and you've got a golden connection. Getting someone's phone number is a privilege—don't abuse it.

And here's the catch: SMS isn't as simple as just blasting texts. Thanks to A2P 10DLC compliance, the barrier to entry is higher than most DZs realize. Your brand, number, and use case have to be registered with carriers, or your messages will get throttled, or flat-out blocked. That's why so many booking systems don't leverage SMS the way they should. It takes work to get compliant, but if you do, you're playing in a channel that has far less competition.

Rules for effective SMS:

- Keep it short and to the point
- One clear call-to-action
- Use name and timing triggers to personalize

Examples:

"Hey Jake! Great jumping with you yesterday. Want 20% off your next skydive? Use THANKYOU20 at checkout."

"Skydiving season is back! Spots fill fast for Memorial Day weekend. Book now: [link]"

One of our favorite tips is to film handcam photos/video on every jump and then remarket to your tandem jumpers after-the-fact. We can increase average order values an additional $50-99 by offering video & photo upsells!

More Strategic Uses:

- Booking confirmations and reminders
- VIP offers for past customers
- Real-time updates (weather, last-minute slots)
- Big seasonal pushes like Black Friday / Cyber Monday (BFCM)
- Fun jumper boogie ticket registration & announcements
- Driving competition signups and event attendance

We use Twilio or GoHighLevel to build SMS programs that are both compliant and scalable, but platforms like Klaviyo or Postscript can also be effective. The real magic comes from combining automations with creative segmentation—triggering texts based on behavior, engagement, or purchase history. That's how you turn a text into a timely nudge that feels personal.

When you treat SMS as part of your larger ecosystem, it becomes a force multiplier. Pairing a BFCM text blast with a retargeting campaign on social, or sending a boogie registration reminder alongside an email campaign, gives you reach and repetition that wins attention.

The bottom line? SMS is not a shortcut. It's a discipline. Get compliant, build thoughtful automations, respect the privilege of someone's phone number, and you'll have one of the most powerful conversion channels in your arsenal. Trust is what gets people to jump.

Segmentation: Send the Right Message to the Right Person

Let's call it what it is—blanket emails are lazy. You wouldn't yell the same script at everyone walking into your drop zone, so why do

it with your list? A fun jumper doesn't care about your 2-for-1 tandem deal. A gift buyer doesn't need an invite to your next boogie. And a lead who hasn't booked yet definitely doesn't want your "advanced canopy piloting" workshop pitch.

Segmentation is where lazy email marketing becomes smart, tactical communication. You're not just talking to a list—you're talking to people. Real people, at different stages in their relationship with your brand.

Segments we build and use every day:

- First-time tandem vs AFF vs licensed fun jumpers
- Wingsuiters, angle flyers, canopy pilots (if you run a lot of events)
- Leads vs past customers vs repeat customers
- Local residents vs out-of-towners or tourists
- Booking behavior: abandoned, booked once, multi-booker, high-spender

When you tailor your message to the person reading it, you get their attention. You lift conversion rates, cut unsubscribes, and build trust. We've seen 2x–4x higher revenue per send just by getting this right.

It's not about sending more. It's about sending smarter. When your message feels like it was written just for them—because it was —they're more likely to act. Every time.

Timing and Frequency

When should you email or text? Email is a powerful touchpoint,

especially during the holidays. But SMS needs to be respected (a direct line to their pocket).

Here are some basic rules:

Email: 1-2x/month minimum during the season, 1x/month during the offseason. This keeps you top-of-mind without burning out your list.

SMS: Only when there's urgency or value—limited time offers, weather windows, last-minute openings. Otherwise, you're just noise.

Black Friday/Cyber Monday: throw all rules out the window except SMS frequency. Don't text more than 2-3 times during BFCM. But you could drop 2-3 emails a day no problem.

Here's the thing: we're not just guessing when to send—we're analyzing. We use open rates, click-throughs, and actual booking data to find out when people respond most. That could be Tuesday mornings or Friday evenings, and it varies by market. But the takeaway is this: let your audience behavior guide your timing. Don't just hit send because the calendar told you to.

Avoid the temptation to blast every weekend or drown your list in fluff. Instead, train your audience that when you do send something, it's worth their time. You want them to associate your messages with relevance, opportunity, and action—not irritation. During Black Friday / Cyber Monday season, however, the rules bend. Everyone is overcommunicating—sending 1–3 emails per day—and that's the one time you can and should lean into more frequent sends. Your list expects it, your competition is doing it, and inboxes are already flooded with deals. If you hold back, you

disappear. The key is to make sure your offers are sharp, your timing is strategic, and your messaging still feels personal. That's how you stand out in the noisiest season of the year.

A/B Testing for Conversion Wins

Guessing is expensive. Smart drop zones test.

A/B testing lets you stack the deck. Instead of hoping your gut instinct is right, you run the experiment and let the data tell you what actually works.

What to test? Think beyond the obvious:

- Subject lines: curiosity vs urgency, emoji vs no emoji
- Send times: morning vs evening, weekdays vs weekends
- Calls-to-action: "Book Now" vs "Claim Your Spot"—tone matters
- Email design: image-heavy vs text-only, long form vs short punchy copy

One of our most surprising wins? A stripped-down, plain-text email with a casual tone outperformed a beautifully designed graphic-heavy one by 37% in click-throughs. That's right—no design, no colors, just solid writing that sounded like a real human. And it crushed.

Simple often wins. But here's the catch—you only learn that by testing. What works for one audience might flop with another. Testing isn't about ego. It's about evolution. It's how you go from decent to dialed-in.

So stop sending emails based on hunches. Build a culture of experimentation. Run a test. Track the results. Improve. Repeat. That's how great campaigns are built—one data-backed decision at a time.

Compliance and Deliverability

Don't kill your list by skipping the rules—or worse, get your messages blocked before they ever hit inboxes or phones.

This stuff matters. If you're not compliant, you're either getting throttled or blacklisted. One of the biggest factors here is A2P 10DLC—Application-to-Person 10-Digit Long Code. It's the U.S. carrier standard for business texting, and it requires you to register your brand, your use case, and your sending numbers with the networks. Without it, your messages will either get slowed down or blocked entirely. In other words, if you want your SMS marketing to actually reach jumpers, you have to play by these rules. Yes, the barrier to entry is higher—but that's also what makes this channel so powerful: most businesses never bother. If you do, you cut through the noise and land in inboxes that others can't.

Here's how to keep your deliverability high and your conscience clean:

- Use clear opt-in to email & SMS, always. Especially on lead magnets and giveaways. It confirms intent and keeps your list clean.
- Add a Terms of Service and Privacy Policy on your website. It's important to note that you do not share user information with 3rd parties (and also, it's important to keep that promise)

- Always include unsubscribe links. It's not just the law—it's good list hygiene.

For SMS, follow TCPA guidelines and get explicit consent. A2P 10DLC compliance is critical now. Your brand, number, and use case must be registered or your messages will get throttled—or blocked entirely.

You must have messaged your SMS list in the last 12 months. If not? That's not a warm list. That's a liability. You cannot buy lists or cold-text leads and expect good results. Consent and recency are non-negotiables.

Don't tell anyone, but you can bend the rules here a bit because skydiving is a ton of fun and we usually don't see a ton of people rage-unsubscribing when we reactivate email lists. But if you'e going to do this, again, do it on a separate domain and use software to drip out your sequence.

Warm your sending domains. Whether you're sending from your main domain or a subdomain, start slow, increase volume gradually, and maintain consistent sender behavior. That's how you avoid the spam folder.

If you're using Klaviyo, Postscript, or similar, lean into their deliverability docs—they've got solid systems and alerts that'll keep you on track. But don't assume they'll do it all for you.

Watch your bounce rates. Monitor spam complaints. Keep your sender reputation high. Because none of your brilliant copy or great offers matter if no one sees them.

This is your direct line to your customers—treat it like gold,

protect it, and follow the rules.

Case Study: Chattanooga Skydiving Company's Holiday Sales Campaigns

When we took over this account, ChattSkyCo had a monster asset sitting dormant: an email list with over 29,000 contacts—mostly sitting dormant except for the holidays. To most, it looked like dead weight. To us? It looked like a gold mine waiting to be reopened.

First, we did what any pro should do—we cleaned the list. Removed duplicates, pruned inactive addresses, and re-segmented based on prior booking history, location, and customer type. We didn't just want to email people—we wanted to email the right people, with the right message.

We launched a simple but powerful re-engagement campaign for holiday gift card sales in November 2024:

The results were explosive:

- 22% open rate on a two-year-cold list
- Over 70 gift certificate sales
- More than $25,000 additional revenue while the plane's not flying

That means real, bankable revenue at a time when many DZs are just surviving shutdown season.

When done right, a five-digit email list can drive five-figure monthly revenue—even in your slowest months. This is the power

of owned media. If you've been sleeping on your list, now's the time to wake up. You're probably sitting on the most valuable digital asset in your business—and we'll show you how to turn it on.

Case Study: Skydive Arizona's Newsletter

When we started working with Skydive Arizona in June 2024, their digital presence was in dire straights. The website was old & hard to find where to book. Additionally, they had been collecting email addresses since email existed—and not leveraging any of that.

We dig deep into their history, circling up more than 5,000 fun jumper emails and building a massive tandem list. We began writing a newsletter about what's happening at the drop zone, building great articles that skydivers would want to read. We wrote about the year-long Huey helicopter project, USPA Nationals, the World Cup of Canopy Piloting, and even breaking down skydiving scenes in movies.

The result? Thousands and thousands of user started pouring in. In September 2025, more than 15,000 users hit the website, many of them reading our new content and sticking around for awhile.

The result? This big ship finally started heading out to sea instead of being stuck in port. User engagement went up. Digital authority started flipping the map over younger competitors who had moved in and slowly stolen a ton of business by naming themselves after the city they were nearby. The growth Skydive Arizona had seen stagnate in the years after COVID began turning around.

Wrapping It Up

Let's be clear: email and SMS marketing aren't outdated—they're just underutilized, or worse, abused. Most DZs treat these tools like old-school billboards instead of what they actually are: powerful, personal channels to speak directly to people who already raised their hand.

If you've built a list the right way—organically, intentionally, and with clear consent—then you've got something incredibly valuable. Treat that list like gold. Nurture it. Respect it. And show up consistently, not just when you need to fill loads. Because that list? It's a living, breathing asset.

We've seen this firsthand. A five-digit list—well-built and well-segmented—can generate five-figure revenue, even in the dead of winter. That's not theory, that's experience. Your list is the one channel that isn't subject to the whims of the algorithm. It's your insurance policy when the season slows down and your lifeline when paid ads get expensive.

Think back through what we've covered: building your funnel, warming up old lists, automating the right flows, and layering in a monthly newsletter that drives both retention and SEO. We've shown how SMS—done right and A2P 10DLC compliant—cuts through the noise and lands with 90%+ open rates, while email continues to be the compounding asset that fuels long-term revenue. We've talked about segmentation, personalization, and testing—because guessing is expensive, and data-driven tweaks are where the wins stack up. And we've hit on timing: not just blasting

for the sake of blasting, but striking when the audience is most receptive, and leaning into BFCM when the gloves come off and you can hammer every day without burning your list.

At the core, this all comes down to one truth: your list is leverage. It's not just a marketing tactic—it's the only channel you fully own. Social platforms change. Algorithms shift. Paid ads get more expensive by the day. But your list? That's yours, and it grows more valuable every time you respect it and put in the work.

So here's the move: build a real list. Segment it properly. Automate where you can, personalize where it counts, and don't be afraid to show up like a human being. This isn't about gimmicks—it's about being present, relevant, and trustworthy so that when the moment hits—birthday, bucket list, perfect weekend—they're not going to scroll past you or hunt for other options. They'll go with the brand that's been showing up all along.

They'll go with you. And that's the whole point: consistent, owned communication that drives real revenue and keeps your DZ growing no matter what the market throws your way.

CHAPTER 8

CONTENT THAT LIVES WHERE THE JUMPERS ARE

Most drop zones aren't publishing on their websites anymore, and that's a big part of why they've lost ground in search rankings. If you haven't published a blog in years, the algorithms don't see you as active. In their eyes, your business has no recency, no heartbeat—meanwhile you've been throwing drogues every weekend. It's not that you're not alive, it's that the internet doesn't see it. Google doesn't care how many tandems you flew last Saturday if your digital footprint looks like it flatlined in 2019.

Some DZs rely on fun jumpers to share random content, which is fine for vibes but not for strategy. Few have a dedicated, weekly content rhythm that lives on their own channels. That missing discipline is costing them. When people scroll social feeds to decide which brands to trust and which experiences to buy, your absence is noticed. If you're not publishing, you're invisible at the exact moment your customers are deciding where to spend their money.

Think about it—your future jumper is doomscrolling late on a Thursday night. They're half-bored, half-looking for something that feels alive, something that feels like an adventure. If your competitors are showing up with fresh videos, stories, reviews, and updates, and your last blog post is from three seasons ago? Guess whose plane they're more likely to fill.

A consistent publishing schedule isn't busywork. It's survival. It gives you recency in the algorithms, relevance in the feed, and rhythm in your brand voice. It says, "We're here. We're active. We're delivering." And it doesn't have to be daily—weekly is enough to show momentum. A Review Roundup on Monday, a behind-the-scenes clip midweek, a story highlight on Friday. Small moves stacked over time build authority and attention.

Most importantly, it builds memory. When people see you consistently, you stick. They remember you when they're daydreaming at work, when their friend says "I want to skydive," or when they finally type "tandem skydiving near me" into Google. Publishing keeps your name in their heads, their chats, and their saved folders.

So stop treating content like an afterthought. Stop writing for robots. Start publishing for people—the bucket-listers, the nervous first-timers, the moms, the gift buyers, the thrill seekers. Show them you're alive out there. Because if you don't, the algorithms and the audience will both assume you're grounded. And empty planes don't pay the bills.

Step One: Know Who You're Talking To

You're not just writing for skydivers. You're writing for all kinds of people—the bucket-lister who wants to check the box, the nervous first-timer who's still trying to convince themselves they can do it, the mom hunting down a birthday gift, and even the tandem instructor who wants to feel proud of the place they work. You're writing for the people who couldn't tell you the difference between a pack job and a gear check—but who are about to hand your team their one big leap.

You're also writing for your local community. Local law firms who might sponsor your next event. The reporters who will reach out if there's an incident or injury at the DZ. You're constantly building your reputation, even if it doesn't feel like it.

And here's the kicker: you never really know who's coming through your door. The person about to jump might be a college kid still living on ramen, a midlife adventurer in search of their next thrill, or the 86-year-old who just decided she's going for 1,000 jumps. Demographics don't tell the story. Skydiving cuts across age, income, and background. What unites these people isn't a label—it's a mindset. They're the ones willing to lean forward into fear and send it.

That's why the smartest play isn't to pigeonhole them by category, but to focus on behavior and motivation. What drives them? What problem are they trying to solve, or what itch are they trying to scratch? Speak to that. Build your content for the human moment, not the demographic box. Because if you can hit the right mindset, you're briefing your load properly before takeoff—and everyone's more likely to get on board.

Four Target Content Personas

The Explorer: They're not on the plane yet, but they're circling the idea. They're curious. Maybe they saw a clip online or overheard someone talking about their jump. Your job is to plant the seed. Inspire them with content that says this could be you. Use emotion, story, and imagination. Create posts that light up their imagination, then let the algorithm carry it into their feed.

The Validator: This is the person halfway into the gear-up process. They're close to booking but looking for assurance. Is it safe? Are these pros? What's the vibe? Give them proof, social proof, and clarity. Reassure them that they're about to make the right call. Content built for Validators—like testimonials, FAQs, and safety videos—gives them the confidence to commit. Again, you make it, then let the algorithm serve it to the right eyeballs.

The Referrer: They've already jumped and loved it. Now they're in post-jump glow mode. Give them content to share. Incentivize UGC. Celebrate their bravery and make it easy to tag, repost, or review. They're your most credible ambassadors. Run contests to feature the best photo or video in your monthly newsletter, and watch how quickly people start creating for you. Their posts are gold in the algorithm because it's not you talking about you—it's real people singing your praises.

The Recruit: This is your AFF student, your fun jumper, your tunnel rat. They crave progress, community, and identity. They want to level up. Speak their language. Highlight team culture, mentorship, and next-step opportunities. Show them the events, the boogies, the gear checks, and the little stats that make them feel part of a tribe. Encourage them to share their own posts too—

user-generated content is a ranking signal all by itself. When the internet sees people talking about you, that's juice for your brand.

The Fun Jumper: This crew needs its own spotlight. They're your community backbone, the ones filling your hangar every weekend and keeping the vibe alive. Feed them content about DZ happenings, weekend events, gear talk, and funny behind-the-scenes moments. Post the stats—how many jumps, who hit a milestone, what's coming up next. The more you make them proud to be part of your DZ, the more they post themselves. And every time they tag you, the algorithm takes note. That ripple effect drives reach without you spending a dime. And that reach means more tandem bookings.

Every piece of content should target at least one of these personas. You don't have to hit all of them at once—that's what the algorithm is for. You build the content, publish it, and the system sorts out who needs to see it. That's how you stop broadcasting and start connecting with the right someone at the right moment.

The Big Three: Video, Stories, and Social Proof

Different kinds of content serve different roles in the customer journey, and if you're treating all your content the same, you're missing huge opportunities.

Some content is designed to attract—to plant that first seed of interest. Think high-reach, emotional content that gets people to stop scrolling. Other content is made to validate—to calm nerves and build trust when someone's hovering over the "Book Now" button. Then there's retention and referral content, which reinforces

the experience post-jump and makes it easy for your happy customers to share, review, and recommend.

That's why the best content strategy doesn't just hammer one type of media. It's layered. It's intentional. And it meets the jumper where they are—whether they're dreaming about freefall, nervously checking your reviews, or bragging about their jump to their group chat. Once you understand how content fits across the full journey, you can start placing the right story in front of the right person at exactly the right time.

Now, let's break down the formats that make the biggest impact.

1. Video Is King, Queen, Prince & Princess

There's no denying it—short-form video is the undefeated champ when it comes to reach, engagement, and memorability. Reels, Shorts, and TikToks aren't just outperforming other formats—they're how people expect to consume experiences in 2025. The old "skydiving highlight reel" full of generic music and wide-angle freefall shots doesn't cut it anymore.

Use jump footage to tell human stories. Show a tandem student hugging their instructor after landing. Capture their shaky hands before boarding. Interview your instructors about why they love this job. Show the nerves, the courage, the payoff. Keep it vertical, emotional, and under 45 seconds. Your job is to make someone feel something real in less than a minute.

And honestly, you're all wearing cameras all day long. Figure out a way ton incentivize your TIs and load organizers to share their best video so you have a repository you can edit on weather days.

2. Stories > Sales Copy

People don't book skydives because of bullet points and pricing tables. They book because they see themselves in someone else's story. Walk them through the first-jump journey—from waiver signing to gear up to celebration. Use language that pulls them into the scene. Let their imagination take over.

And keep it authentic. Real customers, real reactions. Not overly edited, not too slick. In an era where AI is everywhere, real is magnetic. Emotion over adrenaline, story over spectacle.

Your business is creating new stories every day. A birthday, a cancer survivor—an 86-year old former competitive skydiver earning her 1,000 jump gold wings.

3. Social Proof Is Content

Think beyond the review widget on your homepage. Social proof should be your content engine. Screenshot your best Google reviews and turn them into weekly "Review Roundups." Share Instagram stories where customers tagged you. Build a "Tagged Photo of the Week" spotlight featuring different tandems or fun jumpers.

This kind of content not only adds credibility—it invites engagement. It validates your brand in a way no ad ever can. It tells your future customers, "People trust us. And you can too."

The key is consistency. Make it a habit, a weekly rhythm. When people see others having a great time with you, they start to picture themselves doing the same. And that's the first step toward booking.

Making Content Shareable

The best content isn't just seen—it gets passed around. If your post doesn't have the kind of energy that makes someone want to DM it to a friend or drop it in a group chat with "this is the one," you're missing the mark.

In a world where attention is a currency, the content that wins is content that moves. That means it doesn't just sit on your feed—it gets passed from person to person, extending your brand's reach through real human interactions. But that only happens if what you're posting is actually worth sharing.

Before you hit publish, ask yourself:

- Would someone send this to a friend who's on the fence about jumping? Would it sell them vs the competition?
- Does this answer a real question that comes up in our DMs or reviews, or isn't in the FAQ?
- Is it funny enough to laugh at, emotional enough to feel, or surprising enough to stop the scroll?

Your content should do one of three things: spark curiosity, make someone feel something, or help them imagine themselves at your drop zone. That's how you cut through the algorithmic noise and get into someone's memory—and their DMs.

And don't stop there. Distribute your content intentionally. Send it to your email list. Feature it in your newsletter. Repost it on your Google Business Profile. Build your own audience instead of relying on the whims of the algorithm. Also, don't let something

like music licensing kill your reach. Avoid copyrighted music that gets flagged or muted—especially on reels and TikToks. Use sound libraries or approved tracks to make sure your content doesn't get throttled before it even lifts off.

The goal is to create content with legs. Something that lives in stories, shows up in saved folders, and bounces between group chats. When your content gets shared, you're not just getting reach —you're earning trust.

So if it doesn't spark a reaction, inspire action, or start a conversation? Don't post it. Create something worth sharing instead.

Content Calendars: Loose but Focused

Let's be honest—nobody has time to micromanage daily posts. And truthfully? You don't need to. What you need is a rhythm. A content cadence that fits your drop zone's personality, keeps your audience engaged, and avoids burning out your staff.

We recommend planning around weekly themes instead of obsessing over what to post every single day. When you organize your content this way, you create structure without strangling creativity. It gives your team something to shoot for, while still leaving room for spontaneity and fun. Here's an example:

Monday – Review Roundup: Start the week strong with fresh reviews, shoutouts, and any notable feedback. This is your recurring proof of performance.

Tuesday – Behind the Scenes: Manifest hustle, packing tandem

canopies, instructors getting ready—show the real stuff. Give people the feeling of what it's like to be there.

Wednesday – Spotlight: Tell a story. Highlight an instructor, fun jumper, or first-time tandem experience. Make it personal.

Friday – Promo or Event Hook: Promote upcoming boogies, tandem discounts, or any special event worth talking about.

Weekend – Celebration Time: Post real-time or recent jump videos, reactions, cheers at the DZ, and that big smile right after landing.

It doesn't have to be rigid. Think of it like a playlist. You can remix and rotate, but there should always be a beat behind what you post. That rhythm is what builds familiarity and makes your audience stick around between jumps.

And here's something a lot of DZs miss: bookings don't only happen on Saturday afternoons when the plane is spinning. A ton of people book on random weekdays—Tuesday morning at 9 a.m., when they're sipping coffee and thinking about how bored they are with work. If your content isn't showing up then, you're not showing up. Period. You want to be in their feed at the exact moment the thought hits them. That's why cadence matters. You're not just publishing for peak weekend hype—you're planting seeds all week long, so when the impulse hits on a Tuesday, your brand is right there, ready to catch it.

This is why a loose but focused schedule is so powerful. It's sustainable, it keeps your brand alive in the algorithm, and it keeps you top of mind when customers are in that decision window. Don't overthink daily micro-posts—think weekly pillars. Build a

rhythm your staff can actually keep up with, and trust that consistency will keep you visible. Because if you're dark in the feed on those random booking days, someone else's DZ is going to get that jump.

Use Content in Paid Campaigns

Great content makes your paid media cheaper—because when it feels natural, it performs. Ads that look and feel like native content on platforms like Meta don't just blend in—they stand out in the right way. They grab attention without triggering that mental "this is an ad" filter.

When your ads mimic the organic behavior of the platform—vertical video, real people, genuine emotion—your clickthrough rates rise and your cost per lead drops. We've seen it over and over. Boom Shot clients who use short-form, organic-style videos in Meta ads have sliced their cost-per-lead nearly in half compared to static image ads or generic promos. But that's just the beginning.

We can use every type of content in campaigns, and the beauty is we don't have to guess which formats will land. Social media gives us a live testing ground. Post it organically first—if people like, comment, share, or save, that's a good signal it will punch above its weight in paid campaigns. Your organic content becomes your R&D lab, and the winning posts graduate into ads. That's how you keep paid spend efficient—by feeding the algorithm content it already knows works.

It's not just about testing either. Long-form content, like blogs or YouTube videos, is fuel for your funnel. Chop it up into shorter,

snackable clips or quote graphics that become ads or introductory hooks. A three-minute story on YouTube can turn into ten 30-second reels, five ad variants, and a handful of story posts. That's how you maximize the return on the effort you already put into creating. Long form feeds short form, and short form feeds your paid funnel.

We use all forms of content in our campaigns—blog posts that validate concerns, UGC that builds trust, reviews that reinforce, images that capture the vibe, and videos that show the payoff. Every piece is strategically deployed across different phases of the journey. Validation posts calm nerves, UGC builds credibility, reviews add proof, and videos sell the experience. When you pair this variety with segmentation and campaign structure that matches real human behavior, you're not just getting clicks—you're driving bookings.

This is the power of content-driven paid media. You're not throwing darts in the dark. You're aligning the right story with the right person at the exact moment they're most likely to act, using data from your own feed to sharpen the shot every time.

Content As Culture

At the best drop zones, content creation isn't a side hustle—it's baked into the operation. It's not something only the marketing person worries about. Everyone has a role to play in telling the story. And this is where you need to shift your mindset: stop thinking about content as a one-off marketing task or a deliverable, and start thinking like a media production company.

And honestly, you're the only business where your staff is wearing GoPros on their heads or hands all day long.

You already have natural storytellers: your tandem instructors and videographers. They're guiding people through life-changing moments every single day. They live with a GoPro on their hands & heads. Let them narrate the emotion behind the jump, not just the altitude. Rotate who films or interviews, and you'll capture a variety of voices and perspectives that reflect your brand's vibe. This isn't "extra"—it's your raw material. It's how media companies build libraries of content.

Manifest plays a key role too. When they tag featured jumpers and help facilitate UGC (user-generated content) sharing, you increase the chances that happy customers become unpaid brand ambassadors. That repost or story mention might be the first touchpoint for someone in their network who's been thinking about jumping. Think like a newsroom—your manifest is your assignment desk, pointing you toward the stories happening in real time.

Even your weekly staff meetings can have a five-minute brainstorm for what content to capture. Any cool groups coming through this weekend? First-timers celebrating a birthday? Skydiving legend in town for a camp? Know it ahead of time and prepare to document it. That's the same way a media team plans coverage—you don't just react, you plan to cover the moments that matter.

When content becomes a shared habit across your team, the results are exponential. Suddenly, you're not forcing your brand into people's feeds—you're naturally showing up in a way that's

authentic, emotional, and real. And when you run your DZ like a media company, every jump is a story, every weekend is an episode, and every season is a series. That's how you build an audience, not just a customer list.

This isn't fluff—it's strategy. The DZ that thinks like a media company earns authority, trust, and mindshare. You're not just filling a plane for Saturday, you're building a brand people follow, watch, and talk about year-round. That magnetism fills planes today, tomorrow, and next season. And magnetism, in this game, is everything.

Wrapping It Up

Let's be real—if you're still creating content just to cross it off a list, you're already behind. The playbook has changed. The question isn't "Are you posting enough?"—it's "Are you actually connecting?"

The best content doesn't just exist; it travels. It gets forwarded to group chats. It gets bookmarked and saved. It shows up in people's feeds and makes them stop mid-scroll—not because it's polished, but because it feels real. And if you hit the right note before they even think to search for you, you're not competing—you're already booked in their head.

This is what we're doing at Boom Shot Media. We're building brands that live rent-free in your future customer's mind. It's not about gimmicks. It's about getting seen, remembered, and shared in the moments that matter.

That first impression? It sets the tone. It builds expectation, it

creates trust, and it frames the entire memory of your brand before they've even walked through your door. When content does that, you're not just in the conversation—you are the conversation.

So keep showing up. But don't just post. Move people. Make them feel something. Because emotion beats information every time.

And here's a reality check for DZ operators—social might not always look like it's moving the revenue needle directly. You're probably not seeing a tidy spreadsheet that says "20 skydives booked from that Instagram post." But make no mistake: it's driving authority. It's feeding your SEO, reinforcing your brand voice, and stacking credibility with both the algorithms and your audience. When someone books direct on your site, it's often because they've seen you multiple times in their feed first. Social is the invisible wingman in that booking funnel.

That's why turning off your content machine would be a disaster. Even if you're not measuring every jump back to a Facebook reel or a Google review graphic, those posts are building trust equity. They make you look active, alive, and trustworthy. They remind people you're real. Pull the plug and suddenly you look stale—and stale brands don't fill planes.

The recap here is simple: content fuels every layer of your growth engine. It attracts Explorers, validates bookers, empowers Referrers, builds culture with Recruits and Fun Jumpers, feeds your paid ads, and creates shareable proof that your DZ is worth the leap. It may not always show up as a line item in your booking report, but it's the gravity holding the whole system together.

So the mission is clear. Publish consistently. Share stories that stick. Leverage UGC. Keep the rhythm alive. Social isn't just a marketing box to check—it's the connective tissue between curiosity and commitment. Shut it off and you lose momentum. Keep it on, and you keep compounding authority, attention, and trust.

That's how we transform casual curiosity into gut-level commitment. That's how we turn clicks into skydives, and customers into loyal ambassadors. This is the work that lifts your brand off the ground—and keeps it flying at optimum glide ratio.

CHAPTER 9

ANALYTICS, ATTRIBUTION, AND OPTIMIZATION

Imagine flying blind. No, literally. You've hit rotation speed and all of a sudden, all your dials go to zero. No oil pressure, no altimeter, no airspeed indicator. Sure, you might be able to fly by feel and get into coordinated flight, but it's going to be rough.

And then you hit IMC.

Sounds crazy, you'd never take off without airspeed indication. And yet, that's exactly what most drop zones are trying to do with their marketing—fly blind with their fingers crossed. This isn't just a casual mistake—it's the single biggest factor that separates profitable operations from those bleeding money without even knowing why. When you don't track properly, you're not just blind—you're actively sabotaging yourself.

Here's the hard truth: intuition alone doesn't scale. The best drop zone operators we've worked with don't guess—they know. They know what's driving bookings. They know what's draining ad

spend. They can spot a winning campaign before the rest of the industry even catches on. That's not luck. That's data. And when the data is missing or miswired, the algorithms assume every click was worth zero dollars. That means the next time Google or Meta looks for an audience, they optimize toward worthless signals instead of the $586 tandem booking that actually happened. This is how DZs de-optimize their own accounts without realizing it.

In today's digital environment, data is the new altitude. If you don't have a clear view of your marketing performance, you're just hoping the canopy opens. And hope is not a strategy. Every missed conversion is not just lost insight—it's an expensive training exercise for the algorithms in how to ignore your best customers.

This chapter is about reclaiming control. It's about setting up simple, reliable systems that tell you what's working—so you can do more of it. It's about getting out of the weeds of clicks and impressions, and focusing on what actually moves the needle: booked tandems, growing revenue, and real ROI. It's also about avoiding the trap that most marketing agencies fall into. They don't know the skydiving industry, they don't understand our booking platforms, and they can't bridge the gap when the data doesn't flow neatly. They'll pat you on the back for reach or impressions, while your conversion tracking lies broken. And you're left in the dark, wasting ad spend while competitors pull ahead.

Most importantly, this chapter is about building a marketing machine that gets smarter over time. Because the algorithms are watching. And if you're not feeding them the right signals—conversion data, purchase values, customer actions—you're not just missing out. You're training them to send your money in the wrong

direction. Every week that passes without clean conversion data is another week of wasted budget.

You want to win in 2025? Start by measuring the right things. Track them consistently. Lock them in. Optimize ruthlessly. This is the foundation that will carry every other tactic in this book. Without it, you're just guessing—and guessing doesn't scale.

Start with the End: What You Actually Need to Know

Let's cut through the noise. Vanity metrics are just that—vanity. Page likes, impressions, even reach don't pay the bills. What you really need to know is what drives results, not just what makes you feel busy. Here's what matters:

- Cost per lead (CPL) – What are you paying just to get someone in the pipeline?
- Cost per booked tandem – This one's the crown jewel. If you know this, you know whether your marketing is profitable.
- Conversion rate (by channel) – You need to know if your Google traffic converts better than your Facebook traffic. If you're flying blind here, you'll spend money in the wrong places.
- Revenue per lead – Because not all leads are created equal. One channel might cost more, but bring in higher-paying customers.
- Return on ad spend (ROAS) – The ultimate measure of whether the machine is humming.
- Lifetime value (LTV) – How much revenue can you expect from a customer over the course of their relationship with your

business?

But let's expand that further. What's your average order value (AOV)? How much revenue do you capture on that first tandem jump, and how does it stack up against your customer acquisition cost (CAC)? If your CAC is $30-40 but your AOV is $500, you're in great shape. If your CAC creeps up toward $100 and you're not upselling video packages there's no profit. Now layer in LTV. Maybe that same customer buys a video package, comes back for AFF, doesn't like it, but decides that they want to do an annual tandem. Suddenly the value of that one lead isn't $500—it's tens of thousands over their lifetime.

That's what fuels sustainable growth. Of course we know that most tandem jumpers only jump once, but more and more we see that they are willing to buy gift certificates and build a group for a special occasion. We have one DZ who has a tandem client with over 40 tandem jumps!

Most DZs know exactly how much fuel they need to turn five loads, how many tandems or fun jumpers they need to break even on the day, and how many staff they need on the roster. But when it comes to knowing CAC versus LTV, or calculating true margins on their marketing spend, they're in the dark. This gap is what keeps operators stuck in survival mode instead of scaling with confidence.

Most platforms aren't going to hand you these numbers with a pretty bow. You have to build the system. But when you do? You'll unlock a level of marketing clarity that puts you light-years ahead of competitors who are still bragging about post likes.

We build this foundation for every Boom Shot Media client, because if you don't know your numbers, you don't know your business. It's that simple.

What You Measure Improves

Think about it. Start tracking your weight each week, and you might not reach for that donut as often. You start getting some extra steps in the parking lot, taking the stairs instead of the elevator, and over time, you improve. Simply because you started measuring.

We've talked with owners of multiple drop zones that have no idea how much annual revenue is pumping through their business. No idea what an average order value is, or how much they should spend for a click on Google or Instagram.

But once you start tracking these things, everything seems to fall into place. You know how much people spend in each transaction, what every user on the website is worth to your business, and it accelerates.

And then you can start sending this data back into the AI system at Meta and Google—and watch them improve.

The Core Tools

Your marketing isn't just about flashy visuals or catchy taglines—it's about results. And if you're not measuring, you're guessing. That's where analytics, attribution, and optimization come in.

Here are the core tools we deploy for drop zones, and some critical notes about how to use them properly:

Google Analytics 4 (GA4): Track web traffic, user behavior, and conversions. This is the foundation of modern analytics, but many booking platforms still don't integrate directly with GA4.

Google Tag Manager (GTM): GTM is our best friend when booking platforms don't integrate natively. For example, Burblesoft still sends Universal Analytics eCommerce data. You have to format and forward that data to GA4 through GTM so it registers properly as conversions. GTM also lets you install your custom conversion IDs and labels into Burblesoft, which will actually track sales into Google Ads (though not GA4). If you're stuck here, don't panic—ask ChatGPT to walk you through the steps.

Meta Pixel & Conversions API: Essential for Meta ad performance. Server-side tagging ensures conversions still flow even with iOS privacy changes.

Hotjar (preferred over Clarity): Heatmaps and session recordings with better rendering. These tools reveal where users are getting stuck or distracted.

Google Search Console & Ahrefs: Monitor SEO performance, identify keyword opportunities, track backlink health, and spy on competitors.

Search Atlas (or BrightLocal, Local Falcon, etc.): Geo-mapping to monitor how you show up in local search results, by business radius (we start with 70 miles).

These aren't just tech checkboxes—they're tactical systems that

create an edge. The magic happens when you wire them together correctly and bridge the industry-specific gaps that most generic agencies don't even realize exist.

Setting Up Conversion Tracking

If you're not defining conversions clearly, you're setting your campaigns up to fail. For skydiving drop zones, conversions include:

- Book Now clicks
- Completed bookings
- Form submissions (tandem/group inquiries)
- Phone calls
- Gift certificate purchases
- Walk-ins (from Google Ads)

But it's not enough to simply count these actions—you need to calculate back from last year's data and assign real business value. Ask yourself: how much revenue did you generate? How many website visitors did it take? What's the value of a visitor, of a page view, of a "*Book Now*" click, or even a phone call? Each of these touchpoints can be modeled with default values. For example, we often start a Book Now button click at $20, and for some DZs that number rises to $40–50. But here's the kicker: if it takes 10 clicks to get one actual booking, and your average order value is $585, then each of those clicks is effectively worth $58.50 to your business.

This math matters because it tells Google and Meta exactly

what actions are most valuable to your drop zone. When you tell the platforms that a click or a form submission is worth real money, they start looking for more people likely to take those actions—and they spend more aggressively to reach them. That's how the algorithms learn who your best customers are.

Assigning dollar values also changes how you interpret your funnel. A phone call might not always convert, but if even one in four calls turns into a tandem jump, then each call has measurable value. A gift certificate purchase today may result in two or three bookings down the line, multiplying its impact. The numbers don't have to be perfect, but they need to be consistent and realistic enough to guide the machine learning engines behind modern ad platforms.

The key is to use last year's performance as your baseline. Divide total revenue by total site sessions to estimate visitor value. Break down conversions to assign values across the funnel—page views, clicks, calls, forms, and bookings. Then feed those values into your platforms. Suddenly, you're not guessing about what matters—you're teaching the platforms to prioritize the right actions.

Assign real dollar values to each step in the funnel. This feeds platforms the right signals—teaching them who your ideal customer is and making sure your budget trains the algorithms to chase the outcomes that actually drive revenue.

Attribution: Giving Credit Where It's Due

Most DZOs misunderstand attribution. Marketing doesn't work in a straight line. Bookings happen after multiple touches. A

customer may see a Google search ad, then a Facebook video, then get a recommendation from a friend, then finally click your booking page. Which touchpoint gets the credit? That's where attribution comes in—and it's never perfect.

- First-click attribution? Outdated.
- Last-click attribution? Misleading.
- Data-driven? The future.

Use tools like GA4's attribution model comparison, Meta's attribution windows, and UTM parameters to see the bigger picture. But even then, we need to be clear: attribution is messy. Due to privacy rules, cookies expiring, VPN usage, and cross-device behavior, we will never see every single step of the journey. Analytics data will always have blind spots. If you obsess over precision, you'll drive yourself crazy and still end up wrong.

The right approach is to accept that attribution is directional. We don't chase perfection—we analyze trends. If Google search traffic consistently converts at 3x the rate of Instagram reels, that trend matters. If one campaign is producing leads at half the cost of another, we shift spend accordingly. The goal is not to have a perfect map of every customer's journey, but to recognize the channels and campaigns that repeatedly perform and lean into them.

Ultimately, as a DZO, you don't need to become an attribution expert. You need to know one thing: how much money is going into the bank. Our dashboards and reports are designed to simplify that complexity. We'll monitor the messy middle, identify high-performing traffic sources, and adjust spend to exploit what works.

You can focus on running safe loads, managing instructors, and keeping the planes turning.

Boom Shot Media's attribution dashboards make this practical. We aggregate data across channels, highlight trends, and help DZOs scale without wasting money. The details behind the curtain might be complicated, but the outcome is simple: more bookings, more profit, and more confidence in where your dollars are going.

Landing Page Optimization

Your landing page is the closer. If traffic is high but conversions are low, something's broken. Think of it like having a full plane but no one's pulling at the right altitude—wasted potential that should have been a sure thing.

The landing page is not a brochure, it's a closer's script. Every pixel, every button, every headline should point the visitor toward one outcome: booking a jump. If it distracts, confuses, or slows them down, it's costing you money.

Best practices include:

- Simple, no-nonsense layout with bold Book Now buttons front and center. No hunting, no scrolling—just obvious next steps.
- High-impact skydiving imagery—real customers, big smiles, adrenaline in the eyes. Show them the dream they're about to buy.
- Reviews and trust signals—recent jumpers, safety badges, even media features. People are handing you hundreds of

dollars to toss them out of a plane; give them reasons to feel safe.

- Fast, mobile-friendly load speeds—because if your page takes six seconds to load, that visitor is already on a competitor's site.

But here's the kicker: optimization is never finished. It's iterative, surgical, and often humbling. What you think looks great might flop. What you think is too simple might crush it. Use the data. Heatmaps show where thumbs are actually clicking, recordings show where users get stuck, and A/B tests tell you the truth you can't see on your own.

On mobile especially, the little stuff kills conversions: menus that don't expand, forms that are too long, images that don't resize. Users will rage-click themselves right off a site. Fix those pain points and bookings spike without spending another dime on ads.

This is why we tell DZOs: don't fall in love with your design, fall in love with results. The prettiest page in the industry means nothing if it doesn't make the phone ring or the booking form fire. Landing page optimization is about stripping away fluff until the only thing left is a frictionless path to purchase.

Treat your landing page like your best closer on the drop zone. It doesn't just talk—it gets people to sign the waiver, hand over their card, and walk toward the plane. And just like any closer, it gets better with reps, feedback, and adjustments. That's how you turn curious clicks into paying jumpers.

Reporting That Actually Helps

No bloated spreadsheets—just clarity. Reporting tends to get complicated when agencies aren't confident in their ROI, so they bury you under endless charts and vanity numbers that don't answer the only question you actually care about: did the money you spent come back with friends?

That's why we strip it down and calculate your all-in. When you spend with us, you'll see exactly how much revenue you're getting back—and from which platforms. No smoke, no mirrors, no hiding behind CPMs or reach. If you put in $10K, you'll see how much came back out, broken down by source. Simple, ruthless math.

We provide live dashboards showing:

- Tandem Bookings by source (our top-level metric—period, end of story)
- Ad spend + agency fees so you see the true cost of customer acquisition & calculate profit
- CPL & ROAS for measuring efficiency across platforms
- Top creative assets so you know what ads are actually pulling weight and what's bleeding cash
- All-in ROI so you can answer the question: did this work or waste money?

Everything else is a leading indicator—great for us as analysts, but ultimately your marketing has one job: to generate real, measurable bookings. If it's not making the phones ring, not filling your loads, not putting tandems on the manifest, then who cares about impressions or likes? Those numbers are dessert. Bookings are the meat and potatoes.

And here's the part most agencies never deliver: context. Every week, we don't just send you numbers—we highlight "what changed." Did we launch a new campaign? Shift budget? Test a new piece of creative? Push a seasonal promo? You'll know exactly why the metrics moved. That way you can connect the dots from action to outcome instead of guessing in the dark.

This is reporting with teeth. It's not about overwhelming you with noise—it's about giving you a cockpit-style HUD that shows the only dials that matter. You'll know what's working, what's not, and where your money is multiplying. That's the kind of clarity that lets you make confident calls and keep scaling without fear.

Case Study: Skydive Seneca Lake

When we brought Skydive Seneca Lake onboard, they were bleeding ad spend. Thousands of dollars every month were being poured into Google Ads with no conversion tracking in place. Tough situation—the algorithm was completely blind. Burblesoft was tracking leads internally, but none of that data was reporting back to Google or Meta. To the platforms, it looked like every click was worth zero dollars.

They were relying on word of mouth and referrals. Sound familiar?

The impact was brutal: wasted budget, mounting frustration, and no ability to tell which campaigns were driving results. This wasn't just inefficiency—it was a slow bleed that threatened their growth. Without data feeding back, the algorithms had no way to learn who their ideal customers were.

While they weren't suffering, the numbers weren't making a whole lot of impact in year three of their business.

Within six weeks of launching our system, everything flipped. We cut waste, implemented conversion tracking, and rewired their ad account so that every booking and lead event was passed back into the platforms. Finally, Google and Meta could see the real value of each action. Instead of optimizing for junk clicks, they started targeting people actually ready to book skydives.

By July 2025, the results spoke for themselves. Seneca Lake recorded a stunning 142 tandem bookings in a single month—a record for them, and nearly a 50% improvement over the previous year. And this wasn't a one-off spike. The momentum carried through the rest of the summer, creating their strongest season on record. The system we built gave them sustained lift, not just a short-term bump.

Here's the kicker: none of this required a bigger ad budget. Same planes, same instructors, same monthly spend. The only change was smarter signals, better tracking, and a marketing machine built to feed platforms the truth instead of garbage data. That shift transformed their account from a leaky bucket into a growth engine.

That's the power of analytics, attribution, and optimization done right. Skydive Seneca Lake proved that when you stop flying blind and start feeding the platforms accurate data, the business impact is immediate—and it lasts all season long.

While paid ads shouldered the burden, we began building their authority engine with a newsletter, review automations, local SEO,

and now? They're looking at opening a second location in 2026.

That's the power of this marketing system! We've helped them grow from a small business to a more medium-sized business and they are talking about one day getting a turbine.

That's why we do this stuff. We love watching our clients succeed.

Wrapping It Up

Analytics isn't about spreadsheets—it's about control. It's about knowing exactly where every dollar goes and whether it comes back multiplied. You don't need a wall of graphs or a 20-tab spreadsheet—you need clarity and speed. Track revenue, optimize campaigns, and know your ROI in real time, not months later when the season has already passed you by.

This chapter should drive the point home: if you're not feeding Google and Meta accurate conversion data, you're not just missing out—you're actively teaching them to ignore your best customers. That's not neutral. That's destructive. You're spending real money to train billion-dollar algorithms to chase the wrong audience. The fix is straightforward but takes discipline: dial in your conversions, assign real dollar values to every action, and keep feeding the machine until it understands who your ideal customer is. That's the moment when marketing shifts from a slot machine to a predictable, scalable engine.

We've walked through the key numbers that matter: cost per lead, cost per booked tandem, ROAS, average order value, customer

acquisition cost, and lifetime value. These aren't vanity—they're the heartbeat of your business. We've covered the critical tools—GA4, GTM, Meta Pixel & Conversions API, Hotjar, Search Console, Ahrefs, and geo-mapping platforms—and explained how they stitch together to close the blind spots. We've laid out why attribution will never be perfect, but why trend analysis is enough to double down on what's working. We've reminded you that your landing page isn't art—it's your closer. And we've shown that reporting should be stripped down to the essentials: bookings first, everything else second.

The case study with Skydive Seneca Lake proves it isn't theory—it's real. When we put the system in place, they went from bleeding cash to a record 142 tandems in a single month, with the momentum carrying all season long. Same budget, same planes, different outcome. That's what happens when you stop guessing and start feeding platforms the truth.

At Boom Shot Media, we believe in clean data, clear goals, and dashboards that connect directly to booking systems. You'll see which platforms drive revenue, which campaigns waste budget, and where to push harder. No smoke. No mirrors. No excuses. Once the platforms are trained on accurate signals, growth isn't random—it's built in.

That's the entire point of analytics, attribution, and optimization: control. You stop flying blind. You fly with purpose. And instead of chasing the industry, you pull ahead. That's how you scale smart, protect your margins, and win in 2025 and beyond.

CHAPTER 10

SEASONAL VS. YEAR-ROUND MARKETING TACTICS

Not every drop zone lives on the same rhythm—and your marketing shouldn't either. Some DZs run all year in places like Florida, California, or Arizona, enjoying steady weather and a flow of tourists. Others? They're at the mercy of Mother Nature, operating April through October and crossing their fingers for sunny weekends.

Here's the truth: even those April–October drop zones are still year-round businesses. Their planes might not be flying in January, but the business is still alive and kicking. The phones still ring, gift certificate redemptions still happen, bills still come due, and customers are still out there searching and dreaming. Marketing doesn't pause just because the plane is in the hangar—it simply shifts its focus. Off-season is where systems are built, pipelines are warmed, and revenue is banked for spring.

The problem is that most drop zones market like it's peak summer all the time. They blow out ad budgets in the winter, send

promos that fall flat in February, and keep pushing "book now" when their customers are just thinking about what socks to wear in the snow. When you run your strategy like July is the whole year, you set yourself up for waste and disappointment.

That's not strategy. That's guessing. And it costs you.

This chapter is about syncing your marketing to your operational reality. It's about understanding your seasonality—whether you're truly open year-round or seasonally—and adapting your tactics accordingly. A seasonal operation still requires year-round marketing discipline. If you treat the business as "closed" for six months, you lose brand visibility, you stall momentum, and you end up scrambling in the spring.

Year-round marketing doesn't mean you're running the same campaign every single month. It means you're pacing smart, shifting gears, and using the slow times for building. It means nurturing past customers, testing offers, investing in SEO, tightening your website, and laying down the automation that makes peak season hum. When demand is high, you execute hard. When demand is low, you prepare relentlessly.

Think of it like a gearbox. If you ride one gear all the time, you burn out the engine. But if you know when to ease back, when to accelerate, and when to prepare for the next turn, you move smoother and faster. That's what marketing in sync with your operational season really is.

If you want sustainable growth, better ROI, and stronger off-season cash flow, you've got to stop treating July like it's the whole year. Recognize that April–October drop zones are still

year-round enterprises—they simply have different modes. Shift those modes deliberately, and you'll find yourself miles ahead of the DZ that only shows up when the sun does.

Let's break it down.

First, Define Your Operating Season

Every drop zone is different—and your marketing strategy should reflect that.

Some DZs live in the sunbelt and jump 12 months a year. Others are in snow country and lucky to get seven solid months. But even beyond weather, you've got your own traffic patterns, local events, student schedules, and unique operational flow.

So start here: How many months are you realistically jumping? And within those months, how consistent is your jump activity?

Break your calendar into three zones (and let's give them names that actually feel like skydiving, not generic marketing lingo):

Peak Season (Full Throttle): when you're running full tilt—great weather, high demand, every plane load counts.

- Focus ad spend on direct conversions.
- Push urgency messaging via email/SMS.
- Retarget aggressively and upsell video packages or merch.
- Generate reviews and social proof to fuel long-term growth.

Shoulder Season (transition periods): slower traffic, fewer bookings, but still operational—this is prime time to test, refine,

and nurture your audience while maximizing bookings during good weather.

- Target past customers with bounce-back offers.
- Run specials on weekdays or groups to keep planes flying.
- Experiment with ad creative, landing pages, and new promos.
- Keep content flowing—recaps, teasers, and community highlights.

Ground Crew Season: whether you're fully shut down or just keeping the lights on, this is where you build systems, generate gift certificate revenue, and prep your next run.

- Launch holiday gift certificate campaigns (Black Friday, Christmas).
- Rebuild or tighten your website, copy, and booking flow.
- Build automation: nurture emails, abandoned cart flows, review requests.
- Double down on SEO, evergreen blogs, and long-tail content.

This framework gives you the map to plan smart—when to push hard, when to nurture, and when to rebuild. The big takeaway? Every DZ needs a customized strategy. There's no one-size-fits-all marketing calendar in this business. You've got to market in sync with how and when you jump. When you do, you stop wasting money and start maximizing momentum year-round.

Peak Season: Full Throttle Execution

Peak season isn't the time to experiment—it's go time. Planes are full, phones are ringing, and customers are ready to jump. Your job? Convert every opportunity. Every lead, every click, every glance at your website or ad needs to funnel straight into action.

During peak season, you've got to have your marketing systems dialed-in, not warming up. It generally takes about 45 days for a Google Ads account with new attribution (accurate conversions) to be optimized. If you're doing this in June—you won't be optimized til mid-July, missing out on 1-2 months of maximizing your business.

At Boom Shot Media, we treat this season like a sprint. Paid media goes all-in across Google, Meta, YouTube—every platform where our audience hangs out. We increase budget, tighten targeting, and obsess over performance. For a busy 182-day operation, paid media budgets can easily hit $3,000 per month, and every dollar needs to pull its weight. That means clear conversion tracking, daily optimization, and a watchful eye on what's driving bookings versus what's just burning cash.

Google Ads are the backbone here—they capture intent and claim the market share your DZ might otherwise be losing to competitors. If you're not appearing when someone searches "skydive near me," you're handing that tandem slot to the drop zone down the road. Paid search keeps you in the conversation at the exact moment people are ready to buy. Layer that with Meta retargeting and YouTube pre-roll, and you've got a surround-sound effect that keeps your brand top of mind.

But paid ads are just part of the peak-season arsenal. Reviews matter more than most operators realize. Every five-star review

posted in July becomes a silent salesperson working for you in January. That's why we push systematic review generation—email reminders, SMS follow-ups, and on-site signage that makes leaving a review simple and natural.

Peak season is also the time to lean into community and visibility. Hosting events, running mid-season promotions, or highlighting jump milestones creates buzz and drives word of mouth. Newsletters keep your audience engaged with stories, photos, and promotions, reminding past customers that there's always another reason to return. We're not just filling the plane today—we're planting seeds for tomorrow.

And we're planting them everywhere people hang out online.

Urgency is your best friend. Your email and SMS campaigns should sound like they're written with a stopwatch in hand: "Only 6 tandem spots left this weekend." "Jump before the heat hits." Create fear of missing out without being spammy. The key is precision and authenticity—make the urgency real and the offer compelling.

Upsells become easy money during peak season. Showcasing high-energy video packages, branded merch, and bonus incentives for repeat jumps adds revenue without extra jumps. Retargeting should be running daily, sweeping up all those cart abandoners and site visitors who weren't quite ready yesterday but will be today.

The long game never stops. Every review, every click, every event recap feeds the flywheel. The goal is not just maxing out July—it's ensuring you roll into September with momentum and into the off-season with cash flow.

The key mindset here? Don't get distracted. If it's not converting, cut it. If it works, scale it. July is not the month to launch your new CRM or redesign your homepage. Run what's proven, move fast, and optimize on the fly. Peak season is where you bank your brand momentum for the rest of the year. Don't waste it.

Shoulder Season: Smart Scaling and Funnel Filling

This is where savvy marketers get ahead of the curve. Shoulder season—those quieter weeks on either end of your peak months—isn't downtime. It's prime time to build your funnel, re-engage your audience, and start setting the hooks for next season's bookings.

The weather may be inconsistent. The bookings may taper off. But you can still put butts in harnesses during good weather days even as attention in the digital sphere wanes.

This is your chance to scale smart and plant the seeds that grow revenue in spring and summer. And here's the kicker: you can absolutely drive more bookings here by leaning into paid media. Even when volumes are softer, the people searching are still high-intent. Bundles work especially well—gift certificates paired with video, group deals with merch, or birthday specials that add perceived value without heavy discounts. Paid campaigns keep you visible, test messaging for peak season, and ensure you don't disappear from your market when it matters.

Start with your past customers. Fire off targeted emails that say, "Come back before the season wraps up," or "Bring a friend, jump for half." People who've jumped with you already are your easiest

conversions—they know the thrill, and now you're giving them a reason to chase it again. Segmenting lists and hitting them with bundles is gold here: tandem + video packages, or group promos that incentivize repeat and referral.

We use the shoulder season to run weekday specials, push group incentives, and test what kind of messaging actually moves people. This is the time to experiment with new ad creatives and landing pages. What gets clicks in September might be your secret weapon in June. Paid traffic isn't just a gamble here—it's a proving ground. Test offers, track performance, and double down on what works so you're not guessing when demand spikes.

It's also the perfect time to launch early gift certificate offers. Think holiday pre-sales, birthday bundles, or "beat the rush" promos. These not only drive cash flow now—they stack bookings for next year. With paid ads, you can target holiday shoppers, adventure gift buyers, and your own past jumpers' networks. Every sale now becomes a guaranteed booking later.

Keep your content engine running. This is when we re-engage dormant followers, post recaps from peak season, and preview what's coming. Keep showing life at the drop zone, even if you're not running every day. Stories, behind-the-scenes videos, and even weather updates remind your audience that you're still active.

The shoulder season rewards consistency and planning. It's not about going full throttle—it's about pacing smart, building momentum, and making sure your brand doesn't go dark when customers are still out there browsing. Use this window to sharpen your paid media, package irresistible bundles, and test what actually moves the needle. The DZ that treats shoulder season as its own

battlefield ends up with momentum, cash flow, and brand presence long after others fade into the background.

Offseason: Build for the Future

When your plane's grounded, that doesn't mean your business should be. Offseason is your unfair advantage—if you choose to use it. While your competitors are ghosting their audience and hoping for better weather, you're working the backend, tightening systems, and setting up the next season's wins.

Let's start with cash flow. The holidays are prime time for gift certificate campaigns. In fact, our best gift certificate months are November–December and May–June—ironically, both off-season months depending on where you're located. Those campaigns not only cover expenses during the quiet months, they preload your spring calendar with guaranteed revenue. Target your existing audience with limited-time gift card discounts, birthday bundles, or group jump promotions. Get creative, but keep the CTA clear and trackable.

We spoke about Chattanooga Skydiving Company already during winter, but their Father's Day & Mother's Day campaigns are not to be missed. We can drive an additional 100-150 bookings a year with the added BFCM campaigns. That is huge, and an opportunity to put some money in the bank getting bookings for next season.

The offseason is also when we shift focus from urgency to endurance—content that lives longer, ranks stronger, and builds trust while you sleep. Blog posts, gear guides, first-jump FAQs,

local landing pages—these assets work like sales reps long after you've written them. Publish consistently during the offseason and you'll win big when you open up again. Stay top of mind while your competitors vanish.

Email and social campaigns are crucial here. Run gift certificate promos through newsletters and organic posts. Push limited-time bundles with strong visuals. But here's the nuance: dial back your paid search ads. There's less in-season demand, so pouring money into search clicks isn't efficient. Instead, use those resources on remarketing and nurturing the list you already own. Paid search should flare back up when intent returns in spring.

This is also the moment to finally tackle automation. Build out your email sequences: review follow-ups, abandoned cart flows, nurture emails for people who signed up but didn't book. These workflows pay off huge when volume returns.

And if your website is clunky, slow, or just plain ugly? Rebuild it now. Not next May when bookings are flying in. Fix your UX, tighten your copy, get your booking flow dialed. Offseason is when you set the stage for a seamless peak season.

Plan your creative now—ads, offers, promos. You don't want to be brainstorming in June. You want to be executing with precision.

We've seen it again and again: Boom Shot clients who work their offseason show up to spring locked in. Their engines are warm, their marketing is humming, and they're ready to fly while everyone else is still dusting off gear.

Year-Round DZs: Pulse the Playbook

Just because you're open all year doesn't mean you get to coast. In fact, running year-round is a strategic advantage—if you pulse your efforts the right way. The biggest mistake we see from warm-weather DZs? Running the same "book now" message every single week like a broken record. That's how you burn out your audience, kill your click-through rates, and bleed ROI.

Year-round ops demand year-round variety. Think of your marketing calendar like a DJ set—you're not hammering the same beat for four hours straight, you're mixing, dropping, and shifting energy to keep the crowd engaged. That's how you should run campaigns. Rotate with intention, not desperation.

In January, ride the New Year resolution wave: bucket list messaging, personal growth angles, "make this the year you finally jump." In February, Valentine's promos—couples jumps, gift ideas, even anti-Valentine adrenaline escapes. March through May? Lean into spring breakers, college grads, and military appreciation campaigns. Summer is its own beast—tourists, family outings, adrenaline junkies hunting thrills. And when fall hits, pivot into back-to-school specials, weekday promos, and early holiday gift certificate pushes.

Use real-time weather triggers to make your message land harder: "Forecast says 72 and sunny this weekend—let's jump!" People are impulse-driven when the conditions are perfect. A timely text or ad can turn a maybe into a booked tandem in minutes.

But it's not just about promos. Layer in quarterly objectives that

keep you sharp: Q1 for review generation and list building. Q2 crank out video content and user-generated clips. Q3? Lean heavy into retargeting and upsells—merch, video bundles, repeat jump discounts. Q4, build your gift certificate machine and own the holiday season. Each block has a purpose, and when stacked together, you create momentum that carries through the entire year.

And don't forget the fundamentals: newsletters keep your list warm, events create buzz, social content keeps you visible, and paid media makes sure you're capturing the market share that should already be yours. Every lever has to move in rhythm, not randomly.

Stay open. Stay agile. And most importantly, stay intentional. Being open 12 months a year is a gift, but only if you treat it like one. Market like a pro, not like a hobbyist with a megaphone. Pulse your playbook with discipline, and you'll keep filling planes while other DZs fade into background noise.

Your Offseason Strategy

Many of our new clients have treated their off-season like it's time to lock up, head south for some extra tandem work, and maybe rent the plane out. No bookings, no follow-up, no visibility.

Let's change that.

First, rethink the off-season as a revenue-building opportunity —not dead air. We craft a full-blown winter campaign centered around holiday gift giving, with:

- A high-impact Black Friday and Cyber Monday push via email and SMS

- A small budget in Google Ads targeting high-intent keywords like "bucket list gift ideas," "gifts for adrenaline junkies," and "unique Christmas gifts"
- Meta advertising with exciting photos, videos & deals
- Custom landing pages built for speed, mobile, and conversion, split-tested for performance

What happens next? Gift certificate revenue rolls in. Even a $100 gift certificate can turn into a $500+ transaction when they redeem. And of course they'll bring a friend!

But don't stop there. Monitor Reddit threads for local buzz, review Google Business Profile activity, and keep a pulse on reputation even during the off months. Enter spring with fresh cash flow, stronger brand awareness, and a clean runway to scale up.

Bottom line: Smart offseason strategy doesn't just keep the lights on—it fuels the next season's lift-off.

Final Thought: Match the Message to the Moment

The difference between average and exceptional drop zone marketing isn't just budget or location—it's timing and intent. The smartest operators know that it's not about choosing between seasonal or year-round marketing. It's about recognizing the pulse of your operation and syncing your message to the moment.

Let's recap the big picture. In peak season? Push hard. Be loud. Drive urgency. Capture every booking you can. This is when you unleash your paid media budget, push reviews, pack newsletters, and ride the wave of natural demand. In Shoulder Season—the

month before and after peak—you shift gears. Focus on re-engagement, bundle offers, weekday specials, and testing ad creatives. It's the proving ground that sets you up to dominate when demand spikes again. In Ground Crew Season—the so-called off-season—you don't disappear, you build. Dial back paid search, lean into gift certificate campaigns (especially Nov–Dec and May–June), publish content that keeps you visible, and shore up systems, websites, and automation.

This isn't about guessing or winging it. It's about being intentional. Strategic. Measured. Paid media isn't just fuel in summer—it's leverage year-round when deployed smart. Bundles that include video or merch drive higher ticket values and keep your brand sticky. Reviews gathered in July sell jumps in January. Content published in December ranks in March. The long game is won in the months when most DZs go silent.

We've proven it. We've helped clients build winter campaigns that booked $50,000 in three weeks. We've designed spring strategies that exploded local search rankings. We've seen Midwest DZs turn their "dead season" into a cash flow engine with $17K in gift certificates before snow even melted. This is what happens when you stop treating July like the whole year and start pulsing your playbook with intent.

You don't disappear when the plane stops flying. You evolve. You prep. You double down on visibility. You play the long game with discipline.

Remember: To your customers, skydiving is seasonal. But to you? It's your livelihood. Your brand doesn't take a snow day. It grows, adapts, and gets sharper with every cycle.

Run hard when the sun shines. Prep and plant when the weather turns. Stay visible. Stay intentional.

And most of all—market like you mean it, 12 months a year.

CHAPTER 11

THE RISE OF AI IN MARKETING

AI isn't coming. It's already here—and it's already reshaping the way customers discover, evaluate, and book experiences online. And if you haven't noticed it yet, that doesn't mean it's not happening. It means you're still looking at the world through an old playbook while the rules have already been rewritten.

Most drop zones haven't felt the full weight of that shift. Not because AI isn't active, but because this industry moves slow. Skydiving has always been a step or two behind when it comes to digital adoption. That's fine when the stakes are low, but when the way customers search, decide, and spend is being reshaped in real time, being behind isn't just inconvenient—it's a direct hit to your bottom line. The operators leaning into AI right now? They're the ones building tomorrow's playbook, and make no mistake—they'll eat everyone else's lunch while the rest of the field is still trying to figure out last year's Google algorithm update.

Artificial intelligence is not some toy app for tech bros in Silicon Valley. It's rewiring how marketing gets planned, how

content gets created, how ad dollars get optimized, and how real decisions get made. It's in your analytics dashboard, quietly surfacing patterns you'll never catch by eyeballing numbers. It's in the split-second decisions Meta makes about which eyeballs to show your ad to. It's in the subject line suggestion that gets your email opened, and it's in the predictive behavior model buried in your booking software that decides who's a serious lead versus who's just kicking tires.

If that sounds heavy, good. This chapter isn't here to comfort you. It's here to hand you a wake-up call and a runway. We're not inching toward some AI-enhanced marketing future—we're living in it right now. The question isn't "when will this matter?" It's "how fast can you adapt before someone else captures the ground you're standing on?"

Here's the plan: I'm going to break down exactly what AI is doing to the marketing landscape, why it matters for your DZ, and most importantly, how to weaponize it without losing your own voice in the process. You don't need to be a coder, a prompt engineer, or a wizard with Python scripts. What you do need is the discipline to show up, test, and adapt. That's how you win here. So buckle up—let's talk about how.

AI Is Reshaping Search

Search isn't just about keywords and links anymore. It's being rebuilt around answers, entities, and context. In fact, it's being rebuilt outside of traditional search engines altogether.

As of this writing, ChatGPT is the #1 app in the Apple App

Store. Google? Number six. And that tells you something important: people aren't just Googling anymore—they're having conversations with AI tools that summarize, synthesize, and suggest.

And here's the kicker: when someone types a question into ChatGPT, Perplexity, or Grok, they're using more natural, longer-form queries. They're describing exactly what they want, what they care about, and what they're comparing. These platforms don't just spit out a list of blue links. They build an answer, and your brand might be part of that answer… if the AI knows you exist.

But right now? You don't get a report showing how often your drop zone was mentioned or linked in a ChatGPT conversation. You can't see how many times your company showed up in an AI-powered product recommendation. That data's still coming—and it will come—but the brands that will win are already showing up where these LLMs get their training data: your website, your reviews, your content.

AI-powered search is about trust, context, and structured data. And unlike traditional SEO, which focused on keyword stuffing and backlinks, this new era demands clarity, consistency, and authenticity across platforms.

Search is becoming answers, not links

- Google's AI Overviews now summarize results inline.
- Users are staying on the results page, not clicking through.
- Zero-click searches are rising, and map pack visibility is everything.

Personalization is now the norm

- AI tailors search results based on behavior, history, and predicted intent.
- Two people searching "skydiving near me" may get very different results.

Search is happening outside Google

- Customers now start journeys on TikTok, Reels, Reddit, and ChatGPT.
- They want curated recommendations, not just raw search listings.

Search is continuous, not linear

- A customer might see a Reel, check your site, then bounce to Google, then hit reviews, then DM your Instagram.
- Trust is built across every touchpoint, not just one landing page.
-

What this means for DZs:

- Optimize your Google Business Profile like your life depends on it.
- Be present across platforms with consistent reviews, visuals, and messaging.
- Create content that answers questions before they're asked.
- Train AI systems (like Google's and Meta's) with clean conversion data and smart targeting.
- Understand that your brand reputation in AI tools tomorrow is being trained on your digital presence today.

The DZs who understand this shift won't just survive—they'll capture market share from everyone still chasing rank. And those who sleep on it? They'll wonder why their bookings dried up while someone else's AI-fed brand kept showing up as the best option… every time.

What AI Means for Drop Zone Marketing

You don't need to become a prompt engineer, and no one's asking you to speak fluent Python. But you do need to understand what AI tools can do—and what happens when you don't use them while your competitors do.

AI is no longer just for the tech bros in Silicon Valley. It's the invisible co-pilot behind the biggest marketing wins we see in drop zones right now. We're talking about tools that can:

- Draft marketing content that actually sounds like you—and do it in seconds
- Analyze thousands of rows of performance data to spot trends and outliers
- Personalize email and SMS campaigns based on customer behavior, not guesswork
- Generate ad copy and even visuals that perform better in A/B testing
- Forecast future bookings based on past traffic, weather, and seasonality
- Scour the web for the latest marketing strategies and synthesize the tactics

- Calculate how much revenue a new competitor might be draining from your local SEO (yes, really).

In the future, Chat GPT will be your personal concierge and be able to buy products and even book tandems on your website.

But here's the line no tool crosses for you: ChatGPT can't originate unique, rights-cleared, insider-rich content born from your people and your place. It can't host a "Top Skydiving Scenes in Movies" watch-along where your instructors pause, break down the stunt rigging, roast the bad exits, and drop the inside baseball only jumpers know. It can't sit your S&TA down for a mic-drop on canopy choices. It can't ride along on a weather-hold hangar tour and catch the jokes. That's your lane.

I'm talking embedded videos, podcasts, interviews, long-form reels, DZ life vlogs, and real-people moments. You're already wearing cameras on your head twelve hours a day—turn that into peer-to-peer connection the algorithms can't fake. Let AI handle the outlines, hooks, thumbnails, rough cuts, captions, and distribution calendar. You supply the face, the voice, the scars, and the credibility.

The goal isn't to replace your strategy. It's to amplify it, sharpen it, and move faster than you ever could manually. If you've ever felt like your marketing is always a step behind, AI is how you catch up and start leading—while your human-only content builds the moat nobody else can copy.

The difference now is speed. Execution. Precision. And the drop zones that use AI aren't just working smarter—they're pulling ahead while everyone else is still writing blog posts the old way.

Don't let your competition outpace you because you were waiting to "figure it out later." The future is here—and it's ready to work for you.

Our Vision for AI

At Boom Shot Media, we don't treat AI as a replacement for human thinking—we treat it as a force multiplier. The philosophy comes straight out of our AI Driven Business framework: AI is a thought partner that enhances clarity, speed, and execution, not a substitute for human judgment. Think of it as nitrous bolted onto an already fast car. It doesn't steer for you, but it pushes you forward with explosive acceleration.

Here's how we use AI as an extension of our strategy:

- Draft ad headlines and descriptions for hyper-specific audiences based on curated brand guidelines
- Generate and test multiple subject line variations to find winners
- Summarize reviews into concise, high-impact social proof
- Build first-draft blog structures aligned with brand tone
- Analyze campaign data to spot hidden performance patterns
- Transcribe, summarize, and create action items from meetings
- Analyze our business model at scale, across multiple drop zones and localities, finding an edge above other marketing agencies and DZs who aren't there yet

The real differentiator is that we don't just run generic prompts.

We train AI on our own performance data—bookings, upsells, CTRs, ROAS—pulled across multiple clients and markets. That feedback loop gets sharper every month, creating smarter insights and faster execution.

Our AI models are connected to our Google Drive, our Emails, or Slack communications. We record every conference call, webinar, and strategy session, and feed that data into the machine.

Other agencies are still slapping raw AI drafts online. We run AI like a high-performance engine: fueled by clean data, tuned with our frameworks, and always driven with intent. That's why our creative doesn't just sound like you—it sells like you.

This is the path to winning in the AI era: not more content, but smarter content, delivered with speed, precision, and voice.

Paid Media Optimization with Machine Learning

Let's be clear—if you're running paid media in 2025 and not feeding your campaigns the right data, you're not just underperforming… you're actively hurting your account. Platforms like Google and Meta are built on AI now. They're not just "showing ads." They're making micro-decisions in real time based on user behavior, predicted conversion value, and how much they trust your data.

AI powers:

- Matching ads to the highest-likelihood audiences
- Adjusting bidding strategies based on live signals
- Grading your landing pages based on quality and intent

- Estimating lifetime value of a user before you've even seen them convert

But here's the kicker: these platforms only work as well as the data you feed them. Garbage in? Garbage out.

That's why we hammer home the importance of owning and feeding back your conversion data. You can't just stop at "we got some leads." You need:

- Full conversion tracking that includes actual sales revenue, not just form fills
- Segmented audience lists built from real past customers
- Clean customer match uploads—complete with email, phone, jump date, birthday, age, zip code, and lifetime value
- Accurate acquisition cost benchmarks

We use tools like Google Ads conversion imports, Meta's offline conversion tracking, and CRM-to-ad platform integrations to make sure the AI knows exactly who spent money—and how much.

The result? Your campaigns stop guessing. The system starts optimizing based on who's actually putting dollars in your business. We've taken drop zones from a total lack of conversion tracking to 110% YoY growth because we fed the platforms what they need to learn and win.

Think of it like training a high-performance athlete. If you only tell them half the results from their workouts, they can't improve. But when you dial in the metrics? Progress gets fast.

And remember, this data isn't just helping your current

campaign. It's feeding the long-term machine. When you build this system right, your cost per lead goes down, your ROAS goes up, and your brand becomes the obvious choice—even when you're not the cheapest one on the list.

This is the difference between paid media that burns money… and paid media that builds empires.

So don't just hit "boost post" and cross your fingers. Feed the system. Train it on your real success stories. And watch what happens when your campaigns stop guessing and start knowing who your next customer is.

Predictive Analytics and Forecasting

AI tools can now do more than just crunch the numbers you already have. They can forecast what's about to happen in your business if you give them the right fuel. That means we're not just looking at past performance—we're using predictive analytics to sketch out the future of your growth.

These systems can:

- Predict which leads are most likely to convert and assign them real revenue values
- Suggest the best days/times to send campaigns for maximum impact
- Identify patterns and inflection points that humans might miss, like seasonal weather impacts on bookings
- Forecast growth in new clients based on market size, local search demand, and your own historical results

Here's what that looks like in practice: let's say your drop zone sits in a market of 2 million people, with past data showing a 3% conversion rate on targeted ads. An AI model can take that data, layer in seasonality, competitor activity, even weather cycles, and project how many new clients you can realistically pull in this year—and what it'll cost you to do it. Instead of flying blind, you've got a flight plan with altitude, distance, and fuel all mapped out.

For one client, just flipping the switch on AI-driven send times boosted email open rates by 17%. That's a small example, but zoom out: when you use predictive analytics at scale, you can plan staff schedules, aircraft hours, gear purchases, and cash flow based on data-backed forecasts rather than gut feeling. You know when to double down on spend, when to pull back, and how to set realistic growth targets.

The bottom line: predictive analytics takes the guesswork out of scaling. It helps you see not just where you are, but where you're going—and whether your current runway is long enough to get you there.

Personalized Marketing at Scale

Let's be clear here: the fully autonomous capabilities aren't there yet. But we're heading that way fast. Right now, most ad platforms work by letting you upload the types of content that perform at various points in the funnel—top-of-funnel awareness, mid-funnel education, bottom-funnel conversions—and then letting the AI do the optimization work in the background.

The vision? Eventually, AI will be able to present a personalized brand representation to everyone—if it's set up properly. Imagine every tandem lead receiving messaging that feels handcrafted for them: the AFF prospect gets a tailored explanation of training, the holiday shopper gets a festive promo for gift cards, and the hesitant first-timer gets reassurance and proof points in real time.

We're not all the way there, but we're already seeing the beginnings. With clean behavioral and transactional data flowing back into the system, the AI learns which creative belongs at which stage and serves it up automatically. Done right, it feels like a one-to-one conversation at scale—human, personal, and timely—even though the heavy lifting is handled by machines.

AI and Creative Work

We're also seeing tools that can:

- Create short-form video clips from longer content—complete with branding, captions, and AI-suggested cuts that maximize engagement.
- Write video scripts based on product descriptions, customer personas, and even the emotional tone that matches your brand.
- Suggest layout tweaks, color schemes, and design shifts based on live user behavior and conversion performance.
- Create deep-fakes of you at the DZ marketing your business (while fun, this is not advised unless you make it clearly funny! Don't trigger the uncanny valley. Your real-life vids are the best, this is a new capability to play with)

But this is just the start. Imagine AI tools trained by your own team to produce fully personalized tandem videos—edited to highlight each jumper's specific experience, with real reactions, audio, and branded storytelling. Platforms like Swoopware and Shred Video already hint at what's possible, but they're still relatively rigid. What comes next? AI-powered editors that can create stunning, unique experiences for each customer automatically—then queue them for approval by your trained team.

These aren't human replacements. They're creative accelerators. They give your team a head start so you can focus on the big ideas and the high-impact work. AI takes care of the grunt work—your people still drive the narrative. That's how the best work gets made: fast, human, and scalable.

Guardrails: What AI Can't Do (Yet)

AI doesn't understand:

- Your drop zone's unique vibe
- The local weather, culture, and personality of your team
- The nuance of skydiving safety or training systems
- How to serve up fresh, unique viewpoints on videos or create fun, unscripted content at the DZ

At least—not until you teach it. And even then, there are limits. Platforms today can optimize distribution, but they can't replicate the way your instructors riff on a jump video, or the energy of hangar banter turned into shareable content. That's why we're doubling down on what ChatGPT and the platforms can't do—

and making sure we show up in search and feeds right there.

This is the mistake most people make. They think AI should "just work." But it's only as smart as the data you feed it. When you upload your analytics, your email performance, your customer reviews, your conversion data—that's when AI begins to recognize the hidden threads that make your business tick.

AI isn't some all-knowing oracle. It's a machine trained on data. And if you want it to help you lead, manage, and grow your drop zone, you need to train it on your drop zone. Once you do that? The results can be incredible.

It can help you spot patterns in customer behavior you'd never see on your own. It can tie together email open rates with weather patterns. It can show you when people are booking, what they're clicking, and where they're dropping off. And from there, it can help suggest where to improve, when to pivot, and how to scale.

This is about augmentation, not automation. You're not handing off your brand. You're upgrading your toolkit—and using AI to multiply your leadership impact.

Don't fear the tools. Train them. Mold them. Make them work the way you do. Double down on the uniquely human, uniquely local pieces of your story that no algorithm can generate.

That's how you lead in the AI age.

How to Get Started With AI

Our go-to prompt to kick off a productive AI session? Try: "I'm

dealing with [insert problem] and considering [insert solution]. Help me work through this by asking me one question at a time." This structured dialogue unlocks better thinking, faster.

It also leads to what we like to call the "epiphany moment"—where you're using AI to explore your thoughts and decision making from a different perspective. Above all, you need to start using AI now or you risk getting left behind.

Pick one tool and test it

ChatGPT: have it interview you about your business and marketing strategy to uncover hidden connections.

Claude: Use it to experiment writing content with better structure and tone matching.

Midjourney or Canva Magic: Rapid prototyping of branded visuals.

Klaviyo AI: Automate email send time based on engagement data.

You don't need to use all of these tools at once—just pick one and start a conversation.

Feed it good inputs

Prompting the AI correctly is a large part of the game. Tools like Chat GPT aren't very good at one-shotting based on your intent.

- Use your real customer data, reviews, transcripts, and email performance.
- Share brand voice, goals, audience persona, and campaign context.
- Make your prompts rich with background info—it's the fuel for smarter outputs.

Edit with your voice

- Never hit publish without reviewing—think of AI as a draft partner, not a ghostwriter.
- Inject your tone, insights, and style. It should sound like you, not some generic marketing voice.
- Over time, you'll train AI to better understand your vibe—but only if you stay hands-on.

Play with the tools. Ask better questions. And get your own AI epiphany. Because when used right, this tech isn't just helpful—it's transformational.

Final Thought: Skydiving Needs Smart Humans Using Smart Tools

We're not replacing instructors. We're not automating gear checks. We're not handing your brand over to a robot.

What we are doing is harnessing the most powerful tools on the planet to:

- Pinpoint exactly who's ready to jump
- Deliver razor-sharp messaging at the right moment

- Lock in the booking before your competitor even knows that jumper is in market

In 2025, AI isn't the future. It's the unfair advantage sitting right in front of you—quietly reshaping how discovery, trust, and decision-making happen online. If you're still running your marketing like it's 2018, you're not just missing the boat—you're watching someone else fly it overhead.

This isn't about hype. It's about execution. AI can analyze your conversion patterns, optimize your ad delivery, personalize your outreach, and surface opportunities hiding in your data that no human would ever catch in time.

The DZs embracing this tech now aren't just gaining traction—they're building a full-stack growth engine. So while others are stuck waiting on word-of-mouth or outdated tactics, they're showing up first, closing faster, and scaling smarter.

Don't wait until this becomes table stakes. Use it now while it still gives you an edge. Because the gap between those who adapt and those who don't? It's already opening wide.

And in skydiving, we know better than anyone: hesitation in the door means another long spot on a work jump.

CHAPTER 12

CASE STUDIES FROM THE FIELD

The theories are sound. The frameworks are sharp. But nothing proves the power of this playbook like real-world results.

At my agency, we've partnered with all kinds of drop zones—from startup single-Cessna operations fighting for their first 100 bookings, to some of the most iconic, multi-turbine DZs in the world looking to squeeze out every last drop of performance. No matter the size or scale, the fundamentals hold true: when you pair solid strategy with relentless execution, results happen.

This chapter walks through a few of those stories. Not just the wins—but the path to get there. The moments where operators decided to stop guessing, stop coasting, and start working with a partner that sees the whole field. We'll cover how each DZ leaned into the right tactics at the right time, with tools built for their unique challenges.

Because this isn't one-size-fits-all marketing. It's a playbook that's flexible enough to work for anyone—but dialed enough to

work fast when it's executed right.

The following case studies show you what happens when drop zones stop settling for "good enough" and start building real momentum. Let's dig into the wins—and how you can follow suit.

Skydive Colorado Springs: From One Plane to a Waitlist

When Skydive Colorado Springs launched in 2024, they had just one 182, no brand recognition, an open weather window, and the same challenges that face any new DZ trying to break into a competitive market. That first March? They did just 18 tandems. Most drop zones would look at those numbers and brace for a long, uphill climb.

But this is exactly the kind of situation our Kickstart Program was built for: straight-up traction for operators who are ready to build something that lasts.

By summer, SCS started dabbling in paid media. They were cautious, understandably—no optimized site, no funnel, no automation, no strategy. It was a few ads and a whole lot of hope. But hope doesn't convert clicks into tandems. In November, everything changed. They committed. New high-converting website. Full Kickstart Marketing Package. From that moment on, the growth wasn't just possible—it was engineered.

Fast forward to March 2025: 111 tandems. All told, we tracked 586 tandems via digital channels for their first year. IN the first 9 months of 2025—1300+ tandems, and we're still counting. That puts them on pace for nearly doubling their business in 2025 vs

their first year of operation.

Here's what we implemented:

- Complete website overhaul: mobile-first, conversion-focused, with trust-building design and embedded social proof
- Full Google Ads setup: high-intent keywords, negative keyword curation, conversion tracking, and ROAS optimization
- Segmented email & SMS flows: urgency-based promos, jump-type filtering, and post-jump review follow-ups
- Local SEO: geo-targeted pages and listings that rapidly pushed them into the Maps 3-pack
- Retargeting on Google Ads & social media, leveraging our customer lists
- Email & SMS campaigns
- A monthly newsletter & content marketing

What Worked

- Simplified homepage focused on first-timer trust factors: scenery, training & experience, gear, and real human stories
- Review and referral campaigns embedded in post-jump experiences, amplifying word of mouth
- A clear, consistent brand voice across all platforms that built credibility and turned clicks into bookings

Starting small doesn't mean staying small. When a DZ commits to real data, real messaging, and real systems, explosive growth isn't just possible—it's expected. Skydive Colorado Springs didn't gamble. They invested. And now? They've gone from an unknown

startup to a waitlisted DZ with their biggest season ever—just one year after opening their doors.

Skydive Arizona: Scaling an Already World-Class DZ

Skydive Arizona was a mom-and-pop operation that grew into one of the largest, busiest, and most respected drop zones in the world. But that scale doesn't make you invincible. In fact, it can make pivots feel like steering a battleship. When a site redesign unexpectedly tanked their organic traffic, they found themselves in a position that's becoming all too common—even for elite operators. Digital momentum stalled, traffic dipped, and the volume of online conversions slowed. And let's be real—this isn't a nimble single-Cessna DZ that can pick up and hit a desert boogie for a reset. This is a warship, and turning it around takes time, precision, and a full crew on deck.

That's where we came in.

Skydive Arizona partnered with Boom Shot to engineer a full-spectrum recovery—and more importantly, a long-term advantage. They invested in a brand-new digital experience designed to showcase their scale, their culture, and their credibility. We led the charge with a rebranded homepage built around video storytelling, showcasing high-caliber imagery, cinematic motion, and the human faces that drive the experience. Conversion elements were surgically placed—clear CTAs, scroll-triggered highlights, social proof blocks, and streamlined booking flows. We ensured every click brought value.

But a homepage alone doesn't rebuild a brand's digital gravity.

That's why we helped them roll out a full-scale local SEO effort, launching a network of geo-targeted landing pages tied to surrounding cities and regions. These pages weren't just filler—they were packed with useful content, optimized metadata, and calls to action that helped restore local traffic and outrank competitors. By Q2, these local pages were already reporting traffic lifts and ranking improvements across high-value search terms.

Paid media was another lever we pulled hard. We designed seasonal campaigns to drive off-season volume, retarget site visitors, and promote tentpole events. But this time, it wasn't just ad spend—it was spend with attribution. GA4, Google Tag Manager, and HotJar were deployed to build a clear view of how users engaged across the funnel, from ad click to final conversion. That data fueled smarter optimizations and gave their team real visibility into what was working—and what wasn't.

Navigation got a full overhaul too. With so many interconnected brands under the Skydive Arizona umbrella—skydiving, gear, instruction, events—we built a mobile-friendly experience that helps users find what they need fast. The result? Lower bounce rates and more conversions, especially from first-time jumpers on mobile.

They also stepped into the content and email game. New blog content, event promotion, monthly newsletters, and even digital PR efforts spotlighted their leadership in the sport. And as AI started to steal traffic from content like "what is tandem skydiving", we began writing about things AI just can't: skydiving scenes in movies, rebuilding a Huey helicopter, and breakdowns of the World Cup of Canopy Piloting events that explain our sport to the

masses.

When they organized a major record attempt, we helped elevate not just the DZ but the story behind it—earning local press and online authority alike. This wasn't just reputation management—it was reputation expansion.

Go ahead and Google "World Head Down Record" and see how often we pop up.

In just six months:

- $90,000 of additional revenue via digital marketing channels
- Overall ROI from 5.6 to 11.7 (including agency fees)
- Growing organic & paid authority that will expand into this winter season & beyond

What Worked:

- A completely redesigned homepage with embedded video, bold trust-building elements, and optimized CTAs
- A brand design that blended vintage aviation style with modern UX
- Clear booking paths with simplified funnels to reduce friction
- Local SEO and geo-targeted landing pages that rebuilt search visibility
- Paid media with full attribution and data-driven iteration
- Reputation campaigns that elevated the DZ and the sport—especially after organizing record-breaking events
- Digital PR focused on Skydive Arizona's leadership in the sport and influence within the skydiving community

- Email and content strategies focused on seasonal demand, gift-giving, and local relevance
- Real story-telling, not SEO-based fluff content

This wasn't a rescue mission—it was a re-ignition. Skydive Arizona may be a global leader in skydiving, but even legends need maintenance. They didn't sit back and hope it would get better—they invested, adapted, and turned the ship around. The result is a digital machine that reflects the world-class caliber of the DZ itself. Now, with engines full ahead, they're not just back—they're charting new territory.

The momentum we've built together with Skydive Arizona isn't a finish line—it's a launchpad. We're entering an era where digital marketing is no longer about individual tactics. It's about orchestration. As AI reshapes the landscape, those with robust data pipelines, clear brand identities, and adaptive systems will win by default. We're moving toward predictive content, automated lead nurturing, and smarter retargeting based on live behavior—not just past visits. Skydive Arizona is now set up to leverage these shifts. They've laid the groundwork for personalization at scale, and the next chapter will be about unlocking that potential. We're not just keeping pace—we're aiming to define what elite looks like in digital skydiving marketing.

Skydive Seneca Lake: Year Three and Beyond

Skydive Seneca Lake was a passion project. Move into a small municipal airport, convince them a skydiving operation could fit there, and make a living while pursuing a passion. But their first

couple years were tough, doing less than 300 tandems per year.

We started with a full-stack transformation.

We conducted a comprehensive technical SEO audit to uncover crawl issues, site speed bottlenecks, and unindexed pages.

We launched local geo-targeted landing pages, optimized for search intent and tied to the towns and cities around the DZ. These pages weren't fluff—they were designed to rank and convert.

We restructured their paid media strategy, cutting out wasted spend and redirecting budget toward high-intent, high-ROI keywords.

We initiated email marketing and review campaigns, complete with opt-in segmentation and reputation-building automation.

And we gave them a complete brand facelift, applying the visual language across the website, ads, email, and social content to create a consistent, compelling customer journey.

Results:

- Insane YOY growth — some months nearly doubled, with a record high of 142 tandems in July (when they did less than 300 last year!)
- Dozens of new reviews, boosting both trust and local search visibility
- Local SEO rankings into Syracuse & Rochester, driving organic sales

What Worked:

- Improved mobile navigation & UX
- Copywriting rooted in psychology and emotional triggers for first-time jumpers
- A tech stack that enabled speed, conversion tracking, and analytics across platforms

When a DZ doubles down on performance marketing and brand cohesion, the result is a story worth booking. Skydive Seneca Lake found a sharper, more compelling way to share it with the next generation of jumpers.

New Client? Here's What it Looks Like

Most drop zones we work with fall into one of two main categories: new businesses who know they need to invest to build a business in 2025—and older DZs who have been coasting on referrals and brand awareness, but seeing market share taken from them by younger, more savvy operators. And regardless of where you land, one thing is clear: you're leaving money on the table if you don't treat your marketing like a core part of your business ops.

Let's break it down. In-season, we consistently get fast wins through dialed-in paid media. Google Ads, Meta campaigns, YouTube—optimized around real search intent, designed for conversion, and layered with accurate attribution tracking. We don't rely on guesswork. Most local agencies still don't implement proper attribution, so they can't see what's actually driving sales. Worse, they pad their numbers with branded search results and call it success. That's not strategy. That's window dressing.

When we come in, we immediately implement accurate conversion tracking, enrich it with actual sales data, and launch campaigns in days—not weeks. Our Kickstart onboarding process runs a full SEO and marketing audit simultaneously, setting the foundation for everything that comes next. Paid media is just the beginning—it's the momentum builder.

But when the season slows? That's when we build power. Off-season work includes SEO authority building, geo-targeted landing pages, audience research, creative testing, email reactivation, gift card campaigns, and super-engaging content that people love. We prep your entire ecosystem so that once the season kicks off again, you're not scrambling—you're scaling. Because just because your aircraft isn't in the sky doesn't mean your business can't gain altitude.

We also create custom audiences, analyze customer data to build lookalikes, test offers, and re-engage past jumpers. Attribution foundations get dialed. Every touchpoint is connected to conversion. And your brand doesn't disappear in the off-season—it deepens.

The most consistent factor in our most successful clients? They don't settle. They commit to tracking the full funnel—from traffic to conversion to lifetime value. They stop guessing and start measuring. Because when you know your numbers, you can grow even when the skies are grounded.

Developing Your Own Brand & Strategy

You've got your own weather, your own aircraft mix, your own

seasonality. That's why every drop zone deserves its own strategy. But the playbook? The fundamentals never change. You need a revenue engine that runs year-round. And if you're ready to stop treating marketing like a side hustle, we're ready to fire up the engines with you.

These stories aren't outliers—they're the blueprint. They're proof that when committed operators invest in the right systems, with the right guidance, growth isn't just a goal—it's an expectation. Every case you just read came from a drop zone that said, "enough" to guesswork. They stopped reacting and started executing a strategy that was data-backed, customized, and ruthlessly dialed into results.

It's not a roll of the dice. It's not some secret hack. It's the outcome of working a system that's designed to compound—week after week, quarter after quarter. This stuff doesn't just create short-term spikes. It builds year-round engines that generate brand trust, convert traffic, and turn one-time jumpers into brand evangelists.

If you're still sitting back, hoping next season will be different, or thinking a few more Instagram reels will be the fix—you're missing what's right in front of you. These DZs didn't get lucky. They got serious. They said yes to attribution. They said yes to content that mattered. They said yes to systems that align marketing with operational execution.

You don't need to reinvent the wheel. But you do need to get the machine moving.

So here's your moment. Stop waiting. Stop tinkering. Stop handing your growth to amateurs or agencies that don't understand

your business.

Let's operationalize this thing. You've seen the blueprint. Now let's build a sustainable operation that keeps the steady drum beat of marketing activity going even while you're flying, repacking reserves, or coaching AFF students.

CHAPTER 13

OPERATIONALIZE YOUR MARKETING

In skydiving, operational efficiency is usually about manifest, gear checks, and keeping the aircraft running tight. You wouldn't keep flying without doing your 100-hour inspection or your pre-flight walk-around. So why are so many drop zones still flying blind when it comes to their marketing?

Just like with aircraft, sometimes what you need is a full overhaul—ripping out the old systems, cleaning house, installing a modern engine. Other times, it's a strategic tune-up. Either way, your marketing needs to be in trim, or you're going to burn more fuel than necessary to stay airborne. And in today's landscape—especially with AI moving at warp speed—those inefficiencies are only going to widen the gap between drop zones that grow and those that stall.

At Boom Shot Media, we've seen it over and over again. Drop zones that take marketing seriously as an operational system—not just a side hustle—gain lift in more than just revenue. They buy back their time. They gain freedom. And they build something that

scales.

With AI as part of the cockpit, we're no longer guessing. We're navigating with data, optimizing in real time, and moving faster without sacrificing quality. It's not about replacing people—it's about empowering your team to focus on higher-level strategy while the systems carry the weight of execution. This isn't the future. It's now. And those who operationalize will fly farther, faster, and with more control.

Why "Operationalizing" Marketing Matters

If you're still treating marketing like a checklist—some social posts here, a last-minute promo there—you're leaving serious money on the table and momentum on the runway. That's not a growth strategy, that's survival mode.

Operationalizing means embedding marketing into the very structure of your business. Like manifest. Like reserve repack cycles. Like aircraft maintenance. It's not an afterthought—it's a primary system. It drives new tandem jumpers, keeps experienced jumpers engaged, and builds real long-term equity in your brand. When you dial this in, your marketing becomes as repeatable and reliable as your pre-jump gear checks.

And now, with AI? You get to fly with instruments, not just instinct. AI compresses timelines, delivers hyper-personalized messaging, and ties every performance metric directly into decision-making loops. It doesn't replace the marketer—it turns them into a tactician with real-time data, automated feedback loops, and the power to iterate at high velocity.

We're not just playing catch-up anymore—we're playing chess while others are still flipping a coin. This shift gives you the leverage to outmaneuver bigger players, to scale without losing your edge, and to stay calm in the storm because you've got the systems to ride it out.

Building AI Into the Boom Shot Engine

At Boom Shot Media, we've been putting AI through its paces —not just for content creation, but for ops, analytics, and personalization. And the results? Game-changing.

We're not using AI to crank out blog slop or spin up clickbait. We're using it to scale smart, serve our clients better, and give our team the freedom to do their best work. We're in the midst of a revival of the human-to-human connection—and we believe that ironically, AI is the key to making space for that connection again.

What used to take two weeks to build, now takes two hours. But this isn't about speed alone. It's about clarity, focus, and performance. AI is helping us uncover patterns that used to take a team of analysts. We're finding out where revenue is coming from. We're identifying high-value customers and mapping out their full buyer journeys. We're seeing where heatmaps light up and where users fall off.

Here's what operationalized AI looks like in our system:

- We've trained a custom AI model grounded in our actual SOPs and campaign structures. That means onboarding clients faster, systematizing internal workflows, and generating

repeatable results without losing the human tone that makes brands relatable.

- We use AI to refocus human effort. The software handles the boring stuff—task routing, basic analysis, and template generation. That lets our strategists spend more time crafting irresistible offers, testing conversion flows, and coaching clients through their next growth phase. This isn't about shortcuts—it's about leverage.
- We activate every piece of data. Every tracked conversion, campaign ROI, heatmap click, email open—it all flows back into our models. This trains not only our AI tools, but also primes Google and Meta's AI to know exactly what kind of customers we want. It's how we make smarter bets and scale the winners faster.

We're not doing this for novelty. We're doing it because it works. We're operationalizing not just the tactics—but the thinking, the feedback, and the execution. The result? We get to move fast, adapt faster, and double down on what works. While others are still packing their their canopies, we're already in freefall, locked into an eight-way angle jump.

Your Website, Your Data, Your Advantage

When we say "operationalize," we're not just talking about letting AI take over keyword research or spit out generic content. We're talking about transforming your entire marketing machine into a high-performance system that responds in real-time, adapts to your customers, and scales with your goals.

Your website becomes a conversion engine, not just with buttons and headlines, but with dynamically personalized content and time-sensitive offers. AI watches behavior, learns from it, and delivers the right message at the right time—so customers feel seen, understood, and ready to book.

Your email list evolves automatically—no more clunky blasts or one-size-fits-all sequences. Every action a customer takes helps shape what they see next. Purchase a tandem? They get upsell options. Click a review? They're added to a social proof campaign. Haven't opened in a while? It adapts. That's the kind of responsiveness you need to stay relevant.

Your ad audiences regenerate daily, fed by real-time purchase data, CRM insights, and campaign performance. We're not just running lookalikes—we're cloning your top spenders, feeding those lists into Meta and Google, and telling the AI, "Here's who we want more of."

This is how we've helped drop zones go from standing still to double digit YOY growth. Not by throwing money at ads, but by creating an ecosystem—a living system—where your business feeds itself intelligence, sharpens its edge daily, and grows smarter with every click, booking, and campaign launch.

It's not just marketing anymore. It's operations. It's engineering. It's flight-tested growth built for altitude.

AI is Only as Smart as Your Data

The real magic of AI isn't just in the tools—it's in the fuel. And

that fuel is clean, structured, relevant data. At Boom Shot Media, we're not feeding our AI some vague stats and hoping for the best —we're teaching it to think like us. We load it up with every data point our business produces, from ad copywriting performance to guesstimating how much business a competitor might be stealing from organic rankings on Google Maps, to generating 100 headlines in seconds to spur the human creative faculty.

We do it to become more efficient and give us room to be more creative. To execute on things that will really move the needle and explode your brand.

This means we're not guessing. We're generating insights and immediately turning them into optimizations. Every campaign builds on the last. Every data point becomes another training rep for the algorithm—and we make sure it's hitting with the same clarity and force we expect from our human team.

When we talk about something on a call, it instantly becomes a task and is forever accessible via AI conversations. This means that every conversation we have grows the business—it doesn't get lost in meeting notes.

Now here's the kicker: if you're trying to use AI to replace you, instead of enhance your operations, just know that it's not there yet. And when it does get there, people are going to value that human to human experience even more. That's why we believe skydiving will see double digit growth over the next 5 years going into 2030.

Because when everything you see online might be made by AI —that real human connection is worth its weight in gold.

Marketing Meets Systems Thinking

Let's be real. Most local agencies are selling you what they do, not necessarily what your business needs. Our agency is a growth partner. Our clients trust us to know what we're doing and expect us to lead the way. Is ChatGPT optimization leading to more bookings? We know the answer. Is that new Google Ads campaign type worth it? We've got multiple accounts testing it.

If they've got a marketing question, we've got an answer but on years of experience, data collection, and we've developed a tight marketing instinct.

When the season's hot, we run. When the season's cold, we build. Off-season is where we activate dormant lists, test SEO plays, and build long-term authority. Because your next season's success is built now.

And it's built on the back of your operations. We create standard operating procedures to ensure that every touchpoint is done right. We build redundancy in roles so if one person is out or unavailable, we have another to step in. Our employees have clear left and right lateral boundaries for their positions, with overlap so nothing gets lost when employees "think someone else had it."

We treat our operations in Boom Shot Media the same way we treat our rigs. We use the latest safety equipment and inspect it before every jump. We have our own internal "check of threes" before anything gets lost. We make sure to ask each other for input and to review each other's work the same way we ask for a pin check at 10,000 feet.

On top of that, we encourage employees to add their own

unique input. So while the base of our marketing operations stays the same, we add personalization at scale.

The Future: Personalized at Scale

As we move into 2026, personalization isn't just a nice-to-have—it's your competitive edge. The world of AI-powered agents is no longer hypothetical—it's showing up in product search, customer service, and digital decision-making. Which means your brand's dataset—your content, your behavior tracking, your conversions, your customer insights—that becomes your fuel.

The LLMs (large language models) being trained today are tomorrow's customer-facing agents. If your business isn't part of their training data, it won't be part of the conversation. That's why we're putting in the work now to make sure your brand is visible, knowable, and valuable inside those future decision loops.

At Boom Shot, we're tracking every open, click, booking, and behavior to feed that data back into systems designed to adapt and learn. We're building content libraries that speak to specific audiences at every step of the journey. We're crafting conversion sequences that can be personalized and delivered at the exact moment someone is most likely to say yes.

Because when that moment arrives—and it will—you want to be the brand that shows up with clarity, relevance, and confidence. You don't want to be guessing, scrambling, or invisible. You want your systems tuned, your data primed, and your messaging ready to hit.

This isn't about marketing as usual. It's about showing up on the same playing field as the biggest brands in the world, but doing it with agility, efficiency, and a deep sense of purpose. The age of AI marketing is already here. You either feed it—or get fed to it.

This Isn't the End of Marketing. It's the Beginning.

Operationalizing your marketing isn't about turning into some cold automation bot. It's about trimming the fat, streamlining what's repeatable, and making room for the real work—the creative, connective, value-driven stuff that builds long-term relationships.

Think of it like prepping an aircraft. You don't skip the checklist—you make sure it runs like clockwork so you can focus on the mission. In the same way, when we put systems in place for ad execution, email sequences, and lead flow, we free up time to do what actually moves the needle: generating offers that resonate, storytelling that captivates, and building a brand people talk about.

AI isn't here to replace the human connection—it's here to make more space for it. To eliminate the repetitive junk that clogs up your time and to elevate the parts of the job that actually need your judgment, your creativity, and your heart. Let the software handle the inbox segmentation and predictive send times so you can write an email that sounds like it came from a real person who gets it. Let automation handle the traffic sorting so you can make sure every jump feels like the first one.

This is where the industry is headed. Smart brands will get leaner, faster, and more human—not less. That's the paradox of this

moment. And if you're ready to lean into that shift, to fly smarter and with more freedom, we've got your back. Because at Boom Shot, we know the sky was never the limit—it was just where the fun starts.

CHAPTER 14

THE FUTURE OF MARKETING: AGENTIC SEARCH & AUGMENTED REALITY?

Disclaimer: This is my take based on what I'm seeing in the data, client performance, and current research. The tools will evolve—but the trajectory is dead clear.

The Interface Is Dead. Assistants Will Be the New Storefront.

If you're still building your funnel around a landing page instead of several, you're already behind. OpenAI's Instant Checkout just turned ChatGPT into a full-blown sales channel. The AI won't hand off leads—it will close them. Stripe runs the payments, the merchant keeps the backend, and the assistant handles the entire conversation. The funnel is now a conversation instead of a series of clicks.

In skydiving, many of us use custom CRMs like Burblesoft or

Dizio, built by skydivers for skydivers. This is great because they understand our operations and manifest—but when it comes to speed to implementation, they could lag behind bigger booking agencies like FareHarbor or PeekPro.

Ideally, we have the web hooks built-in to extract data for conversion reporting: purchase events, customer info, and total value of the transaction. We may have to add a *middleware* solution to help connect our CRMs with ChatGPT and other AI agents.

The Browser Is Becoming Your Coworker

Google's AI Mode isn't just another layout update—it's a different species of search. Think of it like this: when someone asks, "What is a tandem skydive?" Google's AI Mode serves up a direct, conversational answer—no scrolling, no clicks, no SEO trickery. The machine summarizes definitions, safety info, maybe even snippets from your FAQ if you've earned trust. But when a user asks, "Where's the best skydive in Arizona?" that's not a definition query; it's a decision query. Now the AI pulls in reviews, local data, pricing context, and sentiment analysis. It becomes your competitor's digital salesperson if you haven't trained it to represent you.

The real future of SEO is training the model to see your business as the credible source and the most logical choice. That means:

- Building an Answer Library: every high-intent query should have a 300–400-word, structured response on your site—clear, factual, and optimized for machine parsing. These aren't blog

posts; they're data points built to be quoted by AI.

- Maintaining a freshness pulse: update your schema, content feeds, and FAQs weekly. AI models prioritize relevance, and stale content gets buried.
- Creating location-level clarity: for discovery queries ("best skydive in [state]"), your Google Business Profile, reviews, and geotagged proof need to be bulletproof. The AI doesn't "visit" your website—it decides based on structured truth.

In short: write less fluff, answer faster, and feed the machine what it needs to sell you.

AI Is Writing Ads Now—But Taste Still Wins

Google's Performance Max, TikTok's Symphony, and Amazon's ad suite are all generating creative on demand. Every platform is flooding the ad space with machine-generated spots that technically work but rarely feel human. That's fine—automation is the new intern. Let it crank out 100 versions so you can pick the three that actually connect. The difference between a brand that wins and one that fades isn't the algorithm, it's the eye behind it.

The future of creative isn't about making more content; it's about curating signal from noise. AI is good at speed and iteration, but it has no taste. It doesn't understand pacing, timing, or the emotional gut punch that makes someone stop scrolling. That's where human instinct takes over. The brands that dominate will be the ones that build feedback loops—letting the AI handle the grunt work while a human creative director sets the tone, trims the fluff, and makes sure it feels like something a person would actually

say.

You'll see ad creation shift into a real-time adaptive model: creative assets tested and swapped on the fly based on live conversion data. One audience might see cinematic verticals, another might get raw "behind the goggles" style UGC. All of it will come from a shared AI template tuned by your rules. The automation learns, but it learns your way.

That's where Boom Shot Media's style of control comes in. We feed the machine our voice, fonts, and tone so it understands what our world sounds like—bold, informed, a little cocky, and always grounded in performance. Then we audit monthly: what performed, what flopped, and what made people stop and share. We prune the noise and keep the killers. Consistency and taste aren't just aesthetic—they're your competitive moat in a world where everyone else sounds like a robot.

Augmented Reality is About to Get Real Weird

Ray-Ban Metas are selling by the millions, and phone-based AR already works everywhere. The gimmick phase is over—this is about utility now. The operators who use AR to remove friction will win.

Augmented reality isn't about flashy effects anymore—it's about functional storytelling. The next evolution of customer experience happens through AR overlays that make your business tangible before the first real-world interaction. Think of it as giving the customer x-ray vision into your process. Whether they're using Ray-Ban Metas or just holding up their phone, they can see,

understand, and emotionally prepare for the experience before it starts.

Imagine a first-time tandem student walking through your drop zone virtually: the app layers visual cues over the actual environment—where to check in, where to get geared up, where to wait for boarding. It's not about hype—it's about trust. Transparency is the new conversion rate. The unknown triggers fear; AR dissolves it.

In this new phase, utility kills novelty. Instead of chasing viral AR stunts, operators will use AR to reduce anxiety, improve safety awareness, and shorten decision time. Picture a skydiver scanning a QR code at the hangar and instantly seeing step-by-step gear instructions or a quick "meet your instructor" preview. Or a promo that activates when someone walks within 50 feet of the property, showing weather conditions, available slots, and real-time testimonials.

These micro-moments build momentum toward action. Every overlay, every animation should answer a question, defuse a hesitation, or inspire confidence. For brands like drop zones, climbing gyms, or any experience-based business, AR is the ultimate empathy tool—it lets people feel what it's like before they commit. That kind of emotional priming converts far more effectively than another landing page ever could.

So yes, the hardware headlines are sexy—millions of Ray-Ban Metas sold, massive Apple Vision Pro buzz—but the real opportunity is invisible: it's about connection, context, and clarity. In the next 24 months, AR will quietly move from novelty to necessity, and the businesses that master it will have an unfair

advantage. The future belongs to operators who build confidence-first experiences—because clarity closes deals.

Privacy Isn't Loosening, It's Tightening

Cookies might've survived the firing squad, but the regulators didn't go home. Europe's DMA fines are landing, the AI Act is active, and the FTC is going after fake reviews and AI mislabeling. The wild west is closing.

Even though privacy regulations are tightening, the real frontier is personalization done responsibly at scale. We're entering a paradoxical phase—governments want more privacy while consumers expect hyper-relevance, which means tracking their interests and personality. The brands that win will build individualized experiences using first-party intelligence instead of third-party shortcuts.

Here's the shift: instead of buying look-alike audiences from ad networks, you'll generate your own predictive segments using your own CRM data, behavior triggers, and consented context. Every customer touchpoint—from a newsletter click to a chatbot interaction—becomes a signal. Those signals feed AI models that learn to deliver creative, offers, and timing specific to the person, not the persona.

Picture this: someone watches a 15-second Instagram reel of a tandem jump, clicks through to your chat assistant, and later opens an email about "what to expect on your first jump." The system recognizes intent, location, and timeframe, automatically serving a dynamic video testimonial from someone who jumped last

weekend nearby. That's not surveillance—it's service.

To pull this off ethically, data transparency must rise with sophistication. You'll disclose what's tracked, give users control, and make the tradeoff clear: better data equals better experience. Users don't hate personalization; they hate being tricked. If you show them value—real value—they'll share more willingly than any pixel could extract.

The next generation of marketing won't be one-size-fits-all—it'll be one-message-per-moment. Your AI will predict not just who to talk to, but when, how, and why. And it'll do it without ever leaking a name or cookie. Think of it as the evolution from creepy tracking to trusted guidance.

So yes, regulation is ramping up. But that doesn't slow personalization—it sharpens it. The future belongs to marketers who can operate inside the guardrails and still make every interaction feel handcrafted.

Copilots Will Run the Back Office

Shopify's Sidekick is already doing what used to take an entire operations team — running online stores, managing inventory, adjusting pricing, and responding to customers — all while business owners sleep. That's not a concept; it's live. The system learns from each transaction and adapts in real time, finding efficiencies that human operators wouldn't have time to notice.

The next wave is coming fast. Google's AI campaign agent will manage ad spend, audience targeting, and creative testing

automatically, pulling from live sales data and historical performance. Instead of manually tweaking campaigns and waiting for results, marketers will set goals, approve strategy boundaries, and let the copilot execute. It's not replacing people — it's multiplying what a single person can do.

Within the next 18 to 24 months, copilots will quietly take over every repetitive digital process in the back office. Product uploads, A/B testing, ad launches, customer service replies, financial reporting, and even dynamic pricing will happen autonomously. For most businesses, this shift won't look like a single "AI takeover" moment — it'll feel like everything just started running smoother, faster, and cheaper.

The real opportunity isn't in fighting automation; it's in training it. The companies that build their copilots correctly — feeding them clean data, clear rules, and sharp creative inputs — will scale faster than their competitors can react. The grunt work is gone, but human oversight becomes more valuable than ever. Marketing leaders will spend less time pushing buttons and more time deciding what matters and why.

AI copilots won't eliminate marketers; they'll elevate them — turning every small team into a force multiplier capable of running an enterprise-level operation without the overhead.

Skydiving Evolves, and So Does Marketing

Marketing never stops evolving — and neither does skydiving. Every few years, both industries reinvent what's possible. Gear improves. Canopies get smaller and faster. Larger world records are

launched with creative sequencing. Video systems get lighter. And now, artificial intelligence is reshaping how drop zones grow, communicate, and compete. The same way you wouldn't jump a 1998 rig today, you can't build a 2025 business with 2018 marketing tactics.

What doesn't change is the need for clarity, data, and execution. That's where we live. Boom Shot Media isn't guessing or riding the latest trend; we're tracking what actually moves the needle — down to the click, the booking, and the dollar. When ad platforms shift their algorithms or AI copilots start running campaign optimization, we're already testing, adapting, and deploying at speed.

Skydiving is an experience business — raw, human, unforgettable. But it's also a numbers game. Every decision from weather holds to media spend has a data trail, and the drop zones that learn to read that data will dominate the next decade. That's our role: translating the chaos of modern marketing into a flight plan that actually gets you to altitude.

We've seen this evolution before. When tandem videos went from DVD to digital, most DZs hesitated. The ones who adapted early made more per load and built lifelong customers. AI, automation, and adaptive marketing are just the next step — and we're already pulling for you.

Our promise is simple: as skydiving changes, we'll be the ones charting the next line forward. We'll keep building the tools, analyzing the data, and executing the systems that help drop zones grow, even when the entire landscape shifts again.

Because while technology changes fast, leadership doesn't. The future of skydiving marketing won't belong to whoever shouts the loudest — it'll belong to the operators who understand their numbers, trust their systems, and fly with people who know how to read the air.

We're not just watching the change. We're leading it.

CHAPTER 15

THE STRATEGY SESSION: YOUR FLIGHT PLAN AND OUR FREE GIFT TO YOU

By now, you've learned how drop zones go from invisible to fully booked. You've seen what great marketing looks like when it's intentional, data-driven, and built by people who actually understand skydiving. But reading about it is one thing. Applying it to your operation — with your numbers, your website, and your staff — is another.

That's where the Free Strategy Session comes in.

I love this industry and I'm also building a marketing business. So we offer a free strategy session that's designed to uncover what your marketing's missing, what you're doing right, and where you're absolutely crushing it. Together, we'll build a marketing plan for your next season.

This isn't a "sales call." It's a diagnostic session where we take everything you've seen in this book — from paid media strategy and SEO to conversion tracking and brand positioning — and

apply it directly to your business.

We'll look at your:

- Website and booking flow
- Ad account performance (Google Ads, Facebook, Instagram, YouTube, etc.)
- Conversion tracking setup and analytics
- Local SEO, reviews, and social proof
- Customer experience from click to canopy
- Email & SMS sequences

You'll walk away with a clear action plan — the exact same framework we use in our paid consulting and marketing programs — at no cost. We'll also go over what it would look like for us to implement that for you. I've spoken with a lot of drop zone owners who are still throwing drogues, flying planes, running manifest when someone doesn't come in, and putting out fires all day long.

We know that it takes a lot to run your business, and that adding daily marketing activity can be difficult. So we'll show you how our team does it, where we'd look to use in the future—and give you support in that area.

What You'll Get Out of It

In one hour, you'll know:

- Why your current marketing is or isn't producing results
- How to fix the choke points that are holding you back
- Where your revenue is coming from

- What your next moves should be — ranked by ROI, not guesswork

You'll leave with clarity. No fluff. No theory. Just a tactical map to grow your drop zone.

Why We Offer It

We do this because many drop zones are flying blind. They're running ads with no tracking, paying for leads they can't measure, and trusting web agencies who've never set foot in a hangar. Our goal with the strategy session is to give you direction — whether you hire us or not.

If you decide to work with Boom Shot Media, great. If not, you'll still walk away with a sharper understanding of your business than 90% of your competitors.

We run a tight ship, and our marketing services cost far less than a full-time marketing team—which may of us can't afford, anyway. You get access to a full-time staff, live reporting dashboards, and rapid-response when you need it the most.

We're Skydivers at Heart

Ultimately, we want you to succeed whether we work together or not. We'd like to hand over the tools for success, the strategies for growing your brand, and the guidelines so you can do it on your own (with the hope you get so busy you'll call us to manage it!) We love the sport of skydiving—I met my wife on a five minute call.

I've dangled from a Huey helicopter skid while she was pregnant with our second child. Our children have watched us fly our canopies together.

And our goal by giving you all this information is to help you crush it—so much so that you will get a ton of business and not have the time to do marketing anymore (that's where we step in).

The Boom Shot Media Code

If you jump with us, we're all in. That means we don't ghost you, disappear, or drag our feet. We stay responsive because we know your season runs on weather and opportunity. When the sun's out and the planes are spinning, you don't have time for delays. We move fast because you need speed, and we adapt because conditions change. "We care" isn't about being nice — it's about showing up, every single time, when it counts.

Silence kills momentum. We'd rather ping you twice than leave something hanging. We overcommunicate because assumptions cost money. Clients know we'll follow up, clarify, and take ownership until something is done. That's the trust loop — and we don't break it.

Perfection is the enemy of progress. Endless tweaks, analysis paralysis, and committee edits burn daylight and kill deals. We launch, learn, and adjust. "Money loves speed" isn't just a saying — it's operational law. But it only works when the compass is right. We don't ship garbage just to move faster; we ship quality fast. That's how we win.

Internally, we value initiative. If you spot a problem, solve it. Don't hand it off and hope it goes away. We live by the Five Levels of Agency — Level One says "here's a problem," Level Five says "here's the problem, I fixed it, just keeping you in the loop." That's how we protect leadership time and keep this business building instead of babysitting.

We own our mistakes. We have tough conversations. We tell clients what they need to hear, not what's easy. Courage isn't about noise — it's about action when things get uncomfortable. Whether it's a campaign that flopped or a call that's overdue, we handle it head-on. We're in the skydiving business — fear doesn't get to drive.

That's our final gut check. Every deliverable, every ad, every email — would you be proud of it if your name was on the hangar? We don't push out "good enough." We aim for "hell yeah." Because when you treat a client's brand like your home drop zone, you fly different. We're not some rickety carnival operation. We're Disney-level experience, drop-zone grit, and precision execution.

The Bottom Line

We exist to make our clients look legendary — and we take that personally. That's the Boom Shot Media code. It's how we operate, how we grow, and how we win. Every value ties back to one truth: Speed is only power when it's backed by integrity.

Your Next Step

If you've read this far, you're serious about growing your drop

zone. Don't guess your next move — book a free strategy session and let's build your flight plan.

Head to boomshotmedia.com and sign up. You'll get all of the above, plus a sight picture of what it would look like for us to work together—if we were to implement this marketing plan for you.

It's time to grow a business that feeds your passion for skydiving. Not one that sucks your time away and makes you stress about fuel, weather, and shutdowns.

Don't hesitate to reach out—I mean it. There's no "secret sauce" to what we do. It's all hard work and execution. I'm happy to share the formula.

Blue skies. It's pull time.

ABOUT THE AUTHOR

Mark Perna is a U.S. Marine Corps combat veteran who first jumped out of a plane in 2006 at the request of a wounded fellow Marine. He earned his A License in 2012 and his C License soon after, eventually building a YouTube channel—Perndog—that's inspired countless people to take the leap themselves. Mark met his wife through skydiving and has been part of the sport's tight-knit community ever since, blending his passion for flight with a deep respect for the discipline and courage it demands.

After leaving the military, Mark cut his teeth in digital marketing the hard way—by outsmarting Google Maps as a bail bondsman in 2009 and making his phone ring overnight. Since then, he's led SEO and paid media teams in fintech, legal, and insurance before founding Boom Shot Media, a marketing agency built for skydiving and adventure sports. His approach is simple: courage over comfort, authenticity over hype, and execution over excuses.