

# Ten2Two Case Study



## Strategic Marketing Flies at Airkix

### Background

It's no surprise that Airkix is a great success story. Often seen on TV from programmes like Strictly Come Dancing, Airkix gives customers of all ages a thrilling and safe indoor skydiving experience. Flying from the equivalent of 24,000 ft, customers experience the thrill of freefall skydiving, getting the adrenaline flowing and leaving big smiles all around. With satisfaction levels consistently in the high 90s, Airkix flies tens of thousands of people every year from their wind tunnels.

**“We found the solution when they suggested we recruit a part-time senior marketer... A part-time salary has made strategic marketing accessible and affordable to a business like Airkix.”**



### Challenge

Strategic marketing resources to take airkix to the next level

Airkix has experienced significant growth, flying more than 150,000 people a year across the UK. The team were prompted to seek additional marketing expertise to exploit their broader national footprint and transform their marketing into a more tangible financial and strategic contributor to the business.

Simon Ward, Airkix's Chief Executive sets the scene: 'Our marketing and has always been pretty effective. We are regularly featured on TV and in the press, benefit from great relationships with the 'experience' companies and have word of mouth recommendations from thousands of satisfied customers. Even so, we felt our marketing was not as targeted and joined-up as it could be so we decided to invest in some strategic marketing resource to help us step up to the next level.'



### Solution

Part time senior marketer boosts team

Airkix worked with Ten2Two to find the answer. Simon takes up the story: "We knew the team at Ten2Two and believed we found the solution when they suggested we recruit a part-time senior marketer to boost and complement our marketing team. We only needed a couple of days a week to bring a higher level of discipline and structure to our marketing and a part-time salary has made strategic marketing accessible and affordable to a business like Airkix."

We introduced Airkix to Nick, who has offers over 20 years' marketing experience in blue- chip and SME environments and has worked across both leisure and sports marketing – ideal for meeting the Airkix challenge.



**We help businesses find talented part-time professionals to cost-effectively grow and improve their business.**

