FLYDIRECT · INITIAL RESPONSE

Digital marketing partnership

Our understanding

FlyDirect offers something the major airlines can't easily replicate: a direct, stress-free journey from Jersey, Guernsey and the Isle of Man straight to the sunshine. No UK connection, less time travelling and often little difference in the overall cost.

The opportunity is to make that advantage stand out, reach more of the right people and turn consideration into profitable bookings. With 16 routes operating across three islands and two distinct seasons, the challenge is balancing long-term brand awareness with the need to respond quickly when particular departures need a commercial boost.

WE SEE THREE PRIORITIES

01

Build demand

In channels FlyDirect hasn't fully used yet. Make greater use of digital channels, particularly paid social and video, to reach new audiences and keep FlyDirect front of mind.

02

Drive bookings

Turn customer interest into measurable bookings, responding quickly to changing capacity, pricing and sales priorities.

03

Add capability

Work as an extension of the in-house team, bringing strategic thinking, creative resource and specialist digital expertise without adding complexity.

Relevant travel and leisure experience

Our agency experience and our team's previous in-house roles give us a strong understanding of premium leisure, travel and seasonal demand. We know that customers make considered purchases, timing matters and unsold inventory represents lost revenue.



Andrew

Digital Marketing Manager

Digital marketing and commercial insight

Andrew brings hands-on digital marketing experience across campaign planning, channel performance and optimisation. He applies a commercial lens to activity, using audience, conversion and performance data to guide decisions and make budgets work harder.



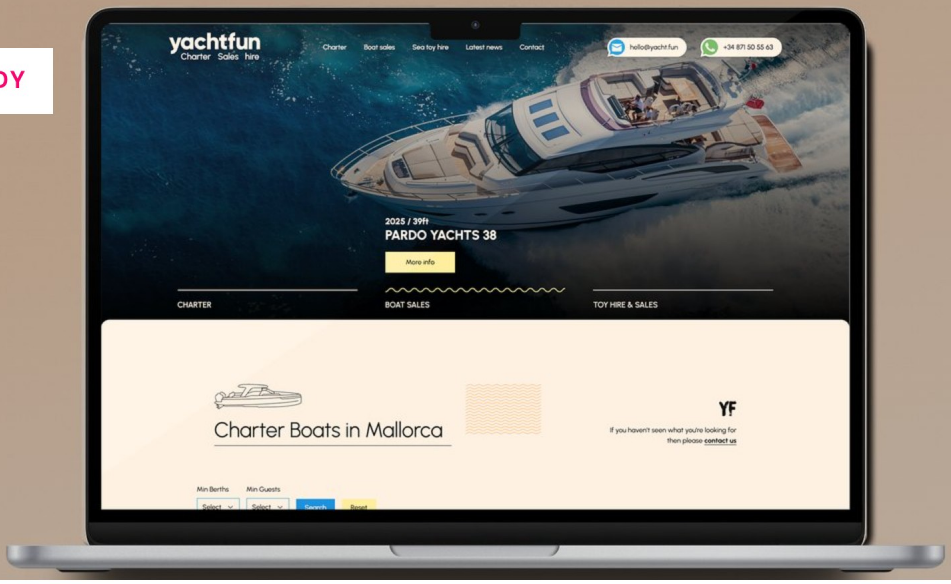
Leah

Studio Manager

Travel content and social

Leah previously worked as a content creator and copywriter at Travlr, the travel brand behind The Bali Bible, which had an audience of approximately 929,000 social followers. Her experience creating destination-led content brings valuable insight into inspiring audiences, building consideration and translating travel interest into action.

CASE STUDY



yachtfun | Website · SEO · Google Ads

One team. One connected approach. From website to search.

Premium leisure bookings

As an iPOP client, yacht.fun is a strong example of our ability to bring website development, SEO and paid search together. We designed and built a new website to showcase its premium leisure offering and create a stronger route from discovery to enquiry and booking. We then supported the site with organic search optimisation and Google Ads, targeting relevant, high-intent searches.

The project

We created a new website for yacht.fun, giving the business a dedicated digital platform to present its premium yacht and water-based experiences. The website was supported by SEO and Google Ads to improve visibility, reach customers actively searching for relevant experiences and generate direct enquiries and bookings.

WHAT WE DID

Website

Rebuilt a new website to showcase the experience, communicate the offering and support direct enquiries and bookings.

SEO

Improved the website's organic search foundations and visibility for relevant, high-intent searches.

Google Ads

Planned and managed paid search campaigns, refining keywords, bids and landing pages around commercial intent.

Ongoing optimisation

Used campaign performance to identify opportunities, improve efficiency and guide activity.

AiPOP | **Introducing AiPOP: Smarter tools. Expert thinking.**

Built in-house, AiPOP is our AI-assisted, expert-led toolkit designed to help businesses get found, improve performance and stay in good shape online.

AiPOP Search

Monitor visibility across Google and AI search platforms, with audits and ongoing reporting to uncover opportunities.

AiPOP Ads

Support paid campaign management, performance insight and optimisation.

AiPOP Support

Keep websites healthy with uptime monitoring, developer-managed updates and a client portal for support requests.

AI does the heavy lifting. Our team makes the decisions.

OUR CAPABILITIES

The people you meet are the people doing the work.

Our senior team stays directly involved, helping us move quickly, make informed decisions and maintain a consistent standard across every campaign. There are no hand-offs to junior teams, and that is what makes fast tactical turnaround realistic.



Jonny Seller
Founder / Director



Andrew
Digital Marketing Manager



Leah
Studio Manager

Balancing brand and tactical sales

We don't see brand building and short-term sales as separate activities. The strongest approach is one connected strategy: consistent activity that builds demand, supported by a tactical toolkit that can respond when commercial priorities change.

01 Build awareness all year round

Use search, YouTube and paid social to keep FlyDirect visible across all three islands. Campaigns will be planned around seasonal booking windows and tailored to the audiences that matter most – 55+ travellers, families, couples and groups.

02 Be ready to move quickly

We'll develop an approved library of campaign templates for late availability, seasonal offers, specific departures and service updates. When priorities change, we can adapt existing creative rather than starting from scratch, supporting the turnaround times outlined in your brief.

03 Sell the FlyDirect difference

Lead with the benefits that make the experience worth choosing: direct flights, less time travelling, fewer connections and a more straightforward journey. Even when a campaign is price-led, the message should reinforce the value of the product.

04 Let booking data guide decisions

Work alongside your team to understand booking pace, remaining capacity and route performance. We'll use this insight to inform audience targeting, campaign budgets and optimisation, with agreed KPIs including cost per booking, return on ad spend and capacity sold.

05 Protect the brand at every touchpoint

Every campaign will be consistent with FlyDirect's positioning and visual identity. Prices, dates, availability and inclusions will be checked against approved source information, with nothing published without the agreed approval.

£40–50k budget

Covering agency fees, media and production, our focus will be on making the most of the available investment. We'll provide a transparent fee structure, proposed service levels and a practical first-90-days plan at Stage 2.



Next steps

We'd welcome the opportunity to take this further at Stage 2. We'll bring our approach to life through creative examples, channel and media planning, our rapid-response model and a clear commercial proposal.

iPOP

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