AIR SERVICE BASEL LAUNCHES NEW WEBSITE AS PART OF NEW DIGITAL MARKETING STRATEGY

News / Business aviation

Air Service Basel, a private aviation handling and maintenance facility, recently launched a re-designed website as a part of the latest digital marketing strategy, including the addition of Laura Gambell in the newly created position of Marketing Communications Manager.?

“I think technology plays a big part in the future of business aviation. I’m glad we could invest in digital marketing at Air Service Basel in order to develop our online presence. We have a lot to offer our clients here so it’s important that we are visible when they search for an FBO in Switzerland,” said Claudio Lasagni, CEO, Air Service Basel.

Lasagni made it his mission to strategically find someone outside of the aviation industry to reinvent the Air Service Basel brand by implementing new digital marketing strategies and designing a new look. The goal was to enable easier navigation of the website via mobile and desktop along with an enhanced way to share news updates on the company.

Another key update was made to the services section, to more clearly depict the company’s offerings:

-

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.

Maintenance

Whether it be routine inspections, LRU repair, exchange or a highly sophisticated cockpit upgrade, Air Service Basel is an authorized dealer of the highest standard systems including; Garmin, Honeywell and Rockwell Collins, to give the most contemporary, cost-effective solutions.

- FBO

  Personalized Luxury and Extraordinary Convenience: With direct ramp access, each passenger is only a few steps away from being welcomed by the FBO handling team inside the private and secure passenger facility. While waiting for a flight or ground transportation, experience the comfort of the intimate VIP lounge where the Air Service Basel staff will cater to specific needs.

- Hangar & Apron Parking

  Privacy with Room to Spare: Air Service Basel's concrete 9000 m2 ramp is large enough to accommodate any size aeroplane or helicopter, from small light aircraft to Boeing BBJs or Airbus 319s. The IS-BAH certified aircraft handling team is based on-site, and is ready to receive each aircraft or enable departure at a moment's notice.

- **CAMO & Aircraft Management**

  Making Ownership Easy: Air Service Basel designs a custom maintenance schedule that fits each operator's needs, tracks the status of life-limited parts, and handles all of the detailed paperwork with the regulatory authorities. Quite simply, the CAMO+ professionals become a personal maintenance planning department

"From what I've seen so far, the business aviation sector is only just starting to implement digital marketing into their businesses. As Air Service Basel reaches its 50th anniversary at the end of this year, we need to be thinking about the future. In my opinion that future needs to incorporate digital marketing and the new website is the first step", said Laura Gambell, Marketing Communications Manager, Air Service Basel.

01 OCTOBER 2017

ARTICLE LINK:
https://50skyshades.com/index.php/news/business-aviation/air-service-basel-launches-new-website-as-part-of-new-digital-marketing-strategy

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.