

AFRA Marketing Plan 2025 – Simplified Board Presentation

Executive Summary

- **Vision:** AFRA aims to reinforce its global leadership in sustainable aviation end-of-service practices while advancing circular economy goals.
 - **Focus Areas:**
 1. Driving member engagement.
 2. Expanding global reach.
 3. Establishing thought leadership in sustainability.
 - **Core Values:** Quality, Integrity, Safety, Inclusion, Collaboration, and Global Equity.
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Market Analysis

- **Industry Context:**
 - Increasing regulatory and consumer pressure for environmental responsibility.
 - Opportunities in circular economy models and recycling technology advancements.
 - **Key Challenges:**
 - Regional regulatory disparities and scaling sustainability efforts.
 - **SWOT Highlights:**
 - **Strengths:** Global expertise, strong partnerships, leadership in recycling standards.
 - **Opportunities:** Membership growth in Asia, Africa, and Latin America; innovation in materials recycling.
 - **Threats:** Resource constraints; competition from compliance-focused organizations.
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Target Audience

1. **Current Members:** Focused on enhancing sustainability practices and gaining industry recognition.
 2. **Potential Members:** Emerging market stakeholders seeking guidance to align with global standards.
 3. **Strategic Partners:** Industry leaders and researchers driving innovation in recycling and materials.
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Marketing Objectives

- **Member Engagement:**
 - 20% increase in newsletter engagement.
 - Host 4 webinars annually with 85% satisfaction.
 - **Global Membership Expansion:**
 - 15% growth in emerging markets.
 - Presence in 5 new countries.
 - **Thought Leadership:**
 - Launch 2 sustainability-focused leadership courses.
 - Highlight member innovations through the "Sustainability Spotlight."
 - **Collaboration & Recognition:**
 - Increase joint event participation by 20%.
 - Launch a Member Recognition Program.
 - **Global Equity:**
 - Participate in 3 global policy discussions.
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Key Strategies

1. **Content Leadership:**
 - Showcase innovations through "Sustainability Spotlight."
 2. **Global Growth:**
 - Regional campaigns and partnerships in emerging markets.
 3. **Safety and Integrity:**
 - Host annual webinars focused on safe recycling practices.
 4. **Member Recognition:**
 - Celebrate member achievements at high-profile events.
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Key Initiatives and Timeline

- **2024:**
 - Launch "Sustainability Spotlight" (September).

- Start membership campaigns in emerging markets (Q4).
 - Host safety-focused webinars (November).
 - **2025:**
 - Launch sustainability leadership courses (Q2).
 - Introduce Member Recognition Program (ASA AFRA Conference).
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Success Metrics

- **Membership:** 15% growth in emerging markets; 5 new countries.
 - **Engagement:** 20% increase in newsletter interaction; 10% social media growth.
 - **Partnerships:** 5 new collaborations secured.
 - **Event Impact:** 4 webinars with 100+ attendees annually.
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Budget Overview

- **Priorities:**
 - Content development (e.g., newsletters, leadership courses).
 - Digital marketing for outreach.
 - Member engagement through webinars and events.