

# Ten2Two. Part-time Professionals. Experienced. Affordable. Expert.

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



## Ten2Two Case Study: Strategic Marketing Flies at Airkix

### Success Story

It's no surprise that Airkix is a great success story. Imagine a wind tunnel that could be used for testing the aerodynamics of an F1 racing car, turn it upright, then gently lean into the airflow and you are skydiving.



Often seen on TV from programmes like *Blue Peter* and *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 in Milton Keynes and Manchester.

### Stepping it Up

The announcement of a third tunnel in Basingstoke, bringing the number of Airkix 'flyers' to more than 150,000 a year, gives Airkix true national coverage and prompted the team 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.

### Ten2Two Flies In

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 been working with Airkix for some months. He 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.

### It Could be You

Many business feel they cannot afford the experience and skills that would truly make a strategic difference to their business but they can. A highly experienced professional working part-time & complementing an existing team is a cost-effective route to driving growth and improvement, whether you need support in Marketing, Sales, HR, Finance or Operations.