

# Social Media Management

**Commercial Pilot License Course**  
**Asia Pacific Flight Training**

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**23/01/2019 - 1/02/2019**



## Objective

- To generate leads from social media for Commercial Pilot License Course
- To create social media presence of APFT

## Strategy

- 3 Posts per day on social media handles(Facebook, LinkedIn, Instagram)
- One paid post on each Facebook and Instagram
- Creative Designs with appropriate content
- Interacting with leads and providing few details of training program and forwarding leads to client

- Agency analyzed flight training institutes on social media
- We retrieved data from the website  
Proper content creation and designing
- Ads run on social media strategically after approval from the client for posts & caption
- 90 Posts designed and uploaded on Facebook, Instagram, LinkedIn
- Interacted to the queries asked on Facebook & Instagram
- Provided leads from Facebook & Instagram

# Activities Undertaken



**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.



**REGISTER NOW!**



**Dream High...  
Fly Higher...**



**APFT Announces  
Cadet Pilot Training Program**



**WE CAN HELP YOU FLY !**



Duration - Minimum of 18 months.  
Age - 18 years for appearing for Exams.  
Education - 12th pass with Mathematics and Physics OR its equivalent for overseas Student pilots.

Candidates awaiting results may also apply (subject to clearing the 10 + 2 examinations)  
Pass medical examination (Class I) from a DGCA approved medical center.  
Adequate competency in the English language.  
Police Verification for Flying Training (Commissioner level)



**Make the Right career choices with APFT**



**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.



**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.



**Get trained in Cadet Pilot  
from APFT**  
Admissions Open till 31st January



**A HIGHLY REWARDING CAREER JUST  
AFTER 12TH STD**



**REGISTER NOW!**

ADMISSIONS OPEN TILL  
31ST JANUARY

**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.



**Get trained with us for a successful  
career in aviation**



**Asia Pacific Flight Training**  
Course-Cadet Pilot Training



**LEARN TO FLY HERE**



**Asia Pacific Flight Training**  
Course-Cadet Pilot Training



**Aspire to become a Pilot ?**



**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.



**GROW YOUR CAREER IN  
AVIATION INDUSTRY**



**Asia Pacific Flight Training**  
Course-Cadet Pilot Training



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Duration - Minimum of 18 months

**WHY APFT?**  
APFTAL Academy is equipped with the state-of-the-art training facilities like:

- ◆ Classrooms
- ◆ Simulator
- ◆ Auditorium
- ◆ Fully equipped library
- ◆ Briefing rooms
- ◆ Conference room
- ◆ Locker facility for students



APFTAL aircraft are supported by well-equipped engineering facilities and state of the art MRO hangar.



**CADET PILOT LICENSE TO FLY**




**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.




MAY THE INDIAN TRICOLOUR ALWAYS  
FLY HIGH



**HAPPY REPUBLIC DAY**

**CADET PILOT TRAINING**  
Duration - Minimum of 18 months.



A SOARING CAREER  
IN AVIATION!

**REGISTER NOW**

For more details visit-[www.apft.edu.in](http://www.apft.edu.in) or call- +91-40-6676 4762  
Register Now



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**REGISTER NOW**

BRIGHT FUTURE IS  
IN YOUR HAND!

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WE WILL GUIDE THROUGH  
EVERY STEP



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CHANGE YOUR LIFE, BE A PILOT



**COMMERCIAL PILOT LICENSE COURSE**  
Duration - Minimum of 18 months



GIVE A NEW HEIGHT TO YOUR  
CAREER!



ADMISSIONS OPEN  
TILL 31ST JANUARY

**COMMERCIAL PILOT LICENSE COURSE**  
Duration - Minimum of 18 months





Start your Commercial Pilot License course  
(Duration - Minimum of 18 months)  
Last day of Registration: 31st January

IN LIFE YOU ARE EITHER A  
PASSANGER OR A PILOT

IT'S YOUR CHOICE...



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TAKE OFF WITH APFT




**COMMERCIAL PILOT LICENSE COURSE**  
Duration - Minimum of 18 months



**REGISTER TODAY !**  
APPLY  
REGISTRAR@APFT.EDU.IN OR CALL: 914066764762



**COMMERCIAL PILOT LICENSE COURSE**  
Registrations Closing Soon



We provide World Class integrated flying and ground training to aspiring students.

The Academy is located in the GMR Campus, half a kilometer from the Ultra-Modern Rajiv Gandhi International Airport at Hyderabad.

A team of skilled maintenance personnel will ensure that you have the safest environment for flying training.

To apply- [registrar@apft.edu.in](mailto:registrar@apft.edu.in) Or Call-914066764762

WE SHAPE YOUR CAREER  
IN A SUCCESSFUL WAY



**COMMERCIAL PILOT LICENSE COURSE**  
Duration - Minimum of 18 months



**TIME FLIES, BUT YOU'RE THE PILOT**



**COMMERCIAL PILOT LICENSE COURSE**  
Duration - Minimum of 18 months



**START YOUR PILOT CAREER NOW**



**COMMERCIAL PILOT LICENSE COURSE**  
Duration - Minimum of 18 months



**COMMERCIAL PILOT LICENSE COURSE**  
Registrations Closing Soon



**FLY FOR  
THE BEST!**



**ENROLL IN OUR  
COMMERCIAL PILOT LICENSE COURSE**



**APPLY NOW**  
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**A RIGHT TIME TO START YOUR CAREER IN  
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**DREAM  
HIGH  
FLY  
HIGHER**

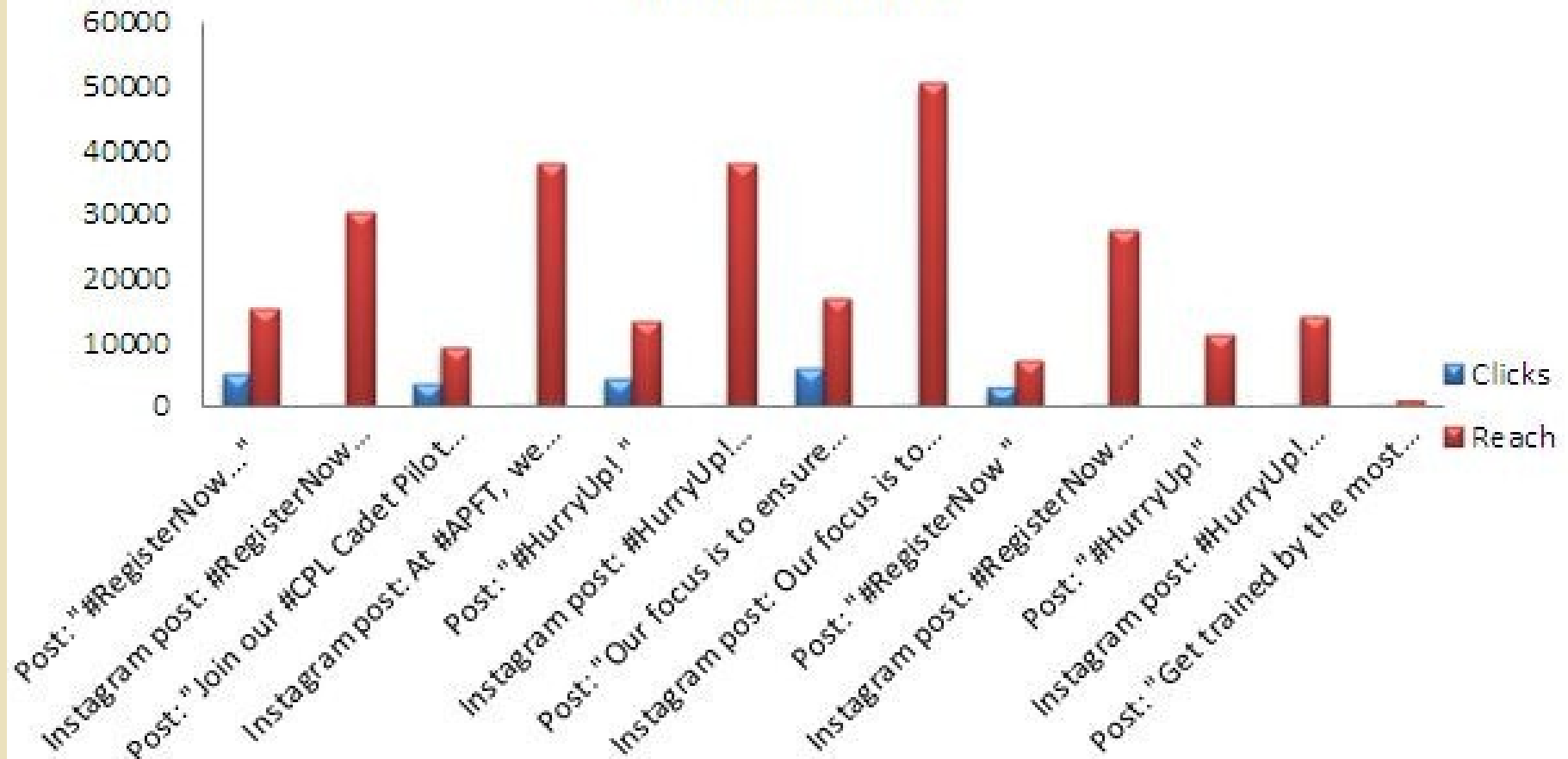


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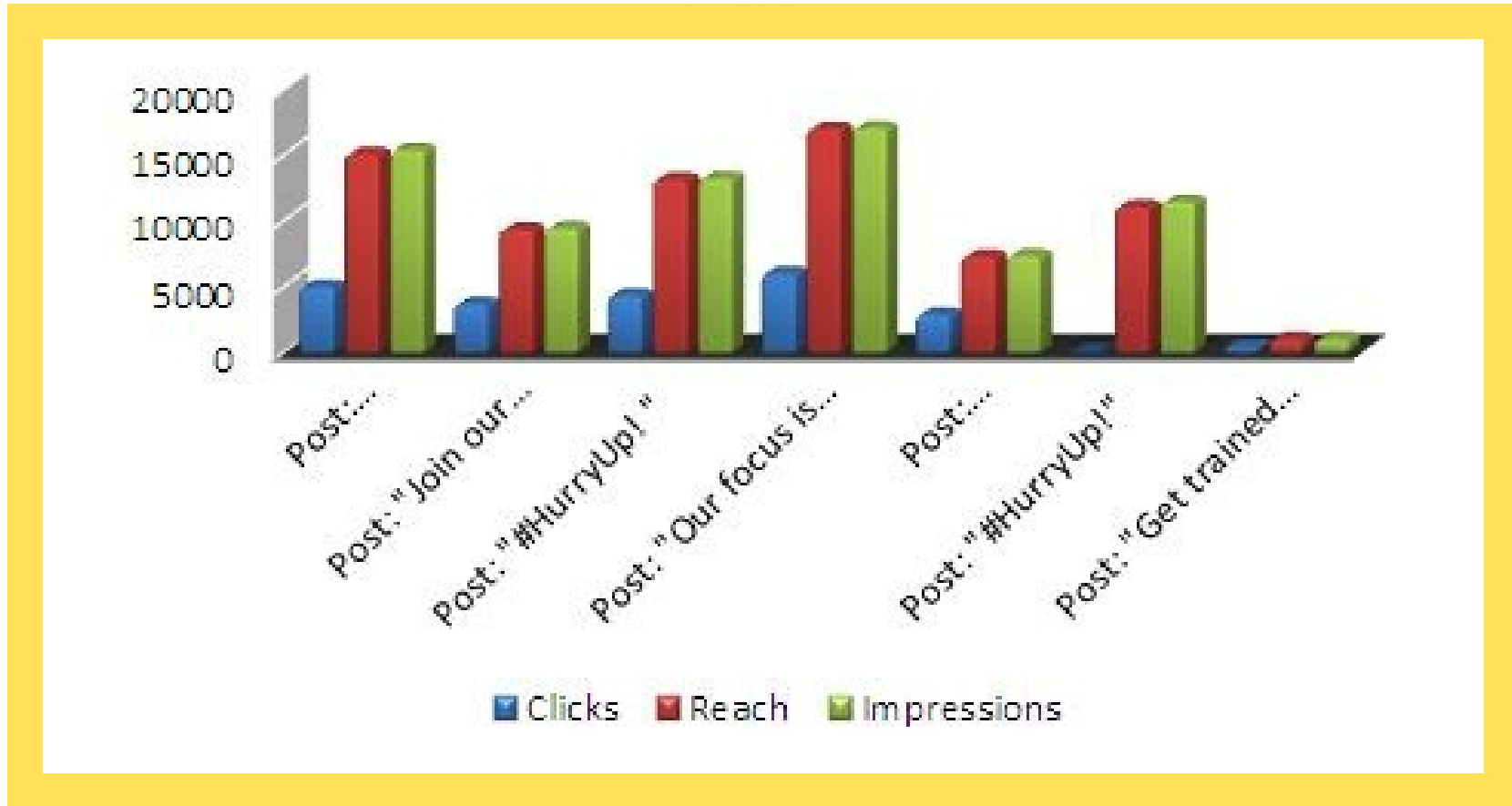


# Social Media Graph

## Clicks vs Reach



# Facebook





# Instagram



# Result

**More than 300 positive queries generated through  
an eight days campaign**