

Digital Transformation and Marketing Strategies in the Aviation Industry

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Abstract: *The aviation industry has undergone a profound transformation driven by the rapid adoption of digital marketing technologies. Airlines increasingly leverage data analytics, artificial intelligence (AI), and automation to deliver highly personalized, predictive, and seamless customer experiences. Data-driven segmentation and predictive modelling enable targeted promotional campaigns that optimize yield management and improve conversion rates. Social media platforms and influencer partnerships foster engagement and brand advocacy, while loyalty programs and personalized communications strengthen customer retention and lifetime value. Immersive technologies—such as augmented reality (AR) and virtual reality (VR)—offer virtual tours of cabins and airports, enhancing pre-travel decision-making and supporting differentiated brand positioning. AI-powered chatbots and real-time messaging streamline customer service and reduce operational costs. Simultaneously, digital channels provide robust measurement and rapid feedback loops, allowing airlines to continuously refine their marketing strategies. As the industry embraces 5G connectivity and metaverse applications, the future of aviation marketing will centre on omnichannel integration, sustainability messaging, and emotionally resonant content. Ultimately, airlines that balance innovative digital tools with authentic, human-centric storytelling will secure a competitive edge in an increasingly data-saturated and experience-driven marketplace.*

Keywords: Digital Marketing, Aviation Industry, Customer Engagement and Artificial Intelligence

