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Your customer is your business. If an airline can give a better in-flight experience with the reward points, then the customer is going to be with them forever. 2. Impact: In any type of marketing, creating an impact on your targeted audience is a must. The worst thing that airlines do is not make a unique place in the customer's heart.

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Turkish Airlines marketing policy depends on using hashtags for building relevance and authenticity, whereas Emirates is using Instagram. Maintaining presence on the social media is a 24x7 work for which the airlines hire people, who know business strategies, write powerful content, and have the knowhow of brand positioning.