

Right Rudder Marketing Partners with TruFlight Academy to Launch Advanced Helicopter Training Programs in Texas

Veteran-owned flight school brings cutting-edge Cabri G2 helicopter training to Dallas-Fort Worth area with comprehensive digital marketing support

HOWE, TX, UNITED STATES, September 17, 2025 /EINPresswire.com/ -- [Right Rudder Marketing](#), a leading aviation marketing agency specializing in flight school growth, today announced a strategic partnership with TruFlight Academy, a veteran-owned helicopter flight school that has recently established operations in Texas. The partnership includes the launch of TruFlight Academy's new website and comprehensive digital marketing campaign designed to connect advanced helicopter training programs with qualified student pilots.



**RIGHT RUDDER
MARKETING**

Right Rudder Marketing Logo

TruFlight Academy, located at 9007 FM 902 in Howe, Texas, is led by Todd and Scarlett Guison. Todd brings eight years of Army aviation experience flying Black Hawks across four continents before transitioning to commercial helicopter operations. The flight school has invested exclusively in Guimbal Cabri G2 aircraft, representing the most advanced two-seat training helicopters certified by the FAA.

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Our students train on the same advanced technology they'll encounter in their professional careers”

Scarlett Guison

"After careful consideration of locations nationwide, we chose Texas as our home base because of the state's aviation-friendly environment and growing helicopter

industry," said Todd Guison, Chief Flight Instructor at TruFlight Academy. "Our partnership with

Right Rudder Marketing ensures we can effectively reach serious pilot candidates who want to train on the most advanced equipment available."

Advanced Training Technology Meets Strategic Marketing

TruFlight Academy differentiates itself through its exclusive use of modern aircraft technology while many competitors continue operating decades-old helicopter designs. The school offers comprehensive training from private pilot certification through commercial ratings, including specialized external load training (Part 133 certification) that prepares graduates for high-paying careers in aerial construction, utility work, firefighting, and emergency services.

"TruFlight Academy represents exactly the kind of innovative flight school we're passionate about supporting," said Gretchen McDaniel, founder of Right Rudder Marketing. "Their commitment to advanced training aircraft and comprehensive certification programs deserved a marketing strategy that matched their vision for excellence."

Comprehensive Digital Marketing Strategy

The partnership encompasses a complete digital marketing solution including:

- Custom Website Development: A mobile-optimized website showcasing TruFlight Academy's advanced training capabilities and clear certification pathways
- Search Engine Optimization: Targeted SEO campaigns focusing on helicopter training keywords across Texas and surrounding markets
- Pay-Per-Click Advertising: Precision Google Ads campaigns reaching prospective students actively searching for helicopter training
- Content Marketing: Ongoing thought leadership content establishing TruFlight Academy's expertise in modern training methods
- Lead Nurturing Systems: Automated email campaigns providing valuable information about helicopter careers and training options



TruFlight Academy Logo

Right Rudder Marketing Log

Addressing Industry Pilot Shortage

The helicopter industry currently faces a critical pilot shortage, creating significant career opportunities for properly trained pilots. TruFlight Academy's approach—combining state-of-the-art aircraft, specialized certifications, and flexible training delivery—produces graduates who are immediately qualified for professional helicopter operations.

"Our students train on the same advanced technology they'll encounter in their professional careers," added Scarlett Guison, TruFlight Academy co-founder. "This gives them a competitive advantage in the job market that training on older aircraft simply cannot provide."

Proven Marketing Results

Since implementing Right Rudder Marketing's strategies, TruFlight Academy has experienced increased inquiry volume and higher-quality prospective students who understand the value of advanced helicopter training. The strategic location in Texas, combined with comprehensive digital marketing, positions the school to serve students throughout the region.

About TruFlight Academy

TruFlight Academy is a veteran-owned helicopter flight school specializing in advanced rotorcraft training using exclusively Guimbal Cabri G2 aircraft. Located at 9007 FM 902, Howe, TX 75459, the school offers training from private pilot through commercial certifications, including specialized external load training. The school also provides mobile training services and serves students throughout the Dallas-Fort Worth metroplex and beyond. For more information, visit www.truflightacademy.com.

About Right Rudder Marketing

Right Rudder Marketing is the leading aviation marketing agency specializing in flight school growth and pilot recruitment. Founded by pilots for pilots, the company provides comprehensive digital marketing services including website development, SEO, PPC advertising, content marketing, and lead generation systems. The agency has helped dozens of flight schools across the United States achieve significant enrollment growth through proven aviation marketing strategies. For more information, visit www.rightruddermarketing.com.

Tim Jedrek

Right Rudder Marketing

+1 314-804-1200

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