

AVIATION

73 Leads. \$3.66 Each.

Aircraft painting & finishing company — Meta lead gen ads.

73

Leads Generated

\$3.66

Cost Per Lead

\$267

Total Ad Spend

THE CHALLENGE

This aircraft paint and finishing company had built its business entirely on word of mouth. They had a website but no paid media presence and no system for generating inbound leads. Growth was dependent on referrals, limiting their ability to scale predictably.

WHAT WE DID

- Built and launched Meta lead generation campaigns from scratch
- Configured lead forms optimized for conversion in the aviation services niche
- Managed targeting, creative testing, and budget allocation
- Delivered consistent lead flow over a 3-month campaign window

THE RESULTS

In under three months, MRKTOPS generated 73 qualified leads at \$3.66 per lead on a total spend of \$267. The company went from zero paid media presence to a functioning digital lead pipeline without relying on referrals. Closing those leads remained the client's responsibility.

SCOPE NOTE

MRKTOPS delivers leads and visibility. Closing leads is the client's responsibility unless Sales Operations is engaged.