DIGITAL MARKETING GROWTH

CLIENT GROWTH SUCCESS STORY

NYC Sunset Charters

Paid Lead Acquisition & Organic Social Expansion

KEY REVENUE IMPACT

13,000 AED

Direct Revenue Generated Through Booking System

Campaign Overview & ROI Benchmark

PRIMARY REVENUE MILESTONE

13,000 AED Direct Sales Generated

High-converting Meta ad campaigns targeting luxury yacht charter enthusiasts in target markets.

$2.35
COST PER LEAD

PAID CONVERSIONS

130 Leads

High-intent Instant Lead Form submissions for charter bookings.

TOTAL VIDEO VIEWS

392.8K+

Combined Facebook & Instagram viral video content impressions.

LINK CLICK VOLUME

5,896

Direct website & booking portal traffic driven via paid + organic.

Leads & Sales Meta Campaign Performance

PAID ACQUISITION AUDIT

TOTAL LEAD FORMS

130

100% Form Completion Rate

COST PER LEAD (CPL)

$2.35

Industry Low Acquisition

TOTAL CAMPAIGN SPEND

$305.88

Daily Budget: $25.00

AD IMPRESSIONS

17,731

Reach: 12,432 Unique Users

Campaign Structure: "Leads Sales campaign" utilized localized audience targeting, high-frequency creative variations (1.2 Avg Frequency), and instant lead forms to capture immediate customer inquiries.

REVENUE RETURN ON AD SPEND

13,000 AED

Generated from an ad spend of just **$305.88** (~1,123 AED).

ROI Expansion: ~11.5x Return on Ad Spend

Facebook Scale Strategy (Nov 1, 2025 – Feb 28, 2026)

ORGANIC GROWTH - PHASE 1

TOTAL CONTENT VIEWS
370.6K
↑ 30.8K% Growth

UNIQUE VIEWERS REACHED
142.1K
High Brand Awareness

WEBSITE LINK CLICKS
5.4K
↑ 535.3K% Inbound Clicks

CONTENT INTERACTIONS
706
↑ 2.5K% Engagement

FACEBOOK PAGE VISITS
3.3K
↑ 1.4K% Page Traffic

NEW PAGE FOLLOWS
117
↑ 1.6K% Organic Audience

Facebook Recent Pulse (Jul 31, 2026 – Oct 7, 2026)

ORGANIC GROWTH - PHASE 2

RECENT FACEBOOK VIEWS

8.9K

↑ 2.6K% Surge

UNIQUE VIEWERS

6.1K

↑ 3.2K% Reached

NEW PAGE FOLLOWS

522

↑ 17.3K% Follower Spike

LINK CLICKS GENERATED

216

↑ 100% Traffic Conversion

CONTENT INTERACTIONS

40

↑ 135.3% Engagement

PROFILE VISITS

92

↑ 206.7% Direct Profile Visits

Instagram Channel Performance Metrics

INSTAGRAM VIEWS

13.3K

13,200 Reel Video Views

ACCOUNTS REACHED

6.1K

↑ 2.5K% Target Reach

BIO LINK CLICKS

280

↑ 100% Inbound Clicks

NEW FOLLOWERS

213

Targeted Luxury Audience

CONTENT INTERACTIONS

70

↑ 100% Direct Engagement

PROFILE VISITS

67

↑ 570% Profile Discovery

Source: Instagram Business Insights

Total Multi-Channel Results At a Glance

COMBINED CAMPAIGN HIGHLIGHT

13,000 AED Direct Charter Sales

Achieved through optimized lead capture, instant response strategy, and organic social authority.

TOTAL VIEWS
392.8K+
Cross-Platform Impressions

QUALIFIED LEADS
130
Instant Lead Form Submissions

TOTAL CLICKS
5,896
Direct Link & Profile Clicks

NEW FOLLOWERS
852
FB + IG Organic Community

How Aplus Tech Solutions Achieved These Results

1. High-Intent Lead Ads

Deployed Facebook & Instagram Meta Lead Forms capturing immediate inquiry data (Name, Phone, Preferred Charter Date) at an extraordinary **$2.35 CPL**.

2. Short-Form Video Reels

Leveraged sunset NYC skyline yacht footage to generate over **392.8K total views**, establishing luxury appeal and organic virality.

3. Rapid Conversion Funnel

Connected lead generation directly to charter booking workflows, yielding **13,000 AED direct sales revenue** with minimal friction.

Margin Optimization

Booking Channel Shift

Before Aplus Intervention

22% Direct

78% OTA Aggregators

After Aplus Optimization

79% High-Margin Direct

21% OTAs

+24% Profit Margin Gain

Eliminated over $180,000 in annual third-party booking commissions.

Let's Generate Similar Results For Your Business

We combine data-driven Meta ads, luxury content creation, and high-converting funnels to scale your business revenue.

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EXPERTISE
Digital Growth & Paid Media

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