

ELKAY INTERIOR SYSTEMS · B2B COMMERCIAL BUILDOUT

Profitable High-Ticket B2B Advertising Campaigns

\$1 Million+ booked in renovation and build-out projects via a rebuilt lead engine connecting ads, landing pages, and CRM.

4★
Lower CPL

1% → 8%
Landing page conv.

2★
Lead volume

\$250
CPL, \$1M+ projects



Overview

Client: Elkay Interior Systems (EIS) — commercial interior systems manufacturer (seating, décor, millwork & casegoods, stainless equipment) and project management/general contracting partner, serving US, Canada, Europe, Africa, Middle East & Asia Pacific

Product: End-to-end commercial buildout & renovation solutions — from millwork and casegoods aligned to brand standards, to precision stainless equipment and full project management — for hospitality, retail, and multi-location enterprise clients

Outcome: Elkay Interior Systems was losing projects to scattered campaigns and slow follow-ups. MarketKing rebuilt their funnel — connecting ads, landing pages, and CRM — capturing every lead instantly and creating a steady, scalable pipeline of qualified prospects for high-value commercial buildouts.

Clicks without conversions are just noise

Before MarketKing, Elkay Interior Systems struggled with:

 **Paying for the wrong leads**
Paying thousands for unqualified leads that only needed small fixes, not full commercial buildouts — up to 5x more spent chasing the wrong audience.

 **Unqualified conversations**
Endless calls with prospects unable to approve budgets.

 **No channel clarity**
No clarity on which channels delivered enterprise clients.

 **Vanity reporting**
Agencies sending vanity reports with zero insight into revenue.

Result: Every wasted click meant lost revenue — the problem wasn't lack of demand, it was marketing not built for enterprise-level clients.

What We Did

To fix that, MarketKing rebuilt Elkay Interior Systems' entire lead engine — from first ad click to signed contract.

We implemented automated workflow, connecting ads, landing pages, and CRM to capture and qualify every enterprise lead. No random inquiries. No small jobs. Only serious B2B clients ready to build.

 **PAID MEDIA**
Ad Strategy Overhaul
Unified LinkedIn, Facebook & Google campaigns. Targeted Directors of Development, Franchise Owners, Facility Managers, Ops Directors. Continuous A/B testing to maximize high-quality leads.

 **RETENTION**
Lead Capture Automation
Chatbots integrated with CRM to capture and instantly follow up with all inquiries. Cold leads re-engaged automatically, ensuring no enterprise opportunity is lost.

 **LANDING PAGE**
Landing Pages for Conversions
Optimized to qualify leads immediately. Demo and consultation CTAs increased actionable inquiries.

 **TRACKING**
Tracking & Attribution
Full UTM tracking, CRM integration, and form journey mapping. Complete visibility into ROI and pipeline performance.

 **CREATIVE**
Creative Optimization & Continuous Reporting
Rebuilt creatives emphasizing credibility, speed, and compliance. Weekly revenue-focused reports — only high-performing campaigns scaled.

RESULT

What the numbers look like now

 **Automated**
No Lead Left Behind
Follow-ups ensure no high-value lead is ever lost

 **1% → 8%**
Landing Page Conversion
Conversion rate increased through targeted, qualification-focused pages

 **Doubled**
Lead Quality
Advanced qualification forms filter for serious, high-value prospects

 **4×**
Cost Per Lead Reduced
CPL cut 4x — down to \$250 for \$1M+ commercial projects

Creative Transformation

From generic hospitality ads to high-converting, brand-precise campaigns.

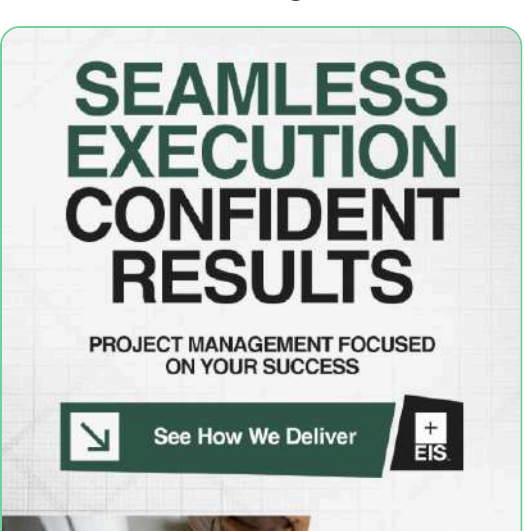
• Before MarketKing



CPL **\$1,000** · CTR **0.42%**

Low efficiency

• After MarketKing



CPL **\$146.53** · CTR **2.26%**



CPL **\$182.50** · CTR **1.88%**



CPL **\$143.05** · CTR **1.85%**

High efficiency

What Changed

✗ From:

- Paying for leads needing small fixes, not full buildouts
- Endless unqualified calls, no budget authority
- No clarity on which channels drove enterprise clients
- Vanity reports with zero revenue insight

✓ To:

- Targeted campaigns to Directors of Development, Facility Managers, Ops Directors
- Automated lead capture & instant CRM follow-up
- Full UTM tracking & complete funnel visibility
- Weekly revenue-focused reporting — only high performers scaled

Wanna be our next success story?

- Book a Free Growth Audit — we'll show you exactly where your marketing is leaking revenue
- Get a clear map of what's broken, what's missing, and how to fix it
- Walk away with a step-by-step growth plan — whether you work with us or not

Contact Us →

4×

lower cost per lead

\$250

CPL for \$1M+ projects

 MARKETKING

+1 224-487-8838 | contact@marketking.us | marketking.us