365 YACHTS · META & GOOGLE ADS

Stop chasing leads — start closing million-dollar deals

How MarketKing built a full acquisition engine for 365 Yachts — turning ad spend into qualified yacht buyers and sellers, and 2–3 yachts sold every month.



+$1–2M Added monthly sales	**700%** ROI
2–3 Yachts sold per month	**200%** Lower cost per client

Overview

Client: 365 Yachts (Miami, USA — luxury yacht brokerage)

Product: Full-service yacht brokerage and the YachtMatch platform

Outcome: One acquisition engine for yacht buyers and sellers — $1–2M in additional monthly sales, 700% ROI, and 2–3 yachts sold every month.

The Problem

Before MarketKing, 365 Yachts was paying for traffic and inquiries — but the leads weren't buyers or sellers ready to act.

Paying for clicks that never convert

Static image ads pulled cheap, curious traffic. Cost per lead averaged ~$100 — and almost none of those leads ever reached a showing or a listing call.

Leads asking for "brochures," not viewings

Inquiries came from browsers, not owners ready to list or buyers ready to purchase. Brokers burned hours qualifying people who were never going to close.

No clarity on which campaigns made sales

No tracking from ad click to signed listing or closed deal. It was impossible to tell which campaigns actually produced revenue.

Pretty reports — zero measurable profit

Previous agencies sent polished reports full of impressions and clicks, but nothing tied ad spend to listings, sales, or commission.

Result: *They weren't losing because of demand — they were losing because their marketing wasn't built to sell luxury.*

What We Did

We didn't just optimize ads — we built a buyer and seller engine around 365 Yachts

We unified Meta and Google into one system, built landing pages that convert, tracked every inquiry and viewing, and replaced static images with authentic video featuring 365 Yachts brokers — building the brand on their expertise to attract serious buyers and sellers.

PAID MEDIA
Multi-channel system
Unified Facebook, Instagram and Google Ads into one ecosystem — with separate funnels for yacht buyers and sellers.

TRACKING
Full-funnel tracking
Every inquiry, form, call and viewing tracked from the first click to the signed listing and the closed deal.

AUDIENCE
High-intent targeting
Reached yacht owners ready to list and qualified luxury buyers — not the broad audiences that brought unqualified leads.

CREATIVE
Authentic broker video
Replaced static images with authentic video featuring 365 Yachts brokers — filmed, edited and built around their expertise.

RETENTION
Automated follow-ups
SMS & email sequences re-engage every lead until they book a showing or a listing call.

LANDING PAGE
High-converting landing pages
Built landing pages and websites that convert clicks into high-quality yacht buyers and sellers.

RESULT

What the numbers look like now

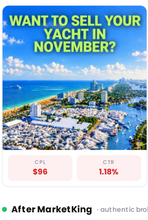
Every call tracked. Every dollar measured. Every yacht sold — not just "inquired."

$1–2M Additional Monthly Sales — New listings and buyer deals closed every month — each one traced back to the campaign that sourced it	**700%** Return on Investment — Ad spend measured against closed-deal commission, not clicks or impressions
2–3 Yachts Sold Every Month — A predictable deal flow instead of month-to-month guesswork	**200%** Lower Cost Per Client — Better-qualified leads and a 2× higher lead-to-deal rate cut the cost of every new buyer or seller

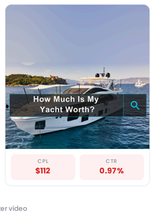
Creative Transformation

From static images to authentic broker video — same budget, completely different results

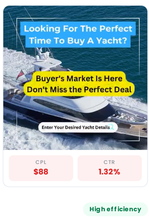
Before · static images — Low efficiency



CPL	CTR
$96	1.18%

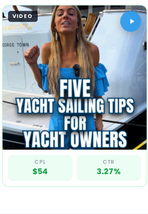


CPL	CTR
$112	0.97%

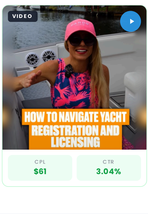


CPL	CTR
$88	1.32%

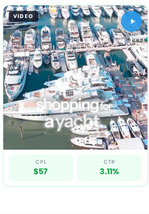
After MarketKing · authentic broker video — High efficiency



CPL	CTR
$54	3.27%



CPL	CTR
$61	3.04%



CPL	CTR
$57	3.11%

What Changed

From scattered ad spend to a tracked, revenue-first acquisition system

FROM
- Static image ads that attracted curiosity clicks
- CPL of $88–$112 on low-intent inquiries
- Static image creatives with CTR around 1%
- No tracking from ad click to closed deal
- Reports full of vanity metrics, no revenue view

TO
- One engine for qualified yacht buyers and sellers
- CPL down to $54–$61 on qualified leads
- Authentic broker video with CTR 3%+
- 2× higher lead-to-deal conversion
- $1–2M added monthly at 700% ROI — fully tracked

Wanna be our next success story?

- **Book a Complimentary 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

$1–2M
added in monthly sales for 365 Yachts

700%
ROI