

**248**  
leads

**\$6.77**  
per lead

**\$136k**  
revenue

**53**  
leads

**\$2010**  
ad spend

**\$39.64**  
per lead

**29,902**  
reach

**\$351**  
ad spend

**11,464**  
post engagements



#### CASE STUDY | AVIATION AUSTRALIA

*"Aviation Australia is a world class, registered training organisation, established by the Queensland State Government in 2001 to support the development and growth of aviation and aerospace industries in both the Australian and international markets."*

“ WhiteSpace Marketing have successfully generated leads for Aviation Australia through a range of social media campaigns. Phoebe, Scott & their team are a pleasure to work with. They understand our business needs and have been great at communicating and implementing their ideas. They have proven their capabilities and knowledge through delivering outstanding results that help us achieve our goals. ”



## **PROBLEM**

Aviation Australia requires a regular supply of leads and conversions to fill their courses based around the aviation industry, including flight attendants, engineering staff, and ground crew.

To date, traditional press was not delivering sustainable results, and their online advertising activity had little structure, with no trackable results to scale.

**Over the course of 4 months:**

- **We designed online Facebook marketing campaigns to deliver REGULAR leads at an excellent CPA, leading to a 10 times ROI**
- **The client is now putting on additional courses to accommodate the leads.**

## **WHAT THEY WERE DOING**

Prior to WhiteSpace taking over the Facebook accounts, the client had a large agency engaged to do their campaigns, and they were boosting their own posts. Neither activity streams were delivered trackable, targeted leads however, and they were spending large amounts each month without seeing results.

Aviation Australia have very specific objectives – to get the right number people into their classes, and the people who will make aviation their career path. They needed to understand the cost of getting such a student to enrol, the time required to do so, and how to achieve getting a regular supply of leads which delivered a positive ROI.

## **HOW WHITESPACE HELPED**

WhiteSpace developed a short funnel Facebook Campaign for each individual course type – targeting specific interests and behaviours for each. For example, the audience we targeted for Flight Attendants was vastly different to that of the Engineering courses. We developed creative ads and copy to attract the right sort of candidate, to deliver them as a lead to the internal sales team at Aviation Australia. After regular monitoring we scaled the campaigns which were performing the best, to deliver the optimal numbers to the client. They actually had to schedule more events to deal with the level of interest.

## **RETURN ON INVESTMENT AND FUTURE PLANS**

WhiteSpace delivered a 10 times ROI for Aviation Australia on the campaigns which have run over the past 4 months.

The client now sees the value in having a Facebook Specialist team, and we are working together on developing year-round campaigns to keep the momentum strong, and grow the attendance numbers event higher.