

CloudHill Signed a New Client and Saw ROI in Just 3 Months with Entrepreneur Lifestyle

Introduction

CloudHill Productions creates high-security, story-led video content for the defence, security and aerospace sectors, covering trials, exercises, R&D and projects for clients like the British Army and Babcock.



ROI

IN JUST 3 MONTHS

5,793

CLICKS AT £0.98 EACH

3.58%

ENGAGEMENT AD CTR

The Challenge



Engagement Without a Funnel

Posts were generating strong organic engagement, but there was no structured funnel to turn that interest into booked calls.



Rising Ad Costs

LinkedIn ads felt increasingly expensive, and there was no clarity on ROI timeframes or where the budget was going.



One-Man Lead Generation

Gary was personally managing all lead follow-up, with LinkedIn as the only channel and no repeatable system behind it.



A Hard-to-Reach Audience

CloudHill needed to reach decision-makers inside large defence corporates, not the small businesses ads often attract.



The Solution

CloudHill had five years of strong content and real engagement, but **no system to turn attention into clients.**

We repurposed their best-performing posts into cold campaigns **precision-targeted at UK defence corporates**, putting CloudHill in front of decision-makers at BAE Systems, Babcock, QinetiQ, Thales and Dstl. Engagement ads averaged a **3.58% click-through rate, with the best ad reaching 7.53%.**

We then layered in retargeting campaigns **to capture warmer demand**, turning interested viewers into a pipeline. The result: **a new client signed and ROI delivered within 3 months.**

Results and Benefits



ROI in 3 Months

A new client signed within the first 3 months — with projects worth £9–10K, the campaign quickly paid for itself.



5,793 Clicks Generated

Nearly 6,000 clicks from defence-sector audiences at an average cost of just £0.98 per click.



3.58% Engagement CTR

Engagement ads ran at roughly 3x the campaign average, with the best ad hitting 7.53%.



Defence Primes Reached

99% of clicks came from the UK, reaching decision-makers at BAE, Babcock, QinetiQ, Thales and Dstl.



Already **signed a client** and received an **ROI after 3 months.**

Gary Kendall | Founder & Project Planner

[View Detailed Case Study](#)



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