COMMUNICATIONS AS A SERVICE | AVIATION FINANCE

From no digital presence to top-three Google rankings and 5× the qualified leads.

A specialist brokerage serving business owners and real-estate developers had no website, case studies, social presence or pitch deck. Sirotin Ventures wrote the first set.



CLIENT	SECTOR	ENGAGEMENT	HEADLINE RESULT
Aircraft financing brokerage	Aviation Finance	Website copy, search, client evidence, LinkedIn	5× · Qualified leads · $0 ad spend

01 · PROBLEM

A specialist brokerage with no digital record of its work

The brokerage arranged aircraft financing for business owners and real-estate developers, but a prospective client searching for it found nothing: no website, no case studies, no social presence and no pitch deck. The firm had client wins to point to; the written evidence of them did not exist yet.

02 · WHAT WE DID

Website copy, search, client evidence, LinkedIn

Sirotin Ventures wrote the complete website and built its search strategy around 15 researched key phrases. Client wins became written case studies, and a pitch deck was developed for direct conversations. The positioning settled on "concierge-level service" to describe how the brokerage works with clients. A LinkedIn strategy, including a newsletter, ran alongside.

03 · RESULT

Target phrases reached the top three Google results with no paid acquisition, and qualified leads increased fivefold over the engagement, as reported by the brokerage. Positioning, content and search visibility were the new inputs in that period; other factors were not isolated.

Top 3 GOOGLE RANKINGS FOR TARGET PHRASES, NO PAID ACQUISITION

5× INCREASE IN QUALIFIED LEADS, AS REPORTED

FROM ZERO

FIGURE

Four assets the brokerage had none of, and what each became.



Rankings and lead growth as reported by the brokerage for the engagement period; no paid acquisition. Other factors were not isolated.

"Exceptional quality and unbelievable results. Their dedication exceeded all expectations."

SCOTT CLARK
PRESIDENT, CLARK CAPITAL GROUP