



— FEATURED CASE STUDY

Select VIP Concierge

From a Blank Ad Account to Qualified Yacht & Concierge Leads in One of Miami's Most Expensive Verticals

GOOGLE ADS · META ADS · MIAMI, FL · LUXURY CONCIERGE & YACHT CHARTER

72 GOOGLE CONVERSIONS	10.49% SEARCH CTR	\$27.87 COST / CONVERSION	10 META WHATSAPP LEADS
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The Business

Select VIP Concierge runs Miami's on-demand luxury concierge desk. Yacht charters, nightlife tables at spots like E11EVEN and LIV, villa rentals, exotic cars, private jets. One text message and a concierge handles the rest, no apps, no back and forth.

The flagship offer, and the one this campaign was built around, is yacht rental. It's the highest-intent, highest-value entry point into the business, and also the most fought-over keyword space in Miami paid search.

The Challenge

00	Starting from zero New Google and Meta ad accounts, no pixel history, no past conversion data, no benchmark to optimize against. Everything had to be built and proven from the first click.
\$\$	An expensive, crowded market Top Miami yacht and boat rental keywords carry a top-of-page bid as high as \$4.42 per click, with competition rated High across almost every core term.
L0	A lean budget for a luxury category The daily budget was around \$30, tight for a niche where a handful of clicks can eat the whole day's spend before a single lead comes in.
II	Repeated in-house pauses The client paused campaigns several times for internal business reasons, unrelated to performance. Every pause reset the learning phase and meant rebuilding momentum from a standing start, more than once.

— MY APPROACH

Built Tight, on Purpose

With a small budget in an expensive category, there was no room for wasted spend. Every part of the account was built around one question: does this click have a real chance of becoming a booking.

Keyword research, narrowed to buyer intent

Search volume in this niche looked attractive on paper, terms like boat rental miami and yacht rental miami florida pull 1,900 to 3,600 average monthly searches, with a top-of-page bid up to \$4.42. Most of that volume is broad and expensive. I mapped the keyword list down to phrases that actually signal someone ready to book: yacht rental miami, yacht day rental miami, yacht boat rental miami, charter yacht rental miami.

Keyword	Avg. monthly searches	Three-month change	Year change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Actual status
yacht rental miami florida	3,600	+55%	+20%	High		\$1.32	\$4.36	
yacht boat rental miami	3,600	+55%	+20%	High		\$1.32	\$4.36	
yacht day rental miami	3,600	+55%	+20%	High		\$1.32	\$4.36	
charter yacht rental miami	3,600	+55%	+20%	High		\$1.32	\$4.36	
boat rental miami	1,900	+45%	+85%	High		\$1.38	\$4.42	
luxury boat rental miami	1,900	+45%	+85%	High		\$1.38	\$4.42	
motor boat rental miami	1,900	+45%	+85%	High		\$1.38	\$4.42	
party boat miami	1,300	0%	-12%	Medium		\$0.97	\$3.40	
boat rental miami florida	1,300	0%	0%	High		\$1.28	\$3.88	

GOOGLE KEYWORD PLANNER – LIVE SEARCH VOLUME & COMPETITION FOR THIS ACCOUNT

A negative keyword list to stop the bleed

Before spending a dollar, I built out negative keywords to cut traffic that would never convert: free, cheap, job and career searches, used and second hand listings, dealer and broker traffic. In a market this priced, filtering out the wrong clicks matters as much as targeting the right ones.

Keywords	Negative Keywords	Headlines up to 15 (Min 3-4) character	Long Headlines up to 4 Min 3
yacht rental miami	free	Call Now For Miami Yacht Deals	0 Call now to save up to 15% on your Miami yacht experience. VIP concierge h
miami yacht rental	cheap	Save 15% On Miami Yacht Rental	0 Skip the hassle. Call now and let us arrange your private yacht experience.
yacht rental miami florida	price list	VIP Yacht Charter Miami Today	1 Luxury yachts, VIP service, and fast booking by phone. Save 15% while avail
yacht day rental miami	cost breakdown	Private Miami Yacht Experience	0 Your Miami yacht experience starts with one call. Limited-time savings availa
yacht boat rental miami	how much does	Limited Offer Yacht Charter	3 Private yacht charter made easy. Call our concierge and secure your date tod
yacht rental miami	average cost	Book Your Miami Yacht By Phone	0 Talk to a yacht expert now and book your luxury Miami charter in minutes.
miami yacht rental	salary	Yacht Rental Limited Deal	4
yacht rental miami florida	job / jobs / hiring	Call Now Save 15% Today	7
yacht day rental miami	career	Skip Searching, Just Call Us	2
yacht boat rental miami	buy	We Arrange Your Perfect Yacht	1
miami charter yacht rental	for sale	Exclusive Yacht Experiences	3
	used	Save On Luxury Yacht charter	3
	second hand	Exclusive Deals Just Call Us	2
	dealer	Private Crewed Yachts	9
	broker	Hassle Free Yacht Booking	5
	listing		

THE ACTUAL CAMPAIGN BUILD SHEET – KEYWORDS, NEGATIVES, AND HEADLINES

Ad copy tested on two angles

I wrote up to 15 headlines and 4 long headlines and split them across two angles: urgency and savings (Call Now For Miami Yacht Deals, Save 15% on Your Miami Yacht Rental) against a concierge, service-led angle (VIP Yacht Charter Miami Today, We Arrange Your Perfect Yacht). Letting the account tell me which angle Miami's yacht buyers actually respond to, instead of guessing.

Google Search plus Meta, running together

Search captured people actively looking to book a yacht. Alongside it, I ran Meta campaigns built around WhatsApp click-to-message, the same low-friction, text-first booking flow the business already uses on its own site. That gave the account two different ways to catch demand: high-intent search clicks, and warmer, lower-cost conversations on Meta.

— PERFORMANCE

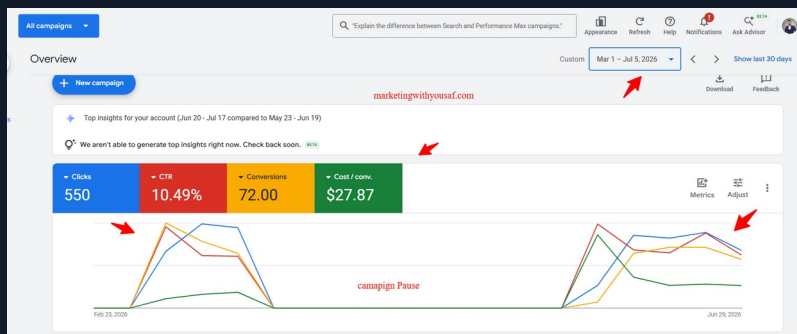
What the Account Delivered

Numbers below are pulled directly from Google Ads and Meta Ads Manager for this account. Google Ads figures cover the active campaign window between March 1 and July 5, 2026, which includes a mid-period pause requested by the client.

Google Search

550 CLICKS	10.49% CTR	72 CONVERSIONS	\$27.87 COST / CONVERSION
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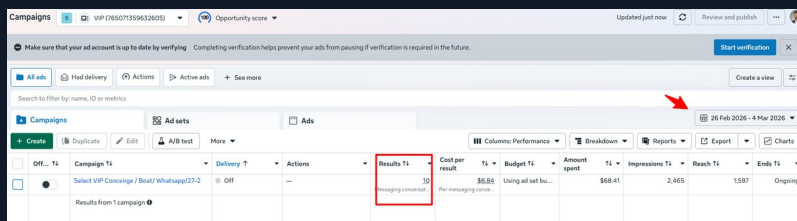
A CTR above 10% is well above what search ads typically pull in a competitive, high-ticket travel category like this one, a sign the narrowed keyword list and the tested headlines were matching real search intent, not just impressions.



GOOGLE ADS OVERVIEW — YOU CAN SEE WHERE THE CLIENT PAUSED THE ACCOUNT AND WHERE IT PICKED BACK UP

Meta (WhatsApp Click-to-Message)

10 MESSAGING CONVERSATIONS	\$6.84 COST / RESULT	2,465 IMPRESSIONS	1,597 REACH
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META ADS MANAGER — SELECT VIP CONCIERGE / BOAT / WHATSAPP CAMPAIGN

Even with a top-of-page bid as high as \$4.42 on core keywords, the blended cost to generate a qualified conversation stayed well under a single click's ceiling price, on both platforms.

The account was paused and restarted more than once for reasons that had nothing to do with performance. Each time, it rebuilt momentum and kept converting, instead of needing to start the strategy over from scratch.

– THE TAKEAWAY

Quick Wins Don't Require a Big Budget

This account proves the core problem in the brief: generate real leads, fast, on a lean budget, inside one of Miami's most competitive and expensive ad categories. A tight keyword list, a real negative keyword strategy, and running Search and Meta together got there without needing a large daily spend to compete.

The repeated pauses were the real test. Every account looks good when it runs uninterrupted. This one had to prove itself from a cold start, more than once, and still landed a sub \$28 cost per conversion on Google and a sub \$7 cost per lead on Meta, in a market where a single click can cost more than that.

Where this stands now

Campaigns are structured to scale the moment the client is ready to run consistently. The keyword research, negative list, and creative angles are already tested and proven, so the next phase is about volume, not rebuilding the foundation.

Want results like this for your business?

I run Google and Meta Ads for service businesses, and partner with agencies as a white-label strategist.

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