MAX-G

CASE STUDIES 05

RESULTS Q3

SELECTED PERFORMANCE & GROWTH CASE STUDIES

PERFORMANCE AT SCALE. GROWTH BY DESIGN.

Selected Digital Marketing & Audience Growth Case Studies

Specialized Marketing. Measurable Performance. Aviation Expertise.

AVIATION ◆ AEROSPACE ◆ SIMULATION



WHO WE ARE

BUILT FOR INDUSTRIES THAT DEMAND MORE THAN GENERIC MARKETING.

MAX-G combines aviation and simulation industry expertise with ongoing marketing execution, creative production, digital strategy and commercial development. Our work is built around sustained brand visibility, audience engagement and commercial opportunity.

01

Ongoing Marketing & Digital Strategy

Planning, channel strategy, campaign execution and monthly performance measurement.

02

Creative Production & Social Media

Recurring short- and long-form content, in-simulator capture and channel publishing.

03

Audience Development & Distribution

Community management, creator relationships and paid and organic distribution.

04

Business Development & Commercial Consulting

Partnerships, channel and distribution development, market entry and advisory.

PORTFOLIO OVERVIEW · VERIFIED RESULTS

FIVE BRANDS. FIVE VERY DIFFERENT AUDIENCES.

CLIENT (ANONYMIZED)	VIEWS	INTERACTIONS	ACCOUNT VISITS	PLATFORM
Multinational Simulation Hardware Manufacturer GLOBAL AUDIENCE	20.1M	144.4K	287.1K	Facebook Q3
Independent Flight Simulation Aircraft Developer SPECIALIST BRAND	47K	803	3K	Facebook Q3
U.S.-Based Flight Training Organization REGIONAL MARKET	194.1K	7K	4.2K	Facebook Q3
Military Flight Simulation Aircraft Developer SPECIALIST ENTHUSIAST MARKET	1.3M	59.6K	31K	Facebook Q3
Regional Flight Training Academy REGIONAL TRAINING MARKET	385K	12.4K	8.6K	Full funnel Q3

Figures are taken from each client's own reporting dashboards. Clients are anonymized.

CASE STUDY 01

MULTINATIONAL SIMULATION HARDWARE MANUFACTURER

SCALING A GLOBAL AUDIENCE.

An established manufacturer with a large international following. The focus was sustained content distribution at volume: growing reach, holding interaction quality and turning attention into account visits and new followers.

METRIC	RESULT	CHANGE
Views	20.1M	+107.9%
Viewers	6.9M	+116.5%
Content interactions	144.4K	+72.3%
Account visits	287.1K	+128.5%
New follows	22.8K	+63.9%
Link clicks	28.8K	+7.2%

20.1M

Views · +107.9% growth

FACEBOOK · Q3

CASE STUDY 02

INDEPENDENT FLIGHT SIMULATION AIRCRAFT DEVELOPER

ACCELERATING A SPECIALIST BRAND'S DIGITAL PRESENCE.

A small independent studio with a niche product. Relative growth matters most here: every metric rose, and link clicks to the developer's own channels increased nearly tenfold.

+963.6%

Link clicks · 234 in Q3

FACEBOOK · Q3

METRIC	RESULT	CHANGE
Views	47K	+254.4%
Viewers	20.4K	+154.6%
Content interactions	803	+246.1%
Account visits	3K	+30.2%
New follows	75	+150%
Link clicks	234	+963.6%

Same client on Instagram: 60.3K views (+874%) and 1,232 followers (+136.9%). Reported separately because the platform differs.

CASE STUDY 03

U.S.-BASED FLIGHT TRAINING ORGANIZATION

BUILDING ENGAGEMENT IN A REGIONAL AVIATION MARKET.

A flight school marketing to a local catchment, using student milestones (first solos and new certificates) as its core content. Every metric grew: reach, engagement, page visits, follows and link clicks.

+28.7%

Content interactions · 7K in Q3

FACEBOOK · Q3

METRIC	RESULT	CHANGE
Views	194.1K	+11%
Viewers	69K	+30.6%
Content interactions	7K	+28.7%
Account visits	4.2K	+24.8%
New follows	160	+22.1%
Link clicks	5	+58.3%

CASE STUDY 04

MILITARY FLIGHT SIMULATION AIRCRAFT DEVELOPER

GROWING AUDIENCE SCALE IN A SPECIALIST MARKET.

The developer grew reach past one million views in a narrow enthusiast category, with viewers up 27.9% and account visits up 61.2%, a sign of deeper interest in the brand itself.

1.3M

Views · 31K account visits, +61.2%

FACEBOOK · Q3

METRIC	RESULT	CHANGE
Views	1.3M	+6%
Viewers	605.4K	+27.9%
Content interactions	59.6K	+4.4%
Account visits	31K	+61.2%
New follows	6.4K	+12%
Link clicks	1.7K	+40.2%

CASE STUDY 05 · REGIONAL FLIGHT TRAINING ACADEMY

FROM CONTENT TO STUDENT INQUIRIES.

AWARENESS	AWARENESS	ENGAGEMENT	CONSIDERATION	CONSIDERATION	TRAFFIC	CONVERSION
385K	172K	12.4K	8.6K	410	680	38
Content views	Unique viewers	Content interactions	Account visits	New follows	Website clicks	Qualified student inquiries
+142%	+118%	+86%	+74%	+95%	+125%	+58%

A regional flight training academy, measured stage by stage: from the attention content earns, through engagement and website traffic, to the inquiries that fill training slots. Every stage grew, finishing with 38 qualified student inquiries.

Each stage is reported on its own, so the school can see exactly where growth came from and how marketing activity connects to enrolments, not just to view counts.

WHAT THESE RESULTS DEMONSTRATE

DIFFERENT MARKETS. DIFFERENT AUDIENCES. MEASURABLE PERFORMANCE.

01 Managing large-scale, established audiences

02 Developing smaller specialist brands

03 Supporting aviation training businesses

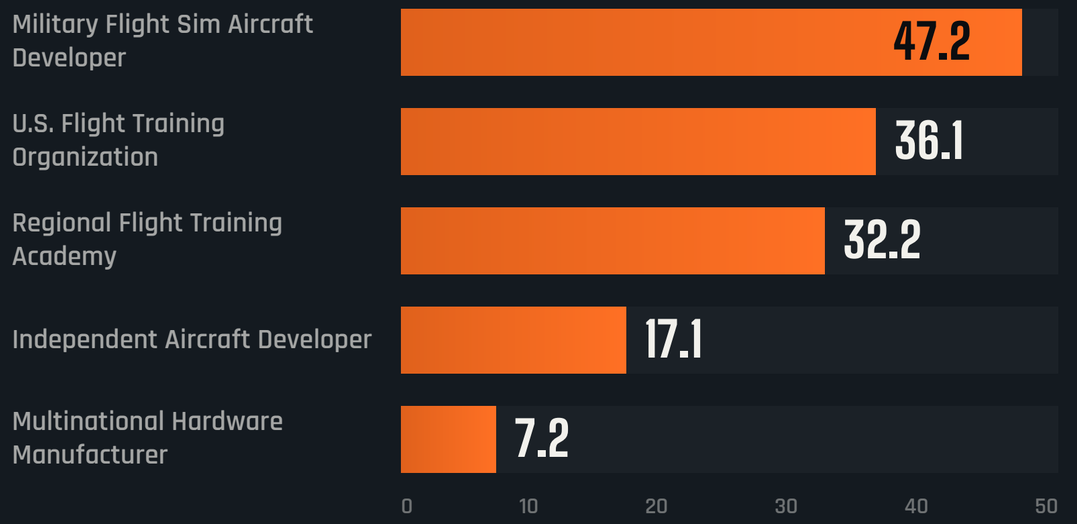
04 Sustaining ongoing digital visibility

05 Increasing engagement and account interest

06 Connecting activity to business objectives

Interactions per 1,000 views

Verified data only, from each client's own dashboards. Smaller, focused audiences engage more per view.



Content interactions ÷ total views × 1,000, using exact view totals where the dashboard reports them.

BEYOND VANITY METRICS

MARKETING PERFORMANCE IS MORE THAN A VIEW COUNT.

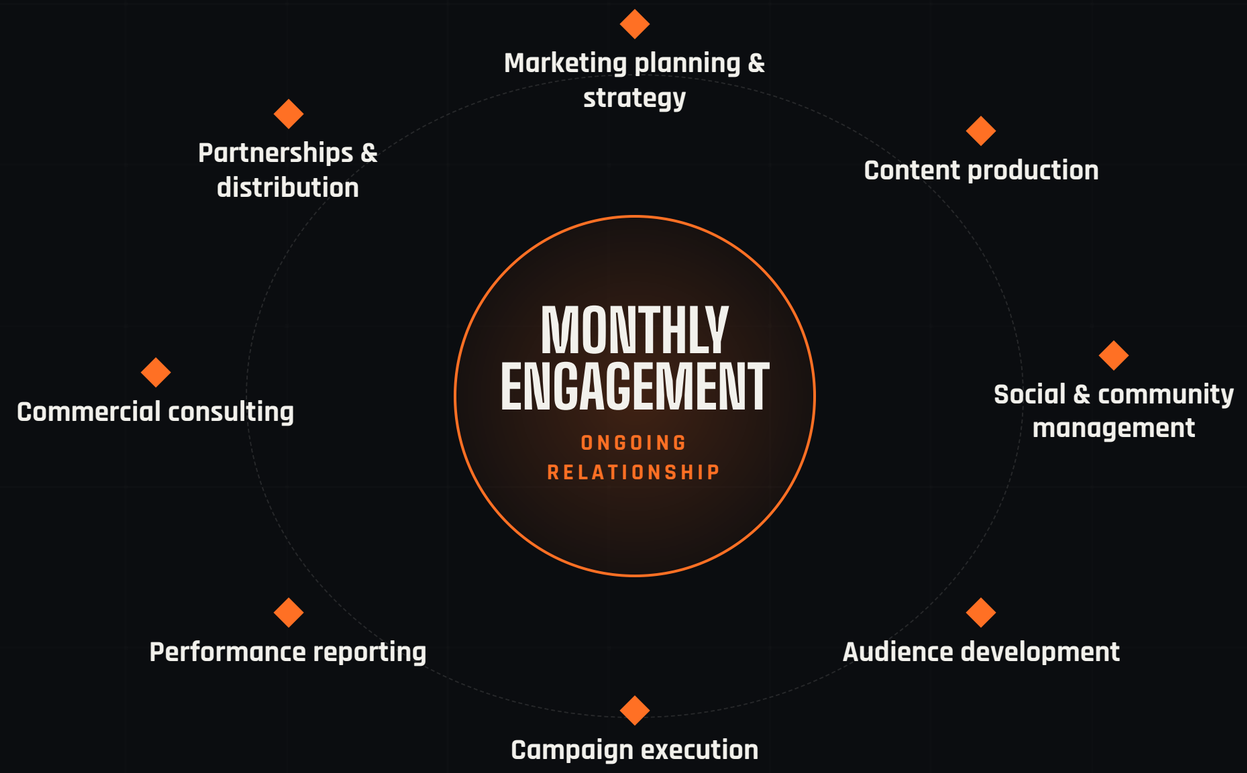
AWARENESS	ENGAGEMENT	CONSIDERATION	TRAFFIC	CONVERSION	ACQUISITION
Reach & impressions	**Interaction quality**	**Brand interest**	**Intent**	**Action**	**Business outcome**
Views, viewers, share of voice	Interactions per 1,000 views, watch time, saves	Account visits, follows, profile actions	CTR, link clicks, qualified sessions	Conversion rate, tracked sign-ups, inquiries	Customers acquired, CAC, retention

Upper-funnel signals matter. Views, reach and engagement show whether content is earning attention in the right audience, and they are where every relationship with a customer begins.

They should connect downstream. Wherever the client's data allows, MAX-G links that activity to CTR, qualified sessions, conversion rate, CAC and retention, so reporting follows the commercial objective rather than the view count.

THE MAX-G ENGAGEMENT MODEL

ONGOING MARKETING. CREATIVE EXECUTION. COMMERCIAL STRATEGY.



Built around a continuing relationship

Most clients work with MAX-G month to month. Strategy, production, publishing, community and reporting run as one operating rhythm, with commercial support added where the business needs it.

Ongoing marketing partner	CORE
Dedicated creative production team	CORE
Social & community management	CORE
Fractional commercial strategy	CORE

WITHIN THE RELATIONSHIP

Product launches, announcements, PR and event campaigns plug into the monthly program when a release or moment calls for them.

MAX-G

BUILD RECOGNITION.
MAINTAIN MOMENTUM.
CREATE OPPORTUNITY.

Specialized Marketing & Commercial Strategy for Aviation, Aerospace & Simulation.

EMAIL
sales@maxgstudios.com

WEB
maxgstudios.com

OFFICE
255 S Orange Avenue, Suite 104 #2710
Orlando, FL 32801, United States