



# ArksLead

Lead-Generation & Revenue Acceleration Partner

 UAE +971 56 430 4325

 UK +44 7438 360245

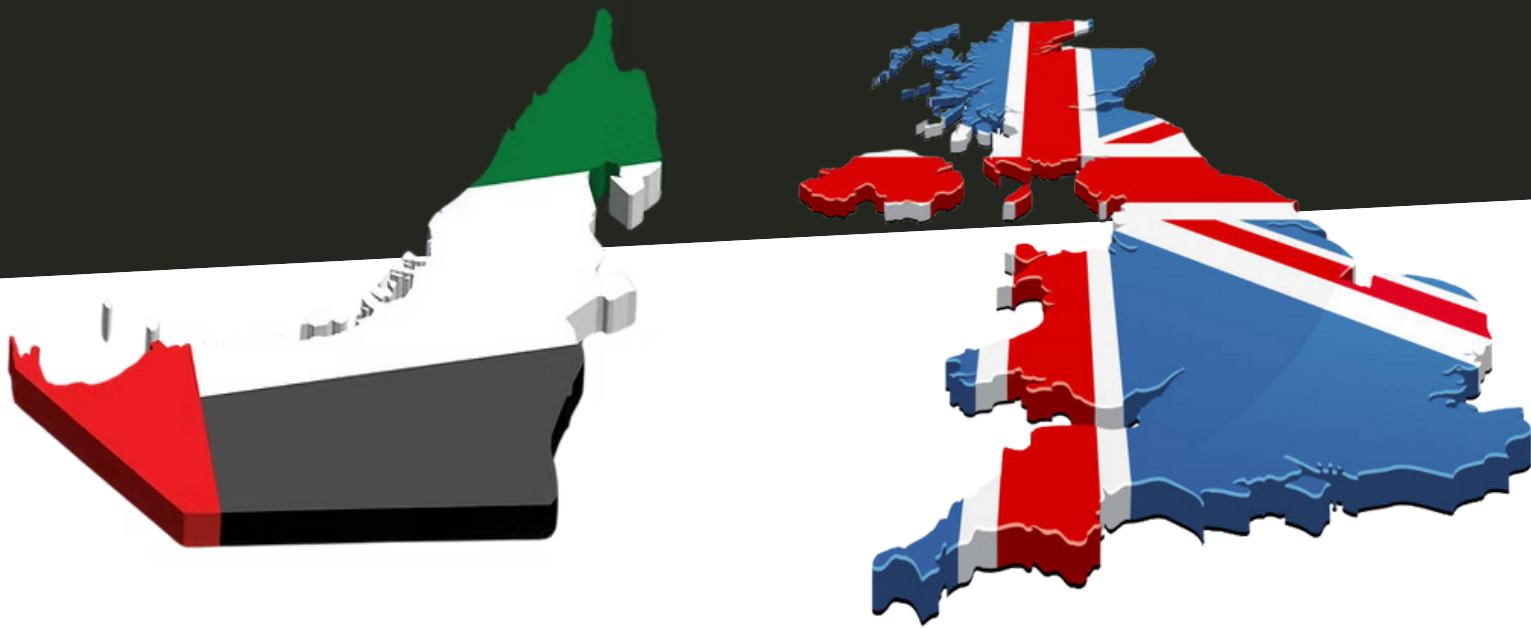
 [arkslead.com](https://arkslead.com)

 [hello@arkslead.com](mailto:hello@arkslead.com)

# About Us

---

ArksLead is a performance-driven growth studio based in Dubai with active operations in the UK. We transform Google and Meta traffic into booked leads for service based businesses, handling everything from strategy and creative to landing pages, automation, and done-for-you closing. With a one-client-per-service policy, we work exclusively for you while delivering clear dashboards and revenue you can measure.



## Core Values

---

### Results First

We believe marketing is only worthwhile when it produces real, measurable revenue.

### Client Exclusivity

We commit to one client per service niche because loyalty and focus create better outcomes.

### Partnership Mindset

Your growth is our north star; we win together or not at all.

### Relentless Curiosity

We chase better ideas, test new angles, and keep learning, because stagnation kills progress.

### Simplicity in Execution

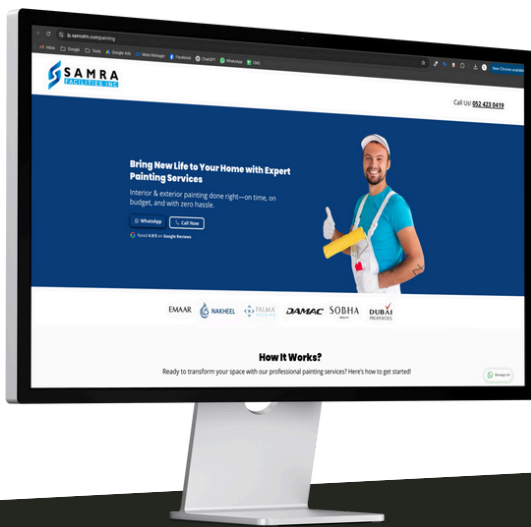
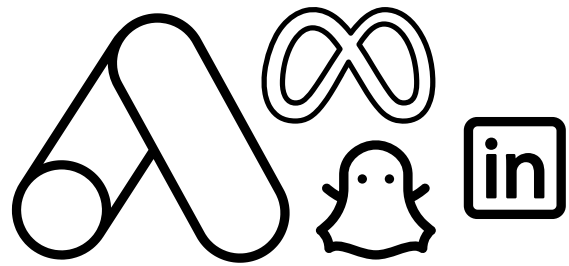
Clear funnels, clear reports, clear communication. Complexity belongs in the code, not in the client experience.

# Services

---

## Lead Generation

We choose Google Search/PPC or Meta Ads based on your business, put your offer where buyers already are, and refine bids and audiences daily for maximum ROI.

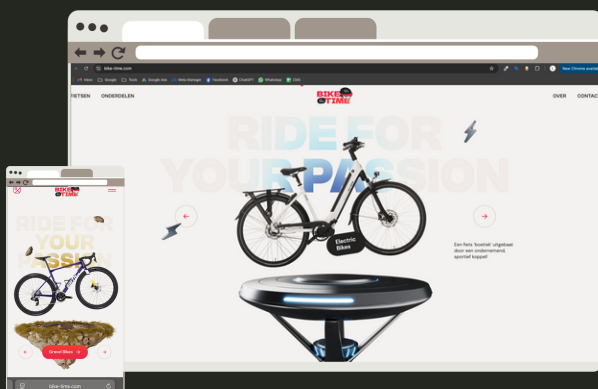


## Landing Pages

Landing pages that loads in seconds and mirrors the ad intent. With CTA's like Call, WhatsApp and Forms, we make sure no leads are slipped, maintaining above 35% CTR.

## Sales Automation & CRM

Every Form, Call, or WhatsApp lead is instantly routed, tagged, and followed up by auto-texts, while live dashboards track every stage, so no enquiry slips through the cracks.

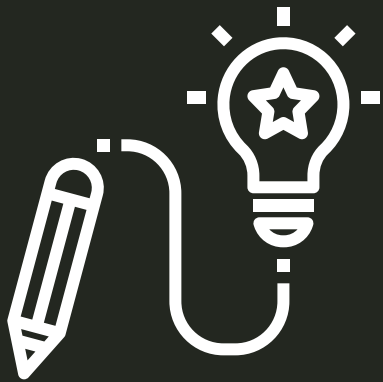
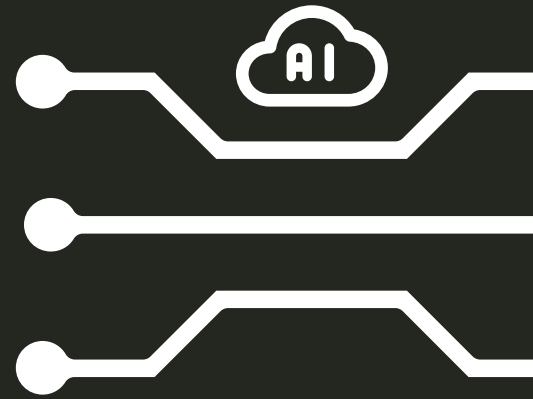


## Website Development

Clean, responsive websites built for speed, SEO, and visual impact. Designed around your brand's core idea, each page loads fast, ranks well, and drives action through clear calls to convert.

## Artificial Intelligence

AI targets high-value audiences, runs 24/7 chatbots to pre-qualify leads, and auto-optimises ad spend so you close more deals with less effort.



## UX/UI Designing

we carefully shape the client's vision into a real, usable design, translating ideas into interfaces that are both beautiful and functional.

## How Are We Doing So Far?

---

**₪ 1,200,000 +**

In revenue generated for  
UAE business owners

**£ 250,000 +**

In revenue generated for  
UK business owners

---

Delivered more than **1,000 leads** across

**United Arab Emirates & United Kingdom**

# Performance Highlights

---

---

## Case Study 1

*QNN Technical Services | Dubai*



QNN Technical Services had relied exclusively on word-of-mouth for years, but growth was flattening. With no website, no branding, and zero digital advertising, the company lacked credibility online. ArksLead stepped in and overhauled everything in one sprint: we introduced a clean new logo and colour palette, bought a dedicated domain, and launched a mobile-first landing page that showcased QNN's core maintenance services. We backed this with a Google Business Profile and supporting social listings, then deployed tightly targeted Google Search ads that captured high-intent commercial queries.

Sixty days later the numbers told the story, **AED 5,775 in ad spend produced 137 qualified leads, 29 new jobs, and AED 103,000 in confirmed revenue, an 18× return on advertising investment.** A business once dependent on referrals now enjoys a predictable, scalable pipeline of commercial work.

---

## Case Study 2

*Samra Facilities INC | Dubai*



Samra Facilities, a residential and commercial painting specialist in Dubai, had relied on sporadic Instagram posts and word-of-mouth to fill its schedule, leaving revenue unpredictable. ArksLead rebuilt their funnel in ten days: we launched a conversion-focused landing page, activated Google + Meta ads aimed at villa and apartment owners, and routed every click to a WhatsApp-enabled form with a missed-call SMS fallback.

In the first 30 days the system produced **50 qualified enquiries at just AED 63 per lead. Samra closed projects worth AED 55,000 from those leads**, locking in a full June calendar and transforming an ad budget of a few thousand dirhams into a dependable revenue stream.

---

### Case Study 3

*Ray FitOut & Interiors | Dubai*

# Rayfitout

The fit-out contractor's pipeline once depended on sporadic referrals and tender portals, leaving revenue unpredictable. We reframed their offer around "premium office & retail interiors", launched a fast, image-rich landing page with a WhatsApp quote button, and drove traffic through tightly targeted Google Ads for phrases like office fit-out Dubai and luxury shop interior contractor.

A simple WhatsApp bot pre-qualified every prospect by project size and budget before passing hot leads to sales. **Over three months the funnel invested AED 28,000 in ad spend, generated a steady flow of high-value enquiries, and closed contracts worth AED 894,000**, a 32× return while filtering out low budget tyre kickers.

---

### Case Study 4

*C-Curity - Security Services | London*



C-Curity relied on word-of-mouth and low-margin subcontract work. We rebuilt their online presence around "on-demand SIA-licensed guards," rolled out a location-specific Google Ads structure (London, Birmingham, Manchester) and added a WhatsApp quote bot that collected shift hours and head-count before passing leads to operations.

In the first quarter the funnel invested **£4,600, delivered 54 qualified enquiries, closed eight long-term guarding contracts worth £80,000**, and gave C-Curity a 22× return on ad spend, while cutting sales-team admin by half thanks to the pre-qual bot.

---

## Case Study 5

HeyLux Chauffeur | London



HeyLux had a fleet of Mercedes and Bentleys but no predictable pipeline, jobs came from concierge contacts and Instagram DMs. We launched a single-page “Executive & Airport Transfers” funnel, tied it to high-intent Google Search ads (“chauffeur Heathrow T5”, “VIP car hire London”) and a retargeting carousel on Instagram.

Over nine weeks the **campaign spent £2,900, produced 86 booked transfers and generated £12,900 in revenue**, a 4.4× return while filling early-morning airport slots that were previously idle.

## The Process

---

### First, Strategy Planning

#### What happens?

We audit your market, competitors, and profit goals, then build a media plan with clear KPIs.

#### Why It Matters

Starts every engagement with a data-driven roadmap, no guesswork.



Second,

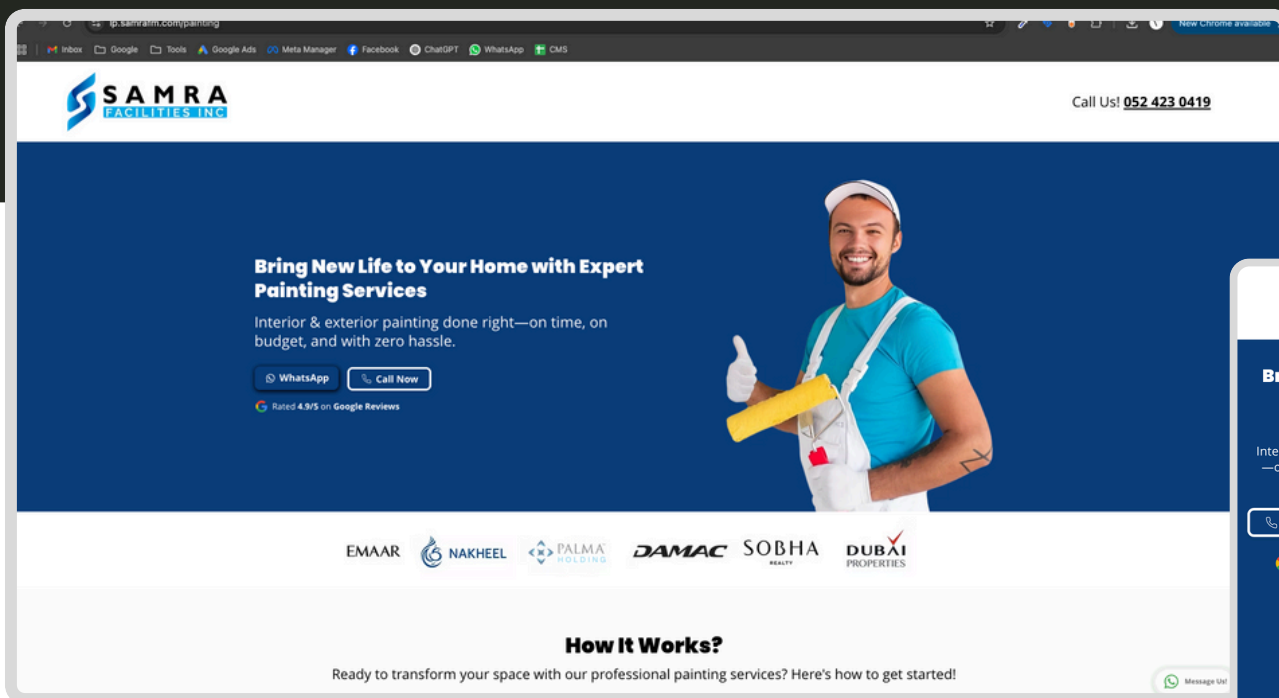
## Creative & Funnel Build

### What happens?

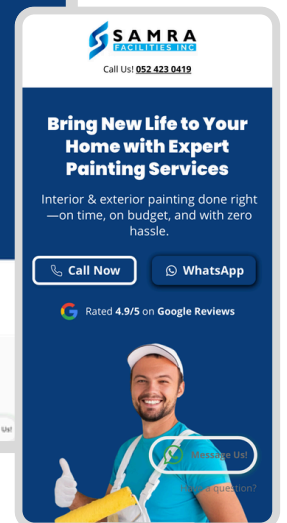
Copy, design, landing pages, tracking, and ad assets are produced in-house and approved by you.

### Why It Matters

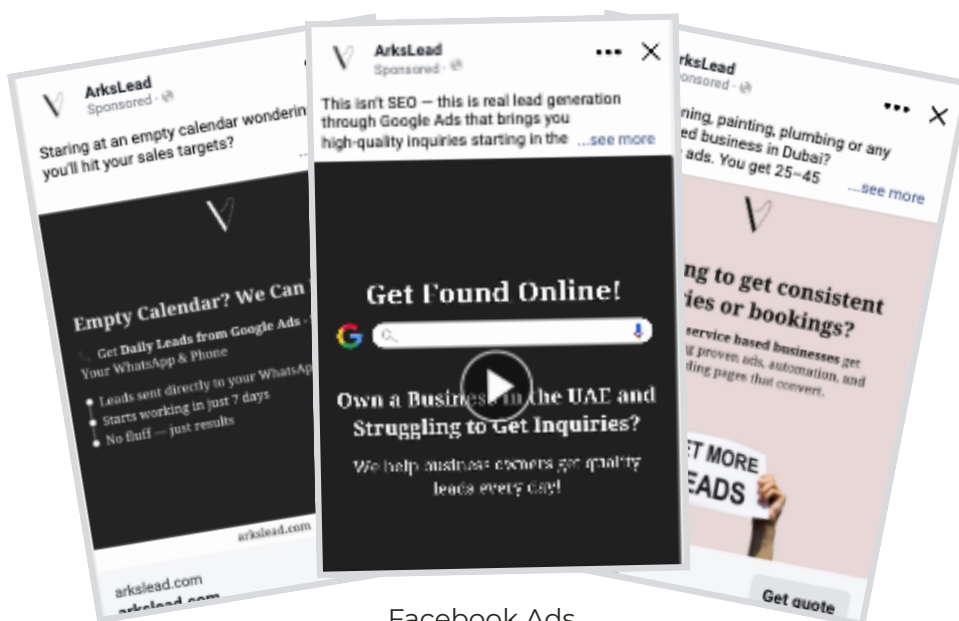
Copy, design, landing pages, tracking, and ad assets are produced in-house and approved by you.



Desktop view



Mobile view



Facebook Ads

Third,

# Campaign Execution

## What happens?

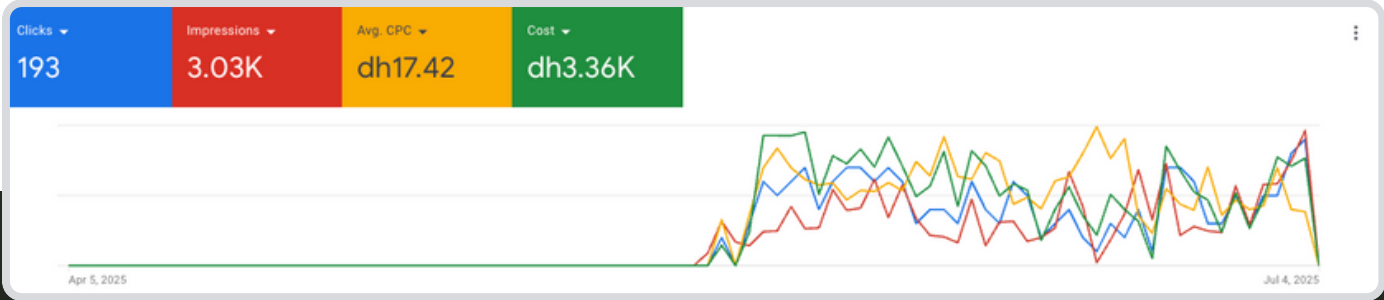
Google/PPC & Meta ads go live as per strategy dedicated, backed by audience and budget rules.



## Why It Matters

Moves from plan to real traffic fast - so you see leads, not delays.

**Look at some of our results below:**



| Phone call lead Account-default goal 4 of 4 campaigns  |                       |                   |           |
|--------------------------------------------------------|-----------------------|-------------------|-----------|
| Conversion action                                      | Action optimization ↓ | Conversion source | All conv. |
| <input type="checkbox"/> Phone Calls   Landing Page    | Primary               | Call from Ads     | 16.00     |
| <input type="checkbox"/> Phone Calls   Search Campaign | Primary               | Call from Ads     | 0.00      |
| Contact Account-default goal 4 of 4 campaigns          |                       |                   |           |
| Conversion action                                      | Action optimization ↓ | Conversion source | All conv. |
| <input type="checkbox"/> WhatsApp   Button + Floating  | Primary               | Website           | 39.00     |

| Conv. rate | Conversions | Cost / conv. |
|------------|-------------|--------------|
| 22.22%     | 6.00        | AED73.15     |
| 12.50%     | 1.00        | AED205.53    |
| 30.30%     | 40.00       | AED58.24     |
| 30.77%     | 8.00        | AED48.53     |
| 28.50%     | 55.00       | AED61.13     |
| 28.50%     | 55.00       | AED61.13     |



*Fourth,*

## Optimisation & Automation

### What happens?

Daily bid tweaks, A/B tests, negative-keyword pruning, plus CRM workflows that route and score every lead.

### Why It Matters

Drives cost per lead down and response time up, pushing more enquiries into your sales pipeline.

*Lastly,*

## Reporting & Scale

### What happens?

Weekly dashboards, monthly strategy calls, and expansion into new channels or geos once KPIs are hit.

### Why It Matters

Keeps you in the loop, proves ROI, and lays out the next growth lever before competitors catch up.



# Key Points

## **Strategy & Execution**

- End-to-end campaign strategy and creative direction
- Custom business development plans & proposals specific to your goals
- Full-funnel Google/PPC & Meta Ads management by certified experts

## **High-Performance Assets**

- Fast, modern landing pages built for speed, relevance & conversions
- Conversion-focused website development with responsive UI/UX design
- AI-powered enhancements including personalized chatbots

## **Automation & Lead Tracking**

- Advanced automation with Zapier, CRM, WhatsApp, Call Tracking
- Real-time lead tracking, automated follow-ups, and CRM pipeline management
- Ensure no lead is lost and every opportunity is tracked

## **Performance & ROI**

- Maximize conversions and sales
- Improve ROI and reduce wasted ad spend
- Expand your brand reach and visibility
- Transparent analytics & performance reports with clear insights

## **Who We Work With**

- Service-based businesses in the UAE and UK
- Ideal for local trades, home improvement, fit-out, wellness, and more
- We take on only one client per niche/location to ensure exclusivity

## **Our Edge**

- Google & Meta Ads certified specialists
- UX & funnel design experts with measurable results
- Proven track record of:
  - Boosting conversions by 62%
  - Increasing ROI by 18x
  - Driving 150% more traffic
- Helping clients hit real business goals



## Ready to turn Ad Spend into Booked Jobs?

Get in touch with us to book your free 30-minute strategy call and receive a tailored traffic & revenue forecast within 48 hours.

---

 UAE +971 56 430 4325

 UK +44 7438 360245

 [arkslead.com](https://arkslead.com)

 [hello@arkslead.com](mailto:hello@arkslead.com)