CLIENT SUCCESS STORY

SPACECUTTER BRINGS ITS DESIGN-LED PRACTICE TO A WIDER NEW YORK AUDIENCE

Paid campaigns help Alex introduce the practice to prospective clients beyond its established referral network.

718

META LEADS

~$20.8K

TOTAL AD SPEND

~$29

AVERAGE COST PER LEAD

THE GOAL

SPACECUTTER has a distinctive approach to architecture, working across residential and commercial projects in New York. Alex wanted more people planning the right kinds of projects to discover the practice.

The campaign would build on its referral relationships while giving prospective clients a direct introduction to its design work.

THE CAMPAIGN

MYA developed design-led advertising for a New York audience and connected the enquiry process to a consultation calendar. The message centred on the practice and the projects it could help clients realise.

Campaign management and client feedback helped the team understand which conversations were progressing. Social media support formed part of the wider engagement.

THE RESULTS

Alex reported booked consultations that led to follow-up discussions about substantial architectural work. The practice was meeting people with projects that suited its design expertise.

“Had 2 booked calls this week & they both showed up. One asked that I follow up next week. They both said they would like to continue the discussion. One lead would be about $100,000 in architectural fees & the other $30,000.”

Alex Gil



SPACECUTTER Architects