BRITISH MEDIA COMPANY

CLIENT RESULTS
2025 – 2026

CLIENT RESULTS PORTFOLIO

REAL CAMPAIGNS. REAL ENQUIRIES. REAL GROWTH.

A selection of recent results for British Media Company clients across private healthcare, membership communities, B2B and leisure. Client names are withheld for confidentiality.

4,000+
Leads generated across the campaigns in this portfolio

27,000
Community members in 8 weeks

£4.01
Cost per lead across 524 private-clinic leads

OVERVIEW

RESULTS AT A GLANCE

Sixteen clients across private healthcare, membership, B2B, food and drink, leisure and finance. Figures come from each client's ad account and our campaign reporting.

WOMEN'S SAFETY COMMUNITY

27,000

Members in 8 weeks, from zero

COSMETIC SURGERY CLINIC

524 leads

Consultation enquiries at £4.01

PRIVATE ULTRASOUND CLINIC

−89% CPL

31 leads in 9 days at £6.96

BRAIN-MAPPING CLINIC

33 in 3 days

Brain-scan enquiries, one weekend

HOMECARE PROVIDER

105 leads

Applicants from £0.69 each

CARE TRAINING SOFTWARE

14 demos

B2B call requests in under 3 weeks

PHOTOGRAPHER MEMBERSHIP

270 leads

In 30 days, US & UK

GOLDEN VISA ADVISORY

156 leads

Investor enquiries at £8.73

WATERSPORTS RESORT, SPAIN

77 enquiries

Holidays and events

NATIONAL CAKE BRAND

6.4× ROAS

£4,500 sales from £700 spend

SPORTS DRINK BRAND

Sold out

Plus a national supermarket enquiry

WEALTH MANAGEMENT FIRM

Team GB

Sponsorship secured for awareness

ICONIC BBC MOTORING ENTERTAINMENT BRAND

Merch + branding + video

Merchandise sales, branding and video content

MEDICAL & AESTHETICS ×3

3,087 leads

£514k potential at one clinic

WOMEN'S SAFETY MEMBERSHIP COMMUNITY · UK

27,000

FACEBOOK COMMUNITY MEMBERS IN 8 WEEKS, FROM ZERO

Brand identity | Community build | UGC video | Social growth

THE BRIEF

Build a women's safety membership community from scratch: the brand, the platform and the audience, all at once.

WHAT WE DID

Full brand guidelines, a branded e-book, the community structure and content library on GoHighLevel, and a steady run of UGC-style videos to grow the Facebook community.



Pre-launch teaser post

THE LAUNCH PLAYBOOK

"Coming soon" teasers built anticipation before the doors opened, then UGC-style video kept new members arriving every day.

Starting audience	**0**
Time to 27,000 members	**8 weeks**
Average new members	**480+ a day**

HEALTHCARE · UK

COSMETIC SURGERY CLINIC

524 CONSULTATION LEADS AT £4.01 EACH

£2,103	80,000	Jan 2026
Total ad spend	People reached	Running since

WHAT WE DID

A Meta lead campaign built around a free-consultation offer. Video ads spoke directly to the everyday discomfort patients live with, and an instant form sent every enquiry straight to the clinic.



Video ad still

HEALTHCARE · LONDON

PRIVATE ULTRASOUND CLINIC

−89% COST PER LEAD £62.92 → £6.96

31 leads	£216	7,970
In the first 9 days	Total ad spend	People reached

WHAT WE DID

Self-referral video ads for people tired of waiting on a GP referral: book a scan directly, get answers sooner. Compared with the clinic's previous lead campaign, each lead now costs a ninth as much.



Video ad still

HEALTHCARE · UK

PAEDIATRIC BRAIN-MAPPING CLINIC

33 BRAIN-SCAN ENQUIRIES IN 3 DAYS, OVER ONE WEEKEND

59 leads	£8.32	£491
From Meta ads to date	Average cost per lead	Total ad spend

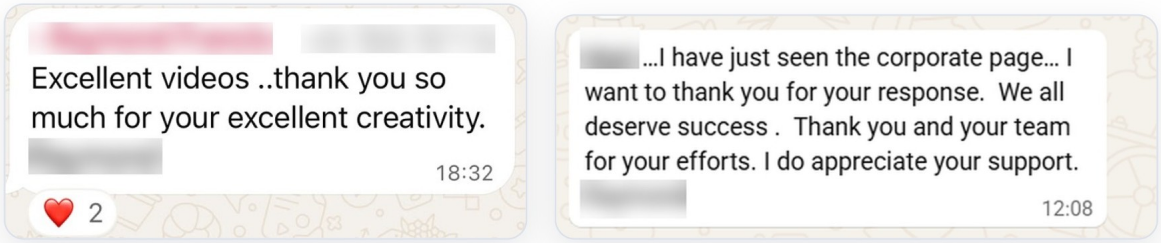
WHAT WE DID

Parent-focused video ads asking one question: "Looking for answers for your child?" We tested two angles, the concerned parent and the high achiever, and sent enquiries straight to consultation booking.



Video ad still

FROM THE CLIENT CHAT **Two messages from the clinic**



CARE · NORTHERN IRELAND

HOMECARE PROVIDER

£0.69 PER CARE-ASSISTANT APPLICANT

105 leads	72	£2.89
Care + recruitment	Applicants, one campaign	Average cost per lead

WHAT WE DID

Two campaigns side by side: a family-facing video on the early signs a loved one needs care, and a recruitment drive for care assistants that filled the pipeline for less than £1 an applicant.



Video ad still

INDUSTRY HIGHLIGHT

3,087 PATIENT LEADS ACROSS THREE CLINICS

High-value treatments, low cost per lead. Potential revenue is modelled on each treatment's price and a conservative conversion rate.

HARLEY STREET CLINIC · LONDON

£750 per treatment

2,743

PATIENT LEADS

£6.36	£17,500	£514,312
Per lead	Ad spend	Potential revenue*

*Based on a 25% conversion rate

BREAST SURGERY CLINIC

£6,000 per treatment

176 LEADS

Cost per lead	**£4.82**
Ad spend	**£874.73**
Potential revenue*	**£105,600**

*Based on a 10% conversion rate

WEIGHT-LOSS INJECTION CLINIC

£200 per treatment

168 LEADS

Cost per lead	**£0.80**
Ad spend	**£135**
Potential revenue*	**£6,720**

*Based on a 20% conversion rate

B2B SOFTWARE · UK

CARE-SECTOR TRAINING SOFTWARE

14 DEMO REQUESTS FROM CARE PROVIDERS IN UNDER 3 WEEKS

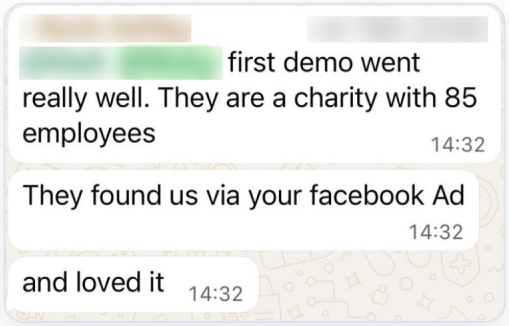
£24.24	9,251	3 months
Per B2B lead	People reached	Pilot programme

WHAT WE DID

Compliance-led video ads for care managers, featuring realistic UK care staff in real settings and opening with the question every manager dreads: "If CQC walked in tomorrow, could you prove it?"



Video ad still



FROM THE CLIENT CHAT

An 85-employee charity found them via our Facebook ad. The first demo went really well.

MEMBERSHIP · US & UK

PHOTOGRAPHER MEMBERSHIP NETWORK

270 MEMBER LEADS IN 30 DAYS

30 days	US + UK	9 / day
From launch	Markets	Average new leads

WHAT WE DID

Lead generation for a photographer membership programme across the US and UK, with US targeting focused on Eastern Time Zone states and video ads built for each market.



Ad creative

LEISURE & TRAVEL · SPAIN

WATERSPORTS RESORT

77

HOLIDAY & EVENT ENQUIRIES

€16.34	42,000+	3,400+
Per enquiry	People reached	Full video views

WHAT WE DID

Ongoing social media management plus Meta lead campaigns for watersports holidays and events, turning scroll-stopping on-the-water video into direct booking enquiries.

Social media management · Paid ads

INVESTMENT & RESIDENCY · PORTUGAL

GOLDEN VISA ADVISORY FIRM

156

INVESTOR LEADS AT £8.73 EACH

Residency-by-investment lead generation, kept separate from the firm's luxury property offer, with AI UGC creative and WhatsApp follow-up. £1,362 of spend, 36,500+ people reached.

ENTERTAINMENT · BROADCAST

ICONIC BBC MOTORING ENTERTAINMENT BRAND

Merchandise sales, branding and video content for one of the most recognised motoring shows on British television.

- MERCHANDISE
- BRANDING
- VIDEO CONTENT

SPORTS NUTRITION · UK

SPORTS DRINK BRAND

Sold out

AT A NATIONAL CHAMPIONSHIP

Team GB	Supermarket	Social
Athlete sponsorships sold	National chain trade enquiry	Media management

We sold sponsorship of Team GB athletes at a national championship and ran an on-site event where every drink sold out. Trade enquiries followed, including one from a national supermarket chain, while we ran the brand's social media.



Event content

CONFECTIONERY · UK NATIONWIDE

NATIONAL CAKE BRAND

6.4×

RETURN ON AD SPEND FROM ONE £7 PRODUCT

£4,500	£700	640+
Revenue generated	Total ad spend	Slices sold at £7

One hero product, a slice of Dubai chocolate cake, promoted through a UGC creator video and paid social. Every £1 of ad spend brought back £6.43 in cake sales.



UGC creator video

WEALTH MANAGEMENT · UK

Team GB

COACH SPONSORSHIP

We arranged a wealth management firm's sponsorship of a Team GB coach, then ran the pre- and post-event coverage that put the firm in front of a national audience.

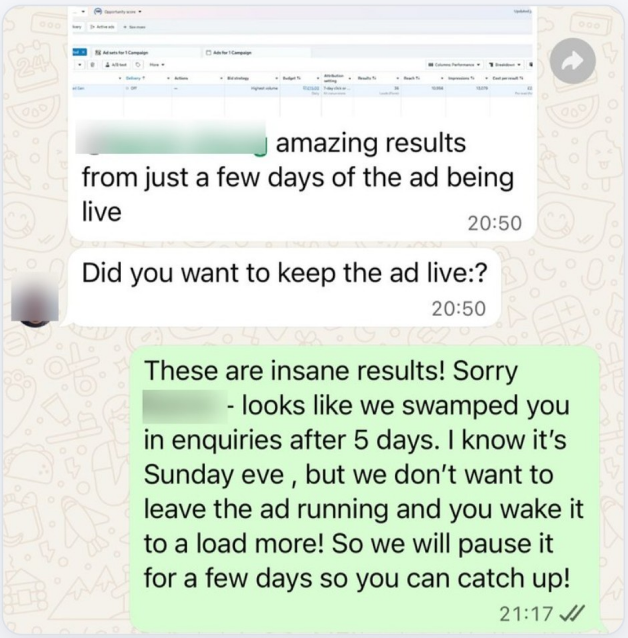


STRAIGHT FROM THE GROUP CHAT

Original screenshots from live client campaigns. Names, faces and contact details are blurred for confidentiality.

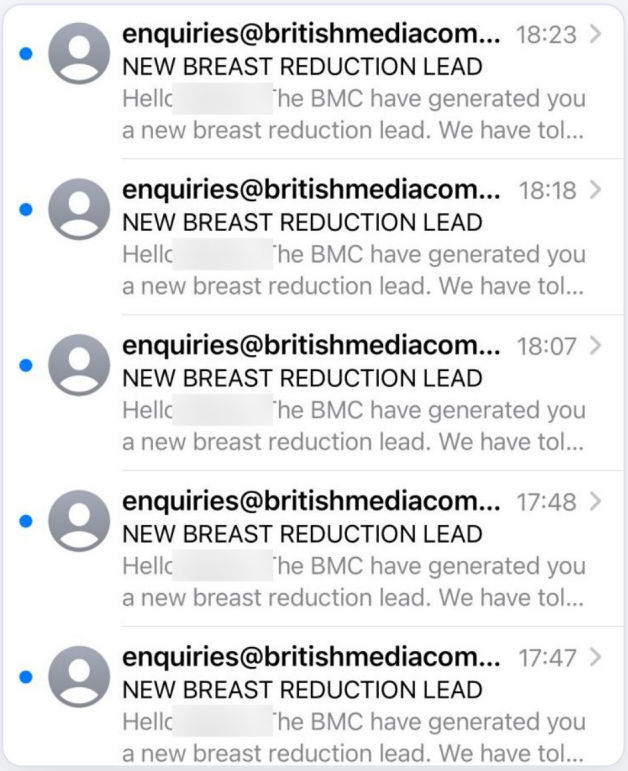
COSMETIC SURGERY CLINIC · DAY 5

Enquiries came in so fast we paused the ad



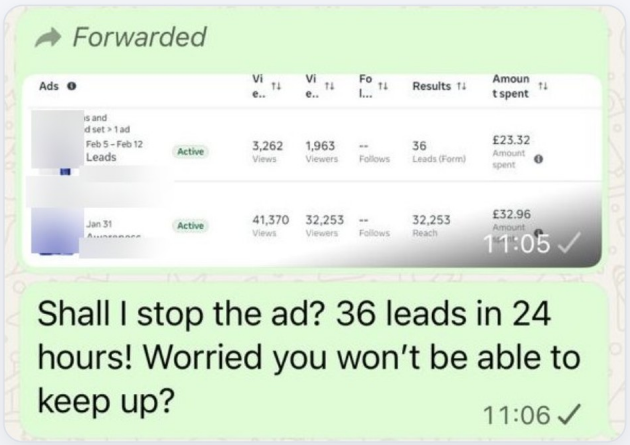
SAME CLINIC · ONE EVENING

5 new leads emailed in 36 minutes



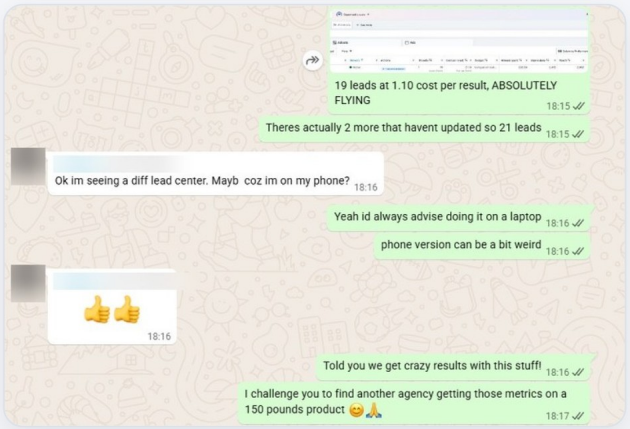
SALON & CLINIC SKINCARE BRAND

36 leads in 24 hours for £23.32



£150 PRODUCT LAUNCH

19 leads at £1.10 per result, then 21



SOCIAL GROWTH

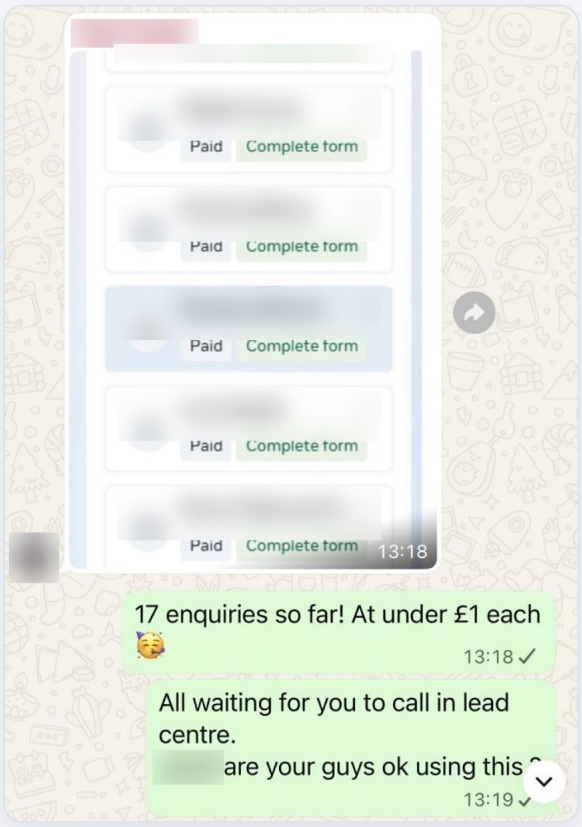
Follower targets achieved up to 10,000



MORE FROM THE GROUP CHAT

SAME £150 LAUNCH · LEAD CENTRE

17 enquiries at under £1 each



CLIENT · BRAND LAUNCH

A thank-you ahead of a global launch

Hi guys

We are close to launch so I just wanted to thank everybody in this team for all your efforts to get this over the line it really is very much appreciated 👍 together we have actually created a Global Brand which is something special so well done to everybody.😊

HEALTH COMMUNITY · NEW CLIENT

Straight after our first strategy meeting

Amazing meeting. Am blown away. You are the A team 👑 16:37

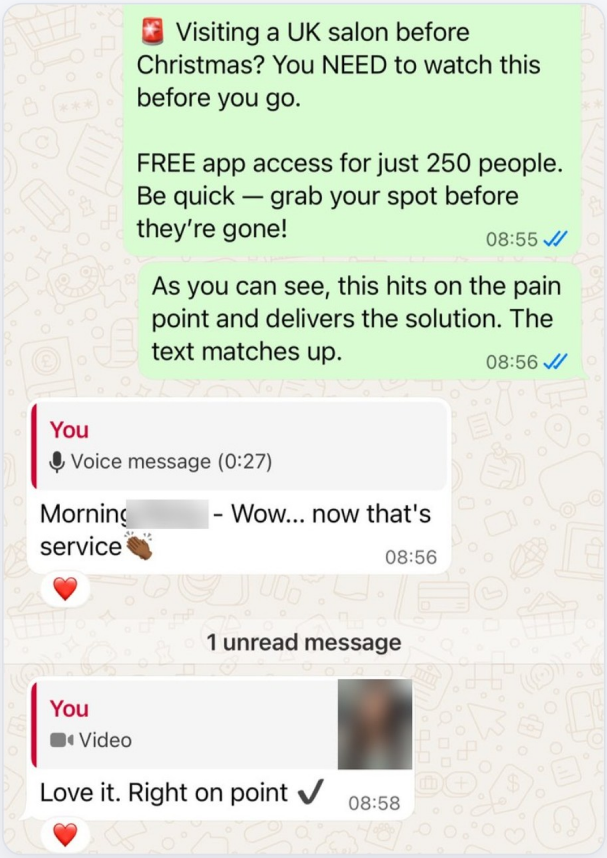
WELLNESS RETREAT · OFFER AD

4 vouchers sold within an hour of going live



HAIR & BEAUTY APP · AI VIDEO AD

Client feedback on a new ad creative



★★★★★ FIVE-STAR GOOGLE REVIEWS

IN OUR CLIENTS' WORDS

Screenshots of public Google reviews, shown as written. Reviewer names and photos are blurred for confidentiality.

6 reviews

★★★★★

BMC are a really professional service for anyone who wants to launch their social media (SM) campaign for their business. Nicky was particularly instrumental in setting up a team to help with my SM campaign. We brainstormed over virtual meetings and I am impressed how BMC knew exactly how to adjust the algorithm to target the right customer. Over a weekend since the campaign started, I already reached my limit of leads in my Facebook account. From then on, it was my job of calling to convert them to sales. From my conversation with the leads, I was impressed by how accurate the algorithm picked right demographics and background of the customer. I wouldn't have been able to achieve this on my own. Since I started a year ago, I have scaled up the campaign as BMC appears to know exactly what to do to elevate my business.

4 reviews

★★★★★

We've been really pleased with the support we've received. Since working with the team, we've seen a noticeable increase in both website traffic and bookings. They're knowledgeable, responsive, and have taken the time to understand our business and target audience. Their advice and marketing strategies have made a real difference, and we'd happily recommend them to anyone looking to grow their business online.

6 reviews

★★★★★

Really lovely team who are always positive and available on the phone if needed. Also help with sales advice and focussing in on what the leads are really after.

Great team, really friendly and approachable and I'm sure will be doing business together for a long while.

1 review

★★★★★

I can highly recommend British Media Company who I have worked with on several projects. Their talented team, commitment to deadlines, efficiency and ability to stay within budget make them a standout choice in the industry. I look forward to future collaborations and have full confidence in their ability to deliver outstanding results.

MORE FROM OUR CLIENTS ★★★★★

Local Guide · 230 reviews · 23 photos

★★★★★

I had an outstanding experience working with British Media Company. From the outset, their team demonstrated professionalism, creativity, and a genuine commitment to understanding our brand vision, which helped guide a content creation process that exceeded expectations. Their strategic approach — blending creative storytelling with thoughtful execution — made the entire collaboration feel seamless and productive.

What stood out most was how attentive and responsive the team were throughout the project. They consistently communicated clearly, welcomed feedback, and delivered content that was both engaging and aligned with our goals. Their ability to translate ideas into high-quality visuals and compelling narratives truly elevated our brand presence online.

BMC's expertise in crafting tailored digital content, coupled with a results-driven mindset, made our partnership not just enjoyable but highly effective. I would confidently recommend them to any business looking for a creative and professional agency that delivers measurable value.

2 reviews

★★★★★

I've had a fantastic experience working with The British Media Company for my business. From the very beginning, the team was professional, helpful, and incredibly easy to work with. They took the time to understand my goals and provided guidance and support throughout the process.

Communication was always prompt and clear, and I was really impressed with the quality of their work and attention to detail. The service exceeded my expectations, and I'm very happy with the results they delivered for my business.

I would highly recommend The British Media Company to anyone looking for a reliable, professional, and knowledgeable media partner. Thank you to the team for such a positive experience!

3 reviews

★★★★★

Absolutely thrilled with the services provided by this media company! From start to finish, their team was professional, creative, and incredibly attentive to every detail. They took the time to understand our vision and brought it to life in ways we hadn't even imagined. The quality of their work is top-notch, and they delivered on time, every time. Communication was seamless, and they went above and beyond to ensure we were completely satisfied with the final product. If you're looking for a media company that combines innovation with reliability, look no further. Highly recommend!

BRITISH MEDIA COMPANY

WORK WITH US

YOUR BUSINESS COULD BE OUR NEXT RESULT.

British Media Company is an established marketing and AI agency. We've been doing this for seven years, not seven months, with an extensive team of experts in every field: content that converts, ads that scale and follow-up that never sleeps.

7 years

Growing businesses, campaign after campaign

Expert team

Specialists in every field, from video to AI

01 AI video production & avatars

02 Paid media

03 WhatsApp AI agents

04 Social media management

05 Web design

06 SEO

BOOK YOUR DISCOVERY CALL

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britishmediacompany.com

SCAN TO VISIT

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