

- **Project:** AI Constructions
- **Project Summary:**

AI Constructions is a premium flooring solutions provider specializing in titanium and terrazzo finishes tailored for Sri Lanka's climate. The campaign was designed to drive high-quality lead generation while elevating the brand's perception in a competitive construction market.

By combining luxury positioning with problem-solution storytelling, the strategy highlighted durability, long-term value, and visual transformation. Content was crafted to directly address customer concerns around heat resistance, cracking, and maintenance while reinforcing trust through completed projects and expert credibility.

The result was a performance-driven campaign that not only increased inquiries but also positioned AI Constructions as a reliable, high-end choice for both residential and commercial flooring solutions.

- Goal: Generate inquiries for titanium and terrazzo flooring
- Target audience: Home owners, Villa and Hotel owners, Apartments, Civil Engineers, Architectures, Interior designers
- Platforms: Facebook, Instagram, TikTok, LinkedIn, YouTube
- Strategy:
 - Emotional storytelling + luxury positioning
 - Highlight durability & climate suitability
 - Pain-point driven messaging
 - Strong CTA-based lead generation

(This is about AI construction marketing campaign and I have attached sample executions from various months.)

Caption: 1

[ඔබේ floor එකටත් අසමසම නිමාවකින් යුතු premium finish එකක් දෙන්න කැමතියිද?

AI Constructions විසින් ශ්‍රී ලංකාවේ කාලගුණය සඳහාම සුවිශේෂී ලෙස නිර්මාණය කර ඇති උසස් තත්ත්වයේ titanium and terrazzo flooring ඔබේ නිවසටත් කදිම විසඳුමක්.

✓අවුරුදු 25ක වගකීමක්

✓ඉරිතැලීම් හෝ මතුපිට හානි නොමැත

✓ඉහළම ඉදිකිරීම්, හෝටල් සහ ගෘහ නිර්මාණ ශිල්පීන් විසින් විශ්වාස කරනු ලැබේ. දැන්ම අමතන්න!

මේ මාසයේ දී අපගේ සේවාවන් ලබාගන්නා ඔබට අනගි දීමනාවක්!

20% off for 1 st 100 customers

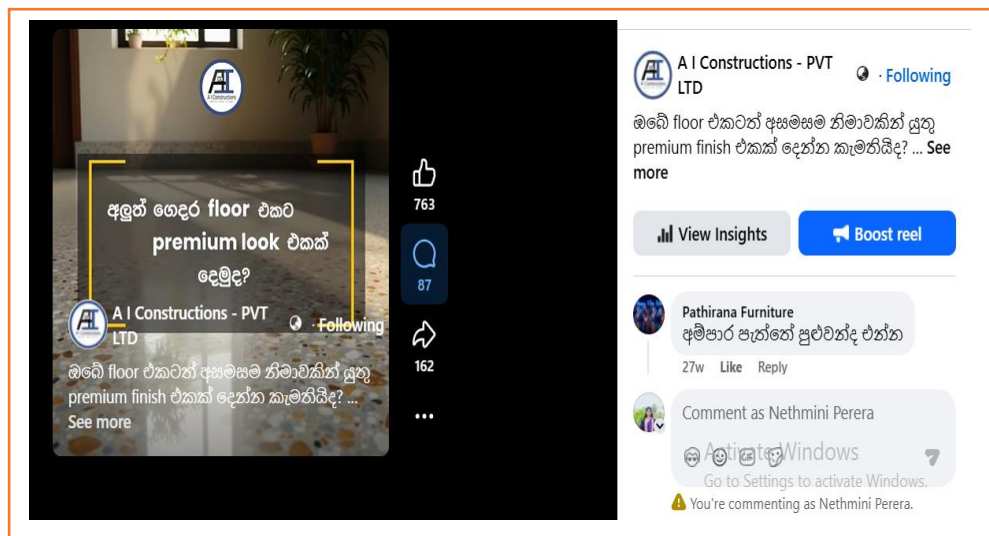
+94 70 45 45 456 - ඉසුරු

+94 77 550 3175 - රජිත

Email: contact.aiconstructions@gmail.com #flooring #titaniumflooring #terrazzoflooring #premiumfinish #AIConstructions]

Objective:

👉 Generate direct inquiries (conversion-focused)



Caption 2 –

[Building Spaces with Excellence.

Another proud milestone completed at Horton Plains where craftsmanship meets durability.

From premium materials to precision-driven execution, every detail of this project reflects our commitment to strength, quality, and timeless design.

Trust experience. Trust quality. Trust excellence.

📍 Completed Project – Horton Plains

10+ Years of Industry Expertise

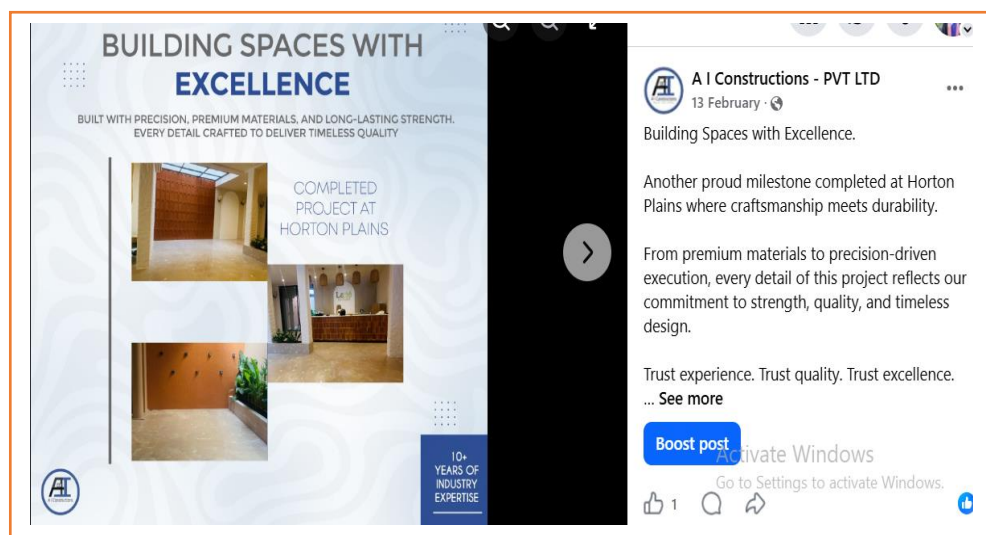
For more details contact us now!

📞 Rajitha – +94 77 550 3175

#AIConstructions #BuildingExcellence #PremiumConstruction #SriLankaConstruction

Objective:

👉 Build trust and credibility



Caption 3 –

[From dust to design, every beautiful floor starts with passion and precision. At AI Constructions, we turn raw materials into timeless masterpieces through Titanium and Terrazzo flooring. Experience the craftsmanship that defines us.

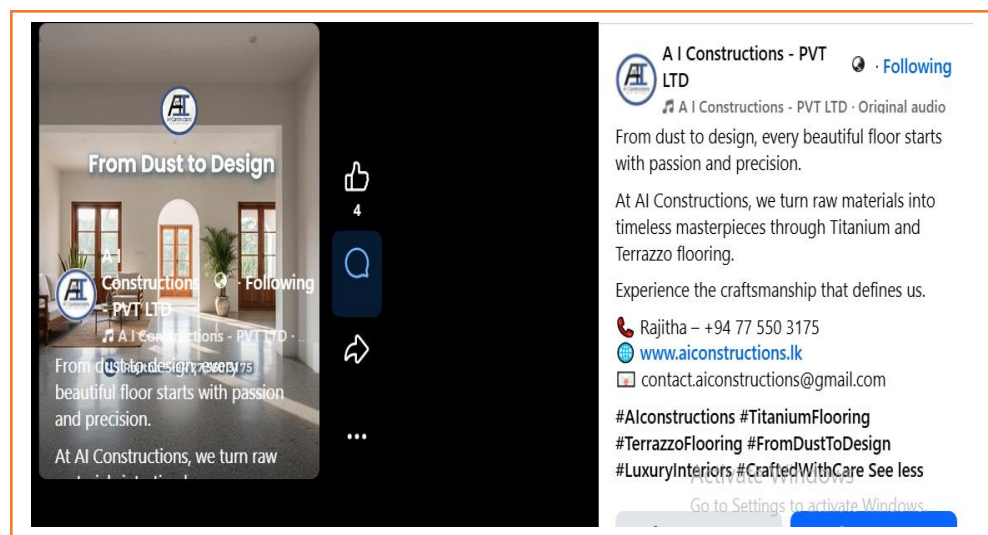
📞 Rajitha – +94 77 550 3175 🌐 ✉ contact.aiconstructions@gmail.com

#fromdusttodesign #Alconstructions #TitaniumFlooring #LuxuryInteriors]

[video link: <https://web.facebook.com/share/v/1AzD32VuWz/>]

Objective:

👉 Brand positioning (premium craftsmanship)



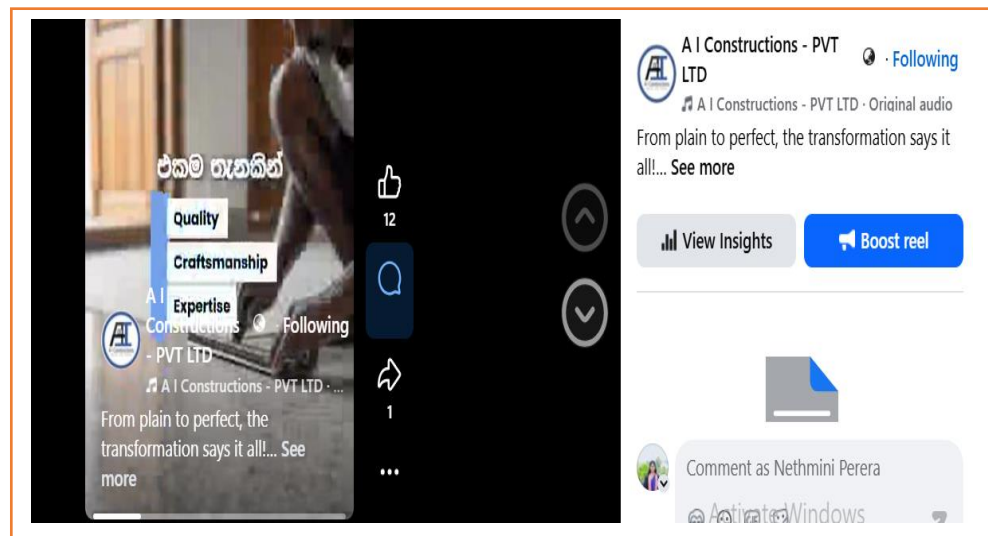
Caption 4 –

[From plain to perfect, the transformation says it all! At AI Constructions, we redefine spaces with Titanium and Terrazzo flooring that combine strength, style, and timeless appeal. See the Before vs After, and imagine what your

space could become. 📞 Rajitha – +94 77 550 3175 🌐 ✉️
contact.aiconstructions@gmail.com #BeforevsAfter #TitaniumandTerrazzo
 #AIConstructions] [video link:
<https://web.facebook.com/share/v/1AxcFq2mo3/>]

Objective:

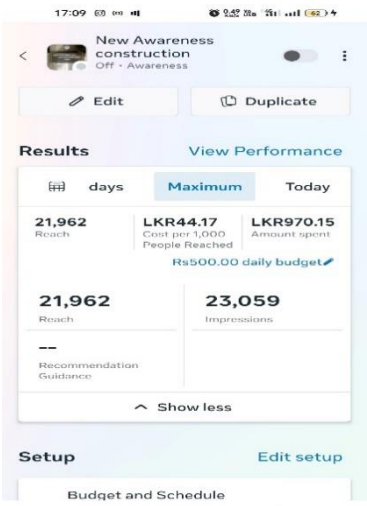
👉 Visual persuasion + lead generation



The Results

This ad was one of the most successful Ad campaigns done for this brand. The following mentioned screenshots are from this campaign results.

Strategy	For this Ad, The strategy addressed to the key pain points that customers are worrying about. - Finding a suitable flooring solution that can resist with the high temperature condition in Sri Lanka - The advantages of titanium and terrazzo flooring
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	• Premium positioning (which adds more value to the commercial places)
Results	 The screenshot displays the 'Results' section of a Facebook ad campaign titled 'New Awareness construction'. It shows a reach of 21,962, a cost per 1,000 people reached of LKR44.17, and an amount spent of LKR970.15. The daily budget is set at Rs500.00. Other metrics include 23,059 impressions and a recommendation guidance section. Reach – 21, 962 Impressions – 23, 059
Performance	 The screenshot shows the 'Performance' section for the 'New Awareness Ad'. It includes a timeline from Sep 20, 2025, to Sep 30, 2025. The 'Awareness' tab is selected, showing a reach of 21,962 and a cost per result of LKR44.17. Below the metrics are two line graphs: one for 'Results' (reach) and one for 'Cost per result'. The 'Edit Ad' button is visible at the bottom.

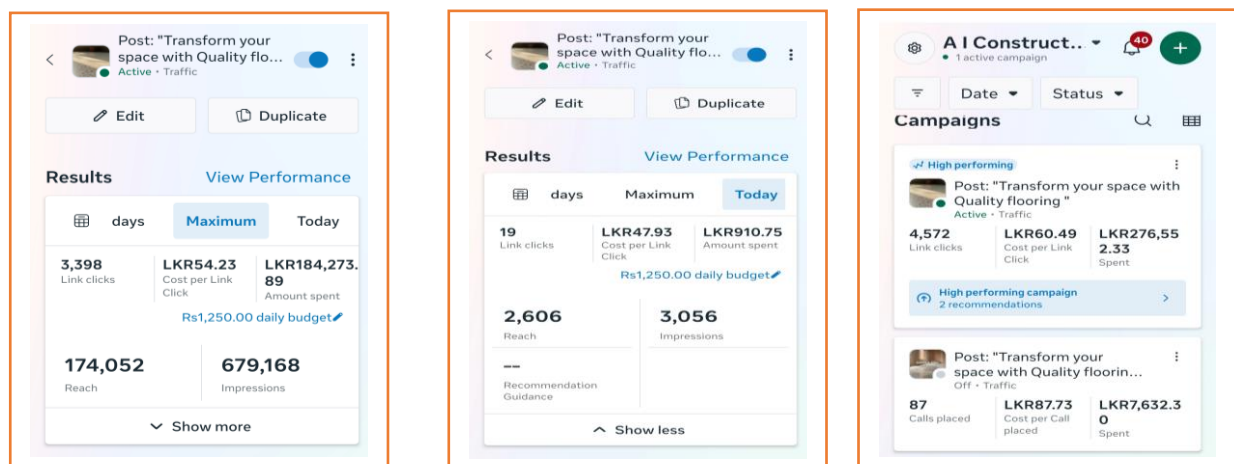
Locations	Locations Sep 26, 2025 - Sep 30, 2025 Countries Regions LK Reach Cost per Reach Reached CTR 21,962 Rs44.17 21,962 95.24% Locations Sep 26, 2025 - Sep 30, 2025 Countries Regions Western Province Reach Cost per Reach Reached CTR 21,962 Rs44.16 21,962 95.27% unknown Reach Reached -- --
Placements	Placements Sep 26, 2025 - Sep 30, 2025 All Mobile Desktop 21,962 21,962 People Reached Reach 40K 40K 20K 20K 0 0 Facebook Instagram
	• Why this topic: Customers worry about durability and heat resistance in Sri Lanka • Psychological Trigger: Fear + Security (cracks, damage, long-term investment) • Expected Action: Immediate inquiry (call/message)

Why This Works

- **Why this topic:**
Customers worry about durability and heat resistance in Sri Lanka

- **Psychological Trigger:**
Fear + Security (cracks, damage, long-term investment)
- **Expected Action:**
Immediate inquiry (call/message)

Recently created Ad Campaigns



- **Why this topic:**
Visual proof converts better than explanations
- **Psychological Trigger:**
Visual transformation + aspiration
- **Expected Action:**
Save post / message for quotation

Results

- Link clicks: 3398
- Reach: 174,052
- Impressions: 679, 168
- Earlier Campaign Reach: 21,962

Impact:

- High-performing lead generation campaign
- Strong engagement on transformation content
- Clear audience interest in premium flooring