



Case Study: Working with MrBeast and Team



We sell private jets with SEO

RB Creative Digital played a crucial role in optimizing and managing MillionPlus.com, a luxury asset financing website. Our efforts led to attracting high-profile clients, including YouTube sensation MrBeast, who eventually made a significant business deal through the site.

TI:DR

Private jet sold to Mr. Beast, which is the biggest youtube celebrity with hundreds of millions of subscribers. The private jet was sold to him for 2.5m to be used in one of his [videos](#). Sale has been clearly tracked to our seo efforts.



Ranking for hundreds of “*private jet*” related keywords.

Key Takeaways: Ranking for targeted keywords can attract high-profile clients and high profile clients lead into a new world of opportunities.

Highlights:

- **SEO Success:** Our website ranked for various private jet keywords, attracting the attention of MrBeast's team.
- **Initial Contact:** On August 31, 2022, we received an out-of-hours call from MrBeast's team expressing their interest in purchasing a private jet for an upcoming competition.
- **Team Collaboration:** Within 24 hours, we held a conference call with MrBeast's team to understand their requirements and align our resources.
- **Logistical Support:** We provided office space, coordinated with multiple airports and hangars across the UK, and sourced the perfect jet for the competition.
- **Rapid Execution:** Despite a tight two-week timeline, we successfully secured the necessary resources and coordinated logistics, including chartering an ATR 72 seater plane.





Results:

- The competition video was filmed successfully, with our team managing complex logistics and providing continuous support.
- MrBeast's video featuring the jet giveaway was a massive hit, reaching millions of viewers and putting our capabilities on a global stage.
- [Full story here from the CEO of millionplus.com](#)

Key Takeaways:

- **Effective SEO:** Ranking for targeted keywords can attract high-profile clients.
- **Network Utilization:** Leveraging a network of contacts is crucial for rapid project execution.
- **Team Effort:** Successful collaboration and communication are key to overcoming challenges.

Conclusion:

RB Creative Digital's strategic website optimization and SEO efforts transformed MillionPlus.com into a high-performing, user-friendly platform that attracted significant business opportunities.

Our work not only improved the site's functionality and appeal but also demonstrated the power of targeted digital marketing in driving substantial business growth.

Want to achieve similar success? Contact RB Creative Digital today and let us help you transform your online presence.