



MICHAEL PRESTON

■ Founder and CEO, Pink Shark Marketing

Michael founded Pink Shark Marketing in 2013. His team runs Google, Meta and TikTok Ads, SEO, WordPress and GoHighLevel for service businesses like Monza Exotics, Wings Air and Wave Helicopters, with help from AI assistants on SEO, reporting and admin.



\$900K+

In tracked bookings and sales for Pink Shark clients in the last 12 months.

\$100K+

In monthly ad spend managed across Google and Meta.

\$425K+

In bookings from Google Ads and SEO for Monza Exotics this past year.

Pink Shark client results, October 2025 to October 2026. Results vary.

TALK TOPICS

01 Where to advertise first

Google, Meta or TikTok, and how a service business picks one.

02 Fix the funnel before buying traffic

What stops ads from turning into calls and bookings.

03 Google Ads and SEO together

How paid and organic search work as one system for bookings.

04 Running an agency with AI

Where AI assistants help, and where people still do the work.

FEATURED ON

Creative Haven

Tell The Lady What You Want

Agency Hacker

Grow A Small Business

Operations Mastery

Elevate Media Podcast

BOOKING

Mitko Ivanov
The Exposure Experience
podcast@pampum.com

CONTACT

michaelprestonhq.com
michael@pinksharkmarketing.com

SOCIAL

TikTok, YouTube, Instagram @m_preston
LinkedIn michaelpreston2
X @MicPreston