

Overview

Campaign Focus

Lead Focused

Campaign Length

2 - 4 Months

Objectives

Seasonal business tasked our team to grow their current client base by 30-40%. LTV per client = \$7,500 - \$10,000

Products Utilized

- Google PPC
- Social Lead Generation
- Email Marketing
- Display + Retargeting

Results

Leads

47

Unique Users

5,829

Engaged Sessions

2,984

Strategies & Solutions

- We recommended a lead focused conversion campaign utilizing Google Paid Search, Social Lead Generation, Display, Email, & Retargeting.
- Our team built out and executed a plan targeting affluent home owners w/ language supporting the investment they would be required to make as a qualifier. In just 2 short months, these campaign tactics were able to generate 8 calls for estimates, 22 form submits, & 17 social leads.
- The campaign was renewed multiple times due to the client's satisfaction with the results.