

## Overview

### Campaign Focus

Lead Focused

### Campaign Length

6 Months

### Objectives

Seasonal home improvement business looking to grow by 25% year-over-year.

### Products Utilized

- Google PPC
- Social Lead Generation
- Email Marketing
- Display + Retargeting
- Device ID/Geo Fencing
- Search Engine Optimization
- GBP Optimization

## Results

### Web Form Submissions

285

### Social Leads

174

### Calls

26

### Strategies & Solutions

- Our client came to us with a revenue growth target of 25%. The Nations Media strategy team recommended a full funnel, omni channel campaign with heavy focus on lead generation. This solution included: PPC, SEO, Social Lead Ads, Display, DID/GF, Email, & Retargeting.
- Our team executed a plan targeting affluent home owners w/ language specific to the required investment to act as qualifier to signal higher intent.