

# SOCIAL LEAD GEN CASE STUDY

Closet Storage Solutions Business



## Overview

### Campaign Focus

Looking to increase estimate requests.

### Campaign Length

6 Months

### Products Utilized

Social Media  
Marketing Platforms

<b>Leads</b>	<b>Impressions</b>
<b>48</b>	<b>108,282</b>
<b>Clicks</b>	<b>Click Thru Rate</b>
<b>1,622</b>	<b>1.49%</b>

## Objectives

To boost the number of estimate requests for closet / storage solutions, the primary objective was to enhance visibility through targeted social media marketing campaigns. This involved leveraging social media platforms to reach homeowners actively seeking organizational improvements.

## Solutions

Throughout this campaign, we utilized a social lead generation strategy to enhance awareness and generate estimates for closet and storage solutions in homes. We employed a higher intent form with carefully crafted questions that indicated purchase intent. As a result, we recommended this approach to effectively drive engagement and encourage potential customers to consider the clients offerings.



The audience segmentation encompassed individuals who owned homes and belonged to the top 5% of households in terms of income, while also exhibiting an interest in storage.

Various optimizations were implemented throughout the entire duration of the campaign with the aim of enhancing the delivery of high-quality leads.