

SOCIAL LEAD GEN CASE STUDY

Pool Builder



Overview

Campaign Focus

Generate leads for estimate requests

Campaign Length

3 Months

Products Utilized

Social Media
Marketing Platforms

Objectives

The objective was to generate leads for estimate requests for pool building services by enhancing their online booking system and increasing visibility through targeted marketing efforts. We utilized social media ads including video, to attract potential new clients who were enticed to fill out a higher intent form requesting estimates. This approach was intended to drive higher engagement and generate more appointments for estimates from new clients..

Solutions

The client tasked us with expanding their brand presence and increasing the number of estimates by individuals looking to have a pool built. By implementing a targeted Social Media marketing strategy, we were able to achieve this objective effectively.



Over the course of the 3 month campaign period the client received a total of 111 leads from our Social Media Marketing campaign, resulting in a tremendous increase in estimate requests.



Impressions	Leads 111
152,391	
Clicks	
2,131	
1.40% CTR	