

PAID SEARCH · SOCIAL LEAD GEN  
EMAIL · DISPLAY · RETARGETING

# CASE STUDY

Seasonal Home Improvement



## Overview

### Campaign Focus

Lead Focused

### Campaign Length

4 Months

### Products Utilized

Paid Search  
Social Lead Generation  
Email Marketing  
Display  
Retargeting

## Objectives

By integrating Search Engine Marketing, Social Media Lead Generation, Email Marketing, Display Marketing, and Retargeting, we helped our client significantly boost their lead count. SEM and Social Media Lead Generation attracted high-quality prospects, while Display Marketing and Retargeting kept the brand top-of-mind, encouraging conversions. Email Marketing further nurtured leads, resulting in more engaged prospects and increased form submissions.

## Result

- ◆ 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.

<b>Unique Users</b> <b>5,829</b>	<b>Leads</b> <b>47</b>
<b>Engaged Sessions</b> <b>2,984</b>	