

PAID SEARCH · SOCIAL LEAD GEN  
EMAIL · DISPLAY · RETARGETING  
DEVICE ID · SEO · GBP OPTIMIZATION

# CASE STUDY

Seasonal Home Improvement



## Overview

### Campaign Focus

Lead Focused

### Campaign Length

6 Months

### Products Utilized

Paid Search  
Social Lead Generation  
Email Marketing  
Display & Retargeting  
Device ID  
SEO  
GBP Optimizations

## Objectives

By leveraging a comprehensive strategy that included Search Engine Marketing, Social Media Lead Generation, Email Marketing, Display Marketing, Retargeting, Device ID tracking, SEO, and Google Business Profile optimization, we helped our client drive a significant increase in lead count. SEM and SEO attracted high-quality traffic, while Social Media and Display Marketing generated awareness and engaged users. Retargeting and Device ID tracking kept potential leads engaged across devices, and Email Marketing nurtured these leads, ultimately driving more conversions and form submissions.

## Result

- ◆ 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.

<b>Form Fills</b>	<b>Leads</b>
<b>285</b>	
<b>Calls</b>	<b>174</b>
<b>26</b>	