

SOCIAL LEAD GEN CASE STUDY

Outdoor Living



Overview

Campaign Focus

Generate leads for estimate requests

Campaign Length

4 Months

Products Utilized

Social Media
Marketing Platforms

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

Objectives

The goal was to generate leads for outdoor living and hardscape projects, specifically focusing on in home estimates. To achieve this, we enhanced the online booking system and increased visibility through targeted marketing efforts. By leveraging social media ads, including engaging video content, we attracted potential clients who were encouraged to complete high-intent estimate request forms. This strategy aimed to boost engagement and secure more appointments for project consultations with new clients.

Solutions

- ◆ The client sought to expand their brand presence and attract more estimate requests from individuals interested in maximizing their outdoor spaces through landscape and hardscape projects. By implementing a focused social media marketing strategy, we effectively achieved this goal.
- ◆ Over a four-month campaign, the client received a total of 111 leads generated through our social media efforts, significantly boosting estimate requests and driving increased interest in their services.