

## Home contractors Case Study-Real Estate

# How to Increase B2B Leads for your Business with **Digital Real Estates**

Social media marketing has grown incredibly popular, but you must utilize different tactics regarding B2S lead creation. You can use a variety of tactics to succeed in your marketing endeavors.

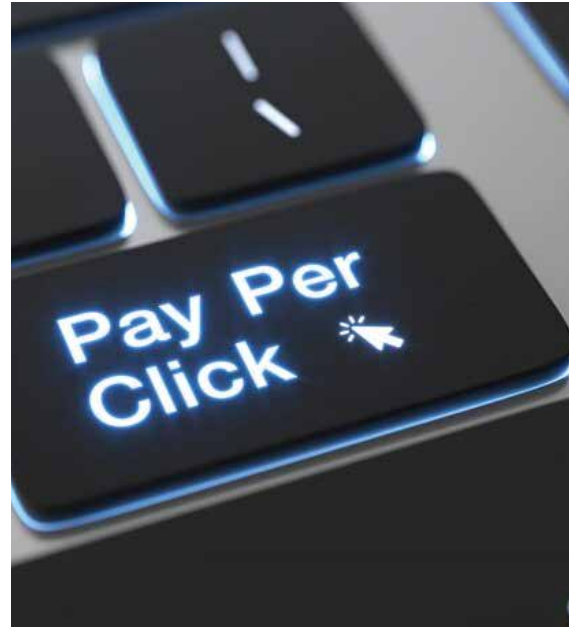
- + Our client was finding it hard to attain leads through his Facebook Ad efforts, and he had to seek help from us. The idea was to help him bring in B2B leads/scheduled calls at a Cost Per Lead under \$100 with winning audiences and assets.
- + To leverage social media as a marketing platform, we had to research and understand internet statistics. Any individual who runs an online business must know that data is crucial to optimizing your business for your target audience. Therefore, you must attach certain analytical tools to your website.
- + Most Facebook Advertisement accounts have great click-through rates. In terms of business, it is hardly justifiable. However, it is crucial to realize that Facebook Ads might be pricey if configured improperly. For our internal campaigns, Facebook suggests investing an average of \$100 PER CLICK. That is not essential in your situation, though.



- + Our efforts were narrowed to enabling the client to understand that using such leads benefits his business. By utilizing such assets, plethora of opportunities become available. There is no doubt that it would be a worthwhile investment.
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- + Naturally, flexibility is crucial when it comes to the real estate business. However, it takes a lot of knowledge for a company to exist successfully in the commercial world. They can only do this to make a well-informed decision and reduce their risk of error. Therefore, services for B2B lead creation are quite beneficial.





+ A fantastic technique to generate intriguing new leads for your company is Facebook marketing. You can reach a sizable audience if you play your advertising cards wisely because there are around 2.5 billion monthly active Facebook members globally. In addition, this is what we did for our client.

+ The platform's relatively inexpensive advertising is an additional benefit. Facebook advertising has an average cost per click across all industries of \$1.72. So spending just \$100 monthly on Facebook ads might still yield excellent results for a small business.

+ However, developing incredibly successful campaigns is the key to making the most of a small Facebook advertising budget. Therefore, you must stand back and reconsider your assumptions about using Facebook ads to create leads.



# The Process

- + Our efforts were to initiate a TOF campaign with three ad sets through extensive research and experience. The goal of using the TOF Awareness stage is to draw in new audiences.
  - + Unless your company is a household name like Nike, IKEA, or Coca-Cola, these new audiences have never heard of you or your products. As a result, they lack familiarity, distrust, and curiosity, which is why we refer to them as "cold audiences."
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- + You must inform them of the "life-changing" advantages of your goods/services if you want to pique the interest of these chilly audiences and turn strangers into prospects.
  - + Highlight your ability to meet their demands, issues, and interests to do this. Ads should emphasize the distinctive advantages you provide. Make this phase informative and instructive.

To entice viewers to act, ads often reference how consumers feel in their mouths and taste things.
  - + It is critical to realize that Facebook will get results faster with more variables to examine. This is because Facebook's algorithm will have various options to consider when adjusting for each user's preferences.
  - + As a contractor, raise awareness and convince your clients they need your product or service rather than beginning your funnel with a conversion target.
  - + The daily ads budget used was to specify the average daily expenditure for the coming week. We started with a daily ad spend budget of \$30, gradually increasing it to \$40 daily. This implies that you will make an effort each day to get the result you optimized for, up to a maximum of your daily ads budget.
  - + This account structure is excellent for a conversion campaign with a \$30 daily budget. To begin with, an advertising budget of \$30 per day, or \$900 per month.

+ On the other hand, better opportunities can be available. We may exceed your daily ads budget by up to 25% on certain days. We may spend up to \$35 on any given day, for instance, if your daily allowance is enough. However, your expenses will equal a week (Sunday to Saturday). You will not go over your daily budget by more than seven times for each week that ends on Saturday at midnight.

+ With the chosen varied creatives, the contractor can visualize how to ensure the ads reach their audience. Creative, unique images, video ads, poll ads, instant experience ads, Carousel ads, dynamic ads, messenger ads, and slideshow ads can be a brilliant way to enhance the lead target.

+ There are numerous campaigns and targeting choices available for Facebook advertising. Among them, we used eight different creatives and four varying ad copies. While having access to a huge selection of advertising possibilities is a marketer's paradise, getting started can also be challenging.

+ After analyzing all the processes, our efforts were seen as effective, and we opted to draw results based on what we saw from the Facebook ads campaign.



# The Results

+ The practice of construction firms having a social media presence is quickly gaining popularity. For brand awareness and identification, you need to be present on Facebook even if you are not using Facebook advertising or marketing.





+ Because of this, Facebook marketing for contractors must be carried out with careful planning and a social media strategy. Keep in mind both your objectives and all the components of your organization.

+ Being aware that Facebook ads alone will not significantly help raise revenue is important for contractors. However, the website for your construction company will advance lead generation on Facebook, as will the presentation and persuasion abilities of your design and marketing staff.

## Facebook Marketing

- + For B2B lead calls, we established 60 leads/scheduled calls in all, after which the lead is no longer "hot" in most B2B marketplaces. Therefore, even though it is still a lead, it is no more or less effective than any other selected randomly from a list.
- + On the other side, you also want to ensure that there are no inefficiencies in your lead generation program that could result in you losing money due to campaigns that dragged on for too long and failed to provide the needed leads. With this information, we could attain a Cost Per Lead of \$48.54, less than half of the initial target of \$100.
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