

FEANIX PRO SERVICES MARKETING

SPARK ELECTRIC CASE STUDY



HOW SPARK ELECTRIC BOOSTED APPOINTMENTS BY 49% IN 30 DAYS

Results:

- 49% Landing Page Conversion Rate
- 61 Booked Appointments in 30 Days
- 13 New Contracts Secured

Client Background:

Spark Electric is a growing electrical company that needed a more efficient way to generate leads and convert them into appointments. Their outdated website and manual lead management process were limiting their growth.

Goals:

- Rebuild the website to improve conversion rates.
- Increase the number of booked appointments through targeted social media advertising.
- Implement a funnel to automate lead capture and follow-up.

Strategy:

Feanix Pro Services Marketing rebuilt Spark's website, focusing on enhancing the user experience and adding clear calls-to-action for scheduling appointments. We launched targeted Facebook™ ads aimed at homeowners and small businesses needing electrical services. To streamline lead management, we implemented a funnel that captured leads, sent automated follow-up emails, and allowed clients to book appointments online.

Results:

- **49% Landing Page Conversion Rate:** The new website and funnel design resulted in nearly half of the visitors converting into leads.
- **61 Booked Appointments in 30 Days:** Targeted ads generated a significant number of booked appointments, with a cost of \$15 per appointment.
- **13 New Contracts Secured:** Spark closed 13 new service contracts within the first 30 days, leading to substantial revenue growth.

Testimonial:

"Feanix Pro Services Marketing's approach transformed our lead generation process. The new website and automated booking system have not only brought in more leads but have also made managing them much easier." - James S., Owner of Spark Electric.

Take A Look at The Numbers Here:

Campaigns

1 selected

Ad Sets for 1 Campaign

Edit

Rules

Results	Reach	Frequen	Cost per Result	Budget	Amount Spent
— Lead	—	—	— Per Lead	\$10.00 Daily	\$0.00
— Lead	—	—	— Per Lead	\$15.00 Daily	\$0.00
— Lead	—	—	— Per Lead	\$5.00 Daily	\$0.00
186 Leads	16,964	1.45	\$1.06 Per Lead	\$25.00 Daily	\$196.64
— Lead	—	—	— Per Lead	\$10.00 Daily	\$0.00
— Lead	45	1.00	— Per Lead	\$10.00 Daily	\$1.04
204 Leads	15,092	1.33	\$0.94 Per Lead	\$15.00 Daily	\$192.35
347 Leads	29,184	1.41	\$0.99 Per Lead	\$21.50 Daily	\$344.74
301 Leads	20,732	1.59	\$1.00 Per Lead	\$15.00 Daily	\$300.04
— Lead	—	—	— Per Lead	\$12.50 Daily	\$0.00
— Lead	—	—	— Per Lead	\$12.50 Daily	\$0.00
1,038 Leads	73,664 People	1.61 Per Person	\$1.00 Per Lead		\$1,034.81 Total Spent