

# LEAD GENERATION CASE STUDY

LOCAL LANDSCAPING
BUSINESS LOOKING FOR
QUALITY LEADS IN
FLORIDA

### Results:

- Spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper.
- We have duplicated these campaign results in other cities.

### **SUMMARY**

Our team created ads campaigns that spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper. We have since duplicated the process in other locations across the country.

## GOAL

To successfully establish a reliable and consistent ads strategy that would generate quality call leads for people intested in landscaping services.

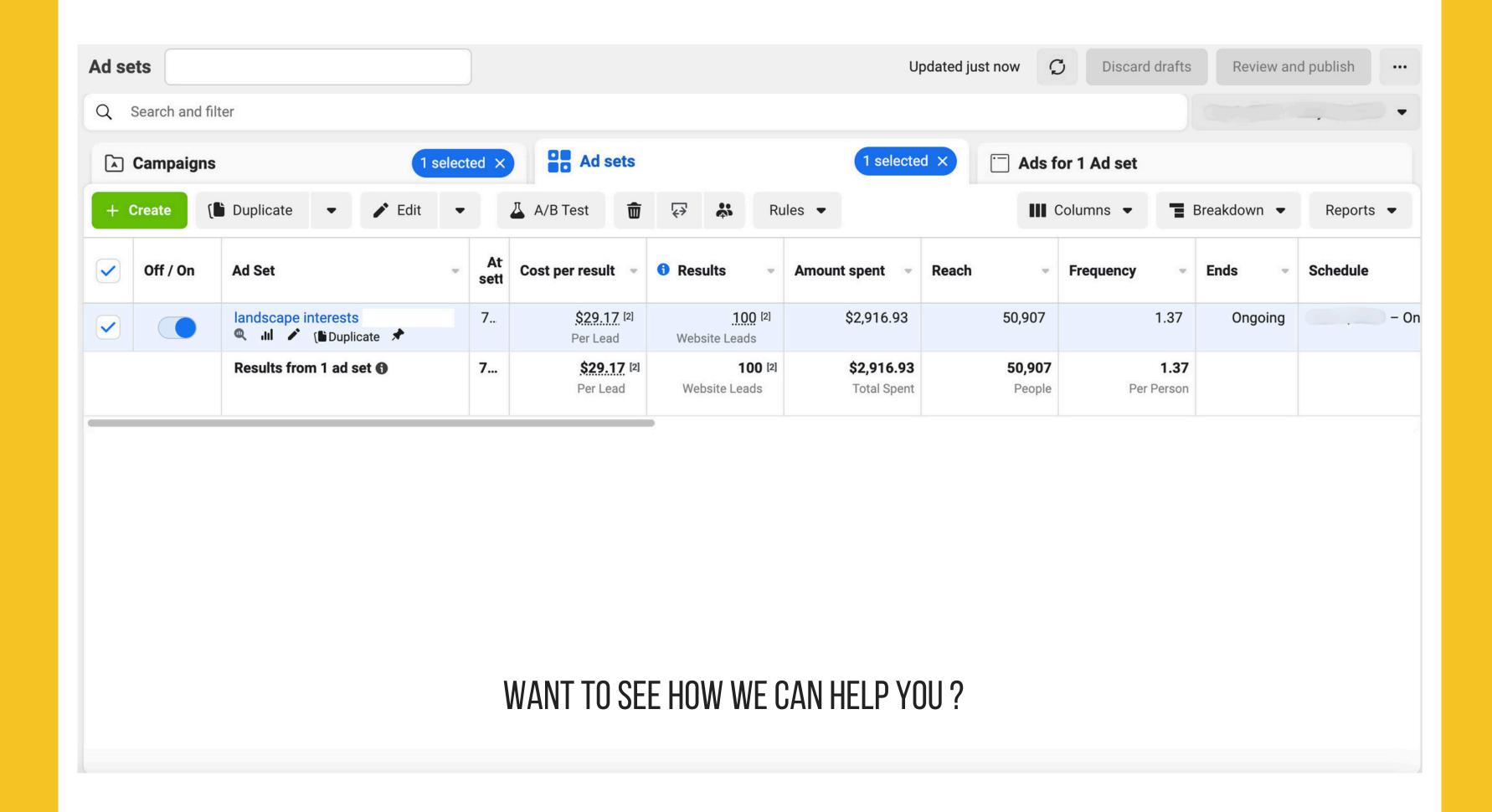
## **ACCOMPLISHMENTS**

Spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper. We also created and maintained these results in the months that followed.

### CHALLENGES

With our proprietary onboarding and audit process, we identified the unique ads approach, creative and messaging that fully representated the client and their company values, plus identified the appropriate promotions that helped encourage conversions.

# LOOKING AT THE NUMBERS...



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