

How Sam went from scraping low end profits to grabbing a 70k job in his first week working with us! p.s he was still in his trial

Background:

Sydney Royal Rendering, under the leadership of Sam, has established itself as a reputable player in the rendering industry over the past 12 years. Sam brings a wealth of experience, having specialized in rendering and various finishes, including texture coating, for commercial buildings and new home builds across Sydney. However, like many in the industry, Sam's business model relied heavily on builder contracts, leaving him vulnerable to market fluctuations and limiting opportunities for growth.



Recognizing the need to diversify Sydney Royal Rendering's client base and reduce dependence on builders, we implemented a lead generation and client acquisition system tailored to Sam's business. This case study highlights the journey of Sydney Royal Rendering as it transitions from a builder-centric model to a more diversified approach, leveraging digital marketing and targeted outreach to establish direct relationships with homeowners and property developers.

Cause of Problem:

As Sydney Royal Rendering primarily relied on builder referrals for securing projects, there were no explicit challenges related to lead generation or client acquisition prior to the implementation of our system. However, the absence of proactive lead generation strategies meant that the business was inherently vulnerable to market fluctuations and limited in its ability to pursue opportunities beyond the builder network.

Without a diversified client base, Sydney Royal Rendering operated within a relatively narrow scope, dependent on the ebb and flow of builder contracts. While this approach ensured a steady flow of work in the short term, it posed long-term challenges in terms of scalability, profitability, and business sustainability. The absence of challenges in lead generation prior to our intervention underscores the proactive nature of our approach. By implementing a robust lead generation and client acquisition system, we aimed to address potential future challenges and position Sydney Royal Rendering for sustained growth and success in the dynamic rendering industry.

Problem:

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We identified Sam's main issues being:

- To reliant on others for work
- Doesn't know how to generate leads
- Doesn't have a client acquisition system in place

How we got in contact with Sam:

We first contacted Sam through cold outreach and discovered that he had a serious problem arising within his business. He was relying solely on builders for work and wasn't generating any work outside of this. Through this we saw that he had a serious problem occurring so we intervened

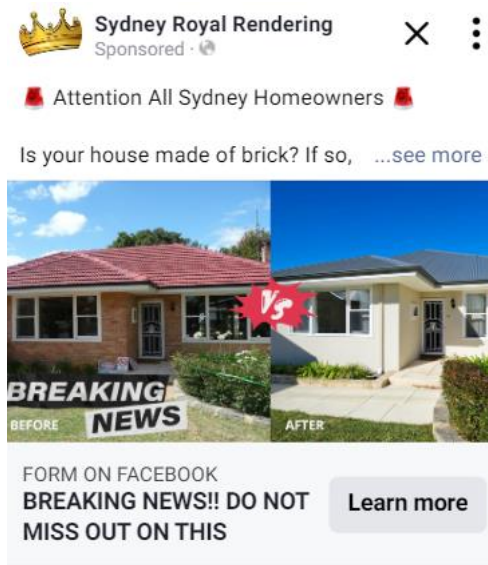
Our unique plan designed for Sam:

Once we had identified Sam's main issue, we acted as soon as possible and got him set up on a trial week with our services.

First, we needed to create a lead generation system that would work efficiently for what he needed. This involved extensive planning, organisation and cooperating between my team and Sams. We collected different before and after samples of Sam and his teams work and then started crafting the perfect ad. This involved identifying key areas of the market which could be capitalised on and since rendering isn't as well known as other home improvement services this gave us a competitive edge over the market.

Creating the ads involved

- Generating Ad creative that would stand out to potential customers
- Ad copy that creates a sense of urgency aswell as striking pain points
- Correct and efficient audience targeting
- Compelling an offer that couldn't be refused



How we executed this plan:

This was all executed within 24 hours and Sam started seeing results instantly. We employed a combination of targeted advertising and proprietary software solutions. Leveraging Meta Ads, we crafted compelling ad copy and eye-catching creatives to attract potential clients. Additionally, we utilized Meta's dynamic creative testing feature to optimize ad performance and deliver quick results for our client.

One key aspect of our implementation was the creation of lead magnets using Meta Ads. These lead magnets were designed to capture the attention of our target audience and incentivize them to engage with Sydney Royal Rendering we were able to attract high-quality leads interested in the services offered by the business.

In addition to lead magnets, we developed our own, white-labelled software for client acquisition. This software enabled Sydney Royal Rendering to efficiently manage and nurture leads generated through the advertising campaigns. With features tailored to the specific needs of the business, the software facilitated seamless communication and follow-up with potential clients, ultimately streamlining the sales process and maximizing conversion rates.



Results:

The implementation of our lead generation and client acquisition system yielded impressive results for Sydney Royal Rendering. With an average cost per lead (CPL) of

\$30, the business was able to generate a consistent stream of high-quality leads on a daily basis. These leads translated into tangible business opportunities, with the average job value ranging between \$25,000 and \$30,000. The remarkable return on investment (ROI) of 1000% underscored the effectiveness of our approach in driving business growth and profitability for Sydney Royal Rendering.

The screenshot shows the Facebook Ad Manager interface for Sydney Royal Rendering. The date range is 19 Mar 2024 - 26 Mar 2024. The table below summarizes the ad performance data:

Off/On	Ad set	Results	Reach	Frequency	Cost per result	Budget
<input type="checkbox"/>	winning	On-Facebook lead	542	1.19	Per on-Facebook leads	\$20.00
<input type="checkbox"/>	DCT Photo - Instant Form - Broad Targeted - 3...	On-Facebook leads	3,446	1.59	Per on-Facebook leads	\$15.00
Results from 2 ad sets		On-Facebook leads	3,688	1.66	Per on-Facebook leads	\$31.30

By diversifying the client base and reducing dependence on builder referrals, the business was able to achieve greater stability and resilience in the competitive rendering industry. Overall, the results of our lead generation and client acquisition efforts not only met but exceeded expectations, positioning Sydney Royal Rendering for long-term success and sustainability in the marketplace.

Through strategic advertising campaigns and innovative software solutions, we were able to empower Sam and his team to take control of their business's destiny and unlock new opportunities for growth and expansion.

The screenshot shows a CRM software interface with a pipeline of opportunities for Sydney Royal Rendering. The pipeline is divided into four stages: Lead Form Submitted, Pre-qualified, Booked In For Quote, and Quote Given. Each stage shows the number of leads and the total value of the opportunities.

Opportunities	Opportunities	Pipelines
Lead Form Submitted 2 Leads A\$0.00	Pre-qualified 1 Leads A\$0.00	Booked In For Quote 2 Leads A\$0.00
Quote Given 1 Leads A\$70,000.00		

Individual opportunity details:

- Bernadette**: facebook form lead, A\$0.00
- Bassam**: facebook form lead, A\$0.00
- Vipin**: facebook form lead, A\$0.00
- Vic**: A\$70,000.00
- Kiran**: facebook form lead, A\$0.00
- Lee**: A\$0.00

