



SUSAN ST,MARTIN DIGITAL
MARKETING

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...

Ad sets

Updated just now

Discard drafts

Review and publish

Search and filter

Campaigns1 selected

Ad sets1 selected

Ads for 1 Ad set

+ Create

Duplicate

Edit

A/B Test

Rules

Columns

Breakdown

Reports

	Off / On	Ad Set	At sett	Cost per result	Results	Amount spent	Reach	Frequency	Ends	Schedule
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	landscape interests	7..	\$29.17 [2] Per Lead	100 [2] Website Leads	\$2,916.93	50,907	1.37	Ongoing	– On
Results from 1 ad set			7...	\$29.17 [2] Per Lead	100 [2] Website Leads	\$2,916.93 Total Spent	50,907 People	1.37 Per Person		

Want to see how we can help you ?

Set up a free strategy call here: www.susanstmartin.com/schedule