Case Study for a
Roofing Business

To generate leads for businesses and help our clients increase their web traffic and sales which will help them grow their business.

Challenge

At the initial stage, when we had the client onboard it was quite challenging for us as the client's objective was to generate leads but at the same time, the location was very specific.

As the location was narrow, we knew it would be difficult for us to get impeccable results. After a lot of brainstorming sessions, we thought of a strategy that we can implement for good results.

Goal

The client's goal was to send people to the website and accumulate an audience to generate quality leads through Facebook ads.

Our Approach

Firstly we had a thorough understanding of the unique selling point (USP) for the roof creation and took the same into consideration while creating the Ad copies. Initially we started with the website Traffic Ad Campaign with a daily budget of $5 per day and after a few days as the client, the end result was to generate quality leads. We started with the lead generation campaign.

Solution & Process:

We used to monitor the Ad performance on a daily basis. We were also quite frequently doing the A/B testing to make sure that only the best-performing Ads are live. Through regular optimization and monitoring of the campaign on daily basis, we helped the client to reach their objective and ultimately helped them to bring in more business through Social Media.

Results

As you can see in the screenshot attached below, in the first 15 days the cost per lead was $27 per lead for 5 leads which was high. Gradually as we continued to optimise the campaign and started to see an increase in the leads in the next 15 days i.e 11 leads for $25 per lead.

Comparison

Campaign Performance Comparison