

# Lead Generation Case Study

## Summary

**Client:** [See privacy statement](#)  
**Website:** [See privacy statement](#)  
**Industry:** Roofing contractor  
**Location:** New Jersey, Pennsylvania, and Delaware

**Problem:** [read more](#)

- Unpredictable lead generation relying on word-of-mouth and social media
- Sales team facing irregular lead volumes, causing inconsistent performance
- Inefficient lead nurturing and conversion process
- Lack of a scalable and systematic lead generation strategy
- Limited real-time insights for leadership decision-making

**Results:** [read more](#)

- Clicks under \$1, leads under \$10, appointments under \$30, customers under \$100
- Lead flow with an 86% conversion rate on appointments set
- 50% close rate, resulting in \$170k in revenue in the first month
- Automated lead nurturing, significantly improved lead-to-sale conversion
- Real-time KPIs, demonstrating the sustained success and growth of the strategy

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for

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	Sales Meeting	Meeting	(No title)	Meeting	(No title)	Sales Meeting	Charlene Lockhart
2	Sales Meeting	Sales Meeting Thomas & Alexander Baumgarten	Meeting Marion Ware	Sales Meeting Unavailable	Sales Meeting Unavailable	Unavailable	Sales Meeting
3	Sales Meeting	Meeting Unavailable	Sales Meeting Unavailable	Meeting Unavailable	Sales Meeting Unavailable	Meeting Unavailable	Sales Meeting
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31	Sales Meeting	Meeting Unavailable	Sales Meeting Unavailable	Meeting Unavailable	Sales Meeting Unavailable	Meeting Unavailable	Sales Meeting

Note: Displayed here a calendar filled with daily appointments, a direct result of our effective lead generation strategy. This consistent scheduling is crucial a sales team, to provide ample opportunities. Such a full calendar is a testament to the predictability and success of our lead nurturing process.

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## Client Background

A company, co-owned by two individuals, was experiencing stagnation with unpredictable business flow. Their reliance on word-of-mouth and social media led to inconsistent results. Despite a strong reputation and excellent reviews, they lacked a steady flow of leads for their sales team, hindering consistent growth.

## Problem

The primary challenge was transitioning from an erratic business model to a stable, predictable one. The company's existing lead generation methods, while initially successful, were not scalable for long-term growth. Their sales team grappled with fluctuating lead volumes, which led to periods of both inactivity and overwhelming demand. This inconsistency impeded strategic planning and hindered their ability to reliably forecast and manage business growth. Furthermore, the company lacked an efficient system for lead nurturing, crucial for converting prospects into qualified appointments and maintaining a continuous sales pipeline. This gap highlighted the need for a more robust and systematic lead generation and appointment setting strategy to secure sustained business advancement.

## Objectives

The objective focused on creating a comprehensive lead generation campaign that integrated targeted ad campaigns, an automated funnel, and a dual follow-up process, both automated and manual. Additionally, the aim was to enhance leadership visibility through a real-time KPI dashboard, providing critical insights for informed decision-making and strategic growth.

## Strategy

Our strategy to address the company's lead generation challenges was multifaceted, encompassing various innovative components designed to work in synergy. This comprehensive approach aimed to create a seamless flow from lead acquisition to

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conversion, ensuring maximum efficiency and effectiveness. Key elements of our strategy included:

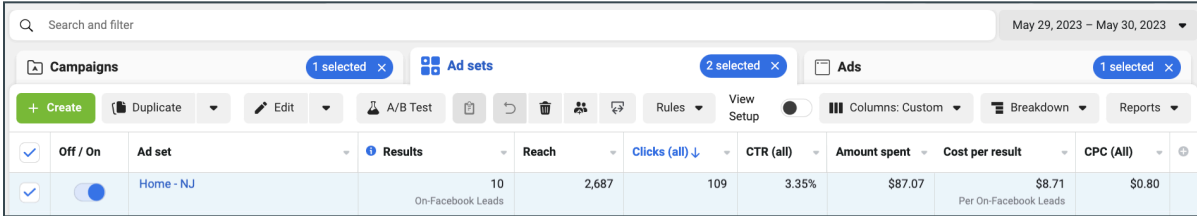
- **Targeted Ad Campaigns:** Utilizing data-driven insights to launch and optimize ad campaigns across multiple social media platforms, effectively reaching the desired audience.
- **Automated Funnel Creation:** Developing a sophisticated automated funnel system to capture and nurture leads systematically.
- **Dual Follow-Up Process:** Implementing a combination of automated and manual follow-up methods to engage leads promptly and maintain consistent communication.
- **Real-Time KPI Dashboard:** Establishing a live dashboard for leadership to monitor key performance indicators, enabling real-time tracking of campaign effectiveness and lead conversion progress.

Each component of this strategy was carefully crafted to not only address the immediate need for more leads but also to build a sustainable system for ongoing business growth and scalability.

## Results

The strategy led to immediate and impressive results:

- **Cost-effective metrics:** Clicks under \$1, leads under \$10, qualified appointments under \$30, and new customers for under \$100.



The screenshot displays the Facebook Ads Manager interface for a campaign named 'Home - NJ'. The campaign is active and has generated 10 leads in just 2 days. The cost per click is \$0.80, and the cost per result is \$8.71. The reach is 2,687, and the CTR is 3.35%. The amount spent is \$87.07.

Off / On	Ad set	Results	Reach	Clicks (all)	CTR (all)	Amount spent	Cost per result	CPC (All)
<input checked="" type="checkbox"/>	Home - NJ	10 On-Facebook Leads	2,687	109	3.35%	\$87.07	\$8.71 Per On-Facebook Leads	\$0.80

Note: This screenshot of a Facebook ad campaign represents a promising start, achieving 10 leads in just 2 days at an efficient cost of \$0.80 per click. With an investment of only \$87 in ad spend, these early results laid the foundation for even greater success in subsequent campaigns, showcasing the potential of targeted digital advertising.

- **Established consistent lead flow within the first month.**

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- Sales began to materialize within the first week of lead generation.

Appts Ran	Conversion	Sales	Sales Amount	Close Rate
<b>12</b> ↗ 9% (1)	<b>86 %</b> ↗ 56% (31 %)	<b>6</b> ↗ 25% (0)	<b>\$ 170,594</b> ↗ 13.33% (\$ 20,070)	<b>50 %</b> ↗ 12% (0 %)

Note: This table highlights our strategy's effectiveness: 12 appointments set with an 86% conversion rate (appointments run), leading to 6 successful sales and \$170k in revenue at a 50% close rate (appointments sold). This marks a significant improvement over previous months, and the beginning of a consistent run with continued growth and sustained success.

"The service was exceptional. Their deep understanding of our goals and their responsive, informed approach led to tangible results. Our increased traffic and leads are a testament to their expertise."

## Conclusion

This strategic approach successfully transformed an erratic lead generation process into a reliable, scalable system, yielding remarkable results. By effectively integrating targeted advertising, automated funnels, and a dual follow-up process, we not only stabilized the company's lead flow but also significantly boosted their operational efficiency. The introduction of a real-time KPI dashboard empowered leadership with the insights needed for proactive decision-making. This case study exemplifies how a well-orchestrated lead generation strategy can lead to substantial business growth, ensuring a sustainable path forward for companies facing similar challenges.

## Client Privacy Notice:

To respect the privacy of our clients, we have withheld the name and specific details of the client referenced in this case study. If you wish to obtain this information, you must agree to uphold the client's privacy by refraining from contacting them without their prior written approval. This ensures our clients' business operations are protected from unsolicited contact. If we end up working together, we will treat your privacy with the same level of respect.