

ENHANCE ONLINE PRESENCE AND ATTRACT WEBSITE VISITORS

A WINDOWS AND DOORS HOME SERVICE COMPANY INCREASED LEADS AND RECOGNITION

OBJECTIVE

The client, a home service company specializing in windows and doors, sought to enhance its online presence and attract more visitors to its website. The primary goals were to increase lead generation, improve brand recognition and decrease the cost per acquisition. By improving their digital marketing strategy, the client aimed to engage more affluent homeowners, ultimately boosting sales and increasing conversions.

CHALLENGE

The client faced the challenge of building an effective online strategy to stand out in a competitive market while targeting specific customer segments. The challenge also included efficiently utilizing the budget to increase lead volume while reducing the cost per acquisition. The need for a multifaceted approach to cover the entire sales funnel — from awareness to purchase — was essential for achieving sustained results.

SOLUTION

To address the client's goals, we employed a comprehensive suite of digital marketing solutions across the sales funnel, each targeting a different stage of the customer journey:

Top & Middle Funnel: We used Display Ads and Facebook advertising to increase brand awareness and engage affluent homeowners within the target geography. These platforms helped capture attention and nurture prospects, guiding them toward making a purchasing decision.

Bottom Funnel: For those closer to conversion, we deployed SEM (Search Engine Marketing) to target users who were ready to purchase, ensuring that the client's services were visible at the moment of intent.

Geo-Targeting: Through Device ID targeting, we reached specific postal routes and neighborhoods where the client was most active, increasing the chances of attracting local, high-potential leads.

Search Visibility: To ensure the client's website was easily discoverable, we utilized Local SEO and Organic SEO. This ensured the website was accurate, up-to-date and optimized for local search queries, driving organic traffic.

Optimization: Performance Max campaigns were used to ensure ads were shown to the right audiences across multiple channels, improving efficiency and increasing overall reach.

RESULTS

The implemented strategy led to significant improvements across key metrics:

Lead Generation: Over the 12-month period, the client averaged 150+ leads per month, resulting in a 95% increase in total leads, reaching a total of 1,500 leads generated.

Engagement: The campaigns drove substantial engagement, with 14.1 million impressions, a 37% increase in engagement compared to previous efforts.

Cost Efficiency: The strategic product selection helped optimize the client's advertising spend, with Display Ads accounting for 32% of the budget and Facebook Ads for 21% of the budget, while maintaining efficiency in other areas like SEO and SEM.

KEY FINDINGS

Effective Funnel Coverage: The combined use of Display, Facebook, SEM, SEO and Performance Max allowed for comprehensive coverage of the sales funnel, from awareness through to conversion.

Geo-Targeting Impact: Device ID targeting in key postal routes led to a more localized approach, resulting in higher-quality leads and better conversion rates.

High-Engagement: The focus on reaching homeowners through targeted advertising drove high levels of engagement, helping the brand stay top-of-mind.

Cost-Effective Growth: By leveraging a mix of organic SEO, SEM and targeted ads, the client was able to reduce its cost per acquisition while increasing the overall volume of leads.

In conclusion, the multi-channel approach not only met but exceeded the client's objectives, demonstrating the power of a well-rounded digital marketing strategy in driving growth and reducing acquisition costs.