

Case Study: Home Improvement

Bathroom Remodeler

About

A family-owned Seattle remodeling business needed assistance improving their online presence and launching online campaigns to generate more customers.

Goal

We determined that the channels Google Ads, Facebook Ads and Bing Ads would generate enough leads to keep their appointment books full. To meet their goals, we developed a comprehensive lead gen system, complete with a landing page, call tracking numbers, automated texts and email follow ups to ensure no leads slipped through the cracks.

Results

Meeting their goals was no sweat. We quickly exceeded their monthly goals for cost per lead and number of leads. L7 Advertising's lead funnel made customer acquisition a breeze, allowing our client to focus their attention on what they do best.

587%

Increase in Leads

91%

Decrease in Facebook Cost Per Lead

37%

Decrease in Google Cost Per Lead

*Metrics are based on a period of L7 Creative paid media management from (9/30/19 - 10/29/19) compared to the monthly goals provided by the client.



L7 ADVERTISING

Your Business Growth²

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