

LEAD GENERATION

CASE STUDY

How our roofing client closed 4 projects worth \$37k within 3 weeks of working with us.



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OVERVIEW

Rise Roofers partnered with Five Star Roofing to boost their lead generation and secure new projects. In the first three weeks, we helped them:

- **Land 4 new projects within first 3 weeks.**
- **Generate \$37k in revenue in first month.**
- **1200+ qualified leads with an \$8k ad spend over 6 months**
- **Helped them rank on top 10 positions on 20+ keywords.**
- **Reduced CPL by almost 40%**

BACKGROUND

Five Star Roofing, a leading roofing company, sought to expand their client base and increase project bookings.

They needed a comprehensive digital marketing strategy to generate quality leads and enhance their online presence.

CHALLENGES

Below are the challenges we faced while running different sort of ad campaigns for our client and how did they impact the performance of our campaigns:

Lack of Compelling Offer

They didn't have an attractive offer to capture potential clients' interest.

Inadequate Landing Pages and Funnels

The existing landing pages and funnels were not optimized for conversions, .

Ad Fatigue and High Competition

Standard challenges in lead generation campaigns, including ad fatigue and high competition for relevant keywords.

SOLUTIONS

To overcome these challenges, we implemented a multi-faceted SEO strategy, focusing on the following key areas:

CREATED A COMPELLING OFFER:

Developed a unique and attractive offer tailored to Five Star Roofing's target audience, providing a strong incentive for potential clients to engage.

BUILT OPTIMIZED LANDING PAGES AND FUNNELS:

Designed and implemented highly optimized landing pages and funnels to effectively capture and convert leads, ensuring a seamless user experience.

SOLUTIONS

ADVANCED LEAD GENERATION FORMS:

Implemented advanced lead generation forms to pre-qualify leads, ensuring only high-quality prospects were captured.

AI AND MESSENGER ADS:

Utilized AI-powered tools and Messenger ads to initiate conversations and engage prospects, driving higher conversion rates.

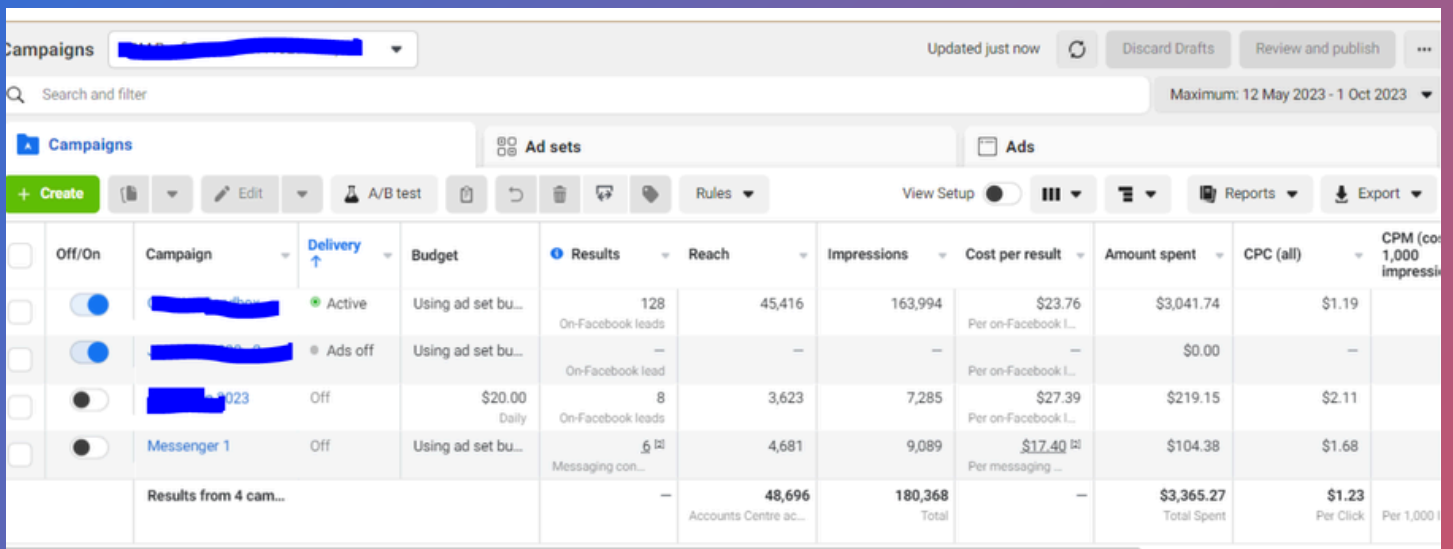
KEY METRICS

- **Ad Spend:** \$8,000 over six months
- **New Projects:** 4 in the first 3 weeks
- **Qualified Leads:** 200+ over six months
- **CPC:** Around \$40

RESULTS

Within the first three weeks, Five Star Roofing secured four new projects, generating \$37K in revenue. Over six months, we generated over 200 qualified leads, significantly boosting their business growth.

The combination of Facebook Ads, Google Ads, and SEO proved to be highly effective.



The screenshot displays the Facebook Ads Manager interface with a table of campaign performance data. The table includes columns for Off/On status, Campaign name, Delivery status, Budget, Results, Reach, Impressions, Cost per result, Amount spent, CPC (all), and CPM (cost per 1,000 impressions). A summary row at the bottom shows results from 4 campaigns, totaling 48,696 reach, 180,368 impressions, and \$3,365.27 spent.

Off/On	Campaign	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	CPC (all)	CPM (cost per 1,000 impressions)
<input checked="" type="checkbox"/>	[Redacted]	Active	Using ad set bu...	128 On-Facebook leads	45,416	163,994	\$23.76 Per on-Facebook L...	\$3,041.74	\$1.19	
<input checked="" type="checkbox"/>	[Redacted]	Ads off	Using ad set bu...	— On-Facebook lead	—	—	— Per on-Facebook L...	\$0.00	—	
<input type="checkbox"/>	[Redacted] 2023	Off	\$20.00 Daily	8 On-Facebook leads	3,623	7,285	\$27.39 Per on-Facebook L...	\$219.15	\$2.11	
<input type="checkbox"/>	Messenger 1	Off	Using ad set bu...	6 Messaging con...	4,681	9,089	\$17.40 Per messaging ...	\$104.38	\$1.68	
Results from 4 cam...				—	48,696 Accounts Centre ac...	180,368 Total	—	\$3,365.27 Total Spent	\$1.23 Per Click	Per 1,000 i

CONCLUSION

The strategic collaboration between Rise Roofers and Five Star Roofing led to impressive outcomes.

By addressing the initial challenges and implementing tailored solutions, we successfully enhanced lead generation and project acquisition for Five Star Roofing.

THANK YOU!

Interested in getting outstanding results for your roofing company as well?

Let's connect to see how we can work together.

RISE ROOFERS

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