

Case Study

2024

LOCAL SERVICE-BASED BUSINESS

25X return on
ad spend

Forestry

Blossom & Byte Marketing

An Overview

This year, we got some huge wins for a new forestry business looking to have a steady stream of qualified leads, book out their calendar, and get enough work to hire more employees and scale.

We brought in 138 qualified leads over the first 8 months of the campaign at \$65.21/lead and resulted in a 25x return on investment (2400% ROI). The owner has a 70% close rate, demonstrating the quality of the leads.

At Blossom & Byte Marketing, we pride ourselves on providing uniquely personalized services so that our clients can outsource their marketing with confidence and focus on what they do best. We treat each client as if their business were our own.

Scaling a business through paid ads essentially comes down to mapping out a custom strategy for each business that fits their goals, and providing diligent optimizations to “crack the funnel” to the point where it’s bringing in sales like a well-oiled machine.

Challenges & Objectives

Challenges

- The owner's schedule was inconsistent, and he needed help putting together a marketing strategy to book out his schedule and have consistent leads rolling in.
- This company had never invested in social media advertising before — brand new pixel, brand new ad account, brand new page.
- The client needed help building out his business online presence in order for the ads to bring the best results (via website, Google My Business profile, and Facebook business page).

Objectives

- Bring in consistent, high-ticket leads
- Bring in high quality leads
- Book out schedule for the spring and summer months and build out a consistent source of new leads
- Have confidence and dependability in a stream of leads to make sure to keep his employees full time

The deets

RESULTS

Timeline:

February - September, 2024

25x Return On Ad Spend

Brought in 138 qualified leads over the first 8 months of the campaign with lead costs stabilizing at an average of \$65.21/lead and resulted in a 25x return on investment (2,400% ROI).

- Due to building out a solid foundation prior to launching the campaign, lead quality was very high, allowing for the owner to have a 70-80% close rate. We achieved this by building him a new website that clearly displayed his expertise and value through intentionally crafted messaging.
- Closed 2 high quality leads for a total revenue of \$40,000 in the first two weeks of running ads.
- Our campaign continues to be the owners main source of new customers, and we are now in the process of scaling his ads as he scales his business.

Accomplishments

01.

Funnel/website build

We built a website that effectively showcases authority and trustworthiness in this niche. As a result, we receive quality, ready-to-buy leads.

(Dialed-in messaging is the #1 key to winning with paid ads)

02.

Strategy consulting

This client needed support articulating the value and uniqueness of his services and ensuring that his business had a compelling online visibility.

(This always starts get getting in touch with your dream/target clients)

03.

Facebook ad campaign that brings high quality leads & sales

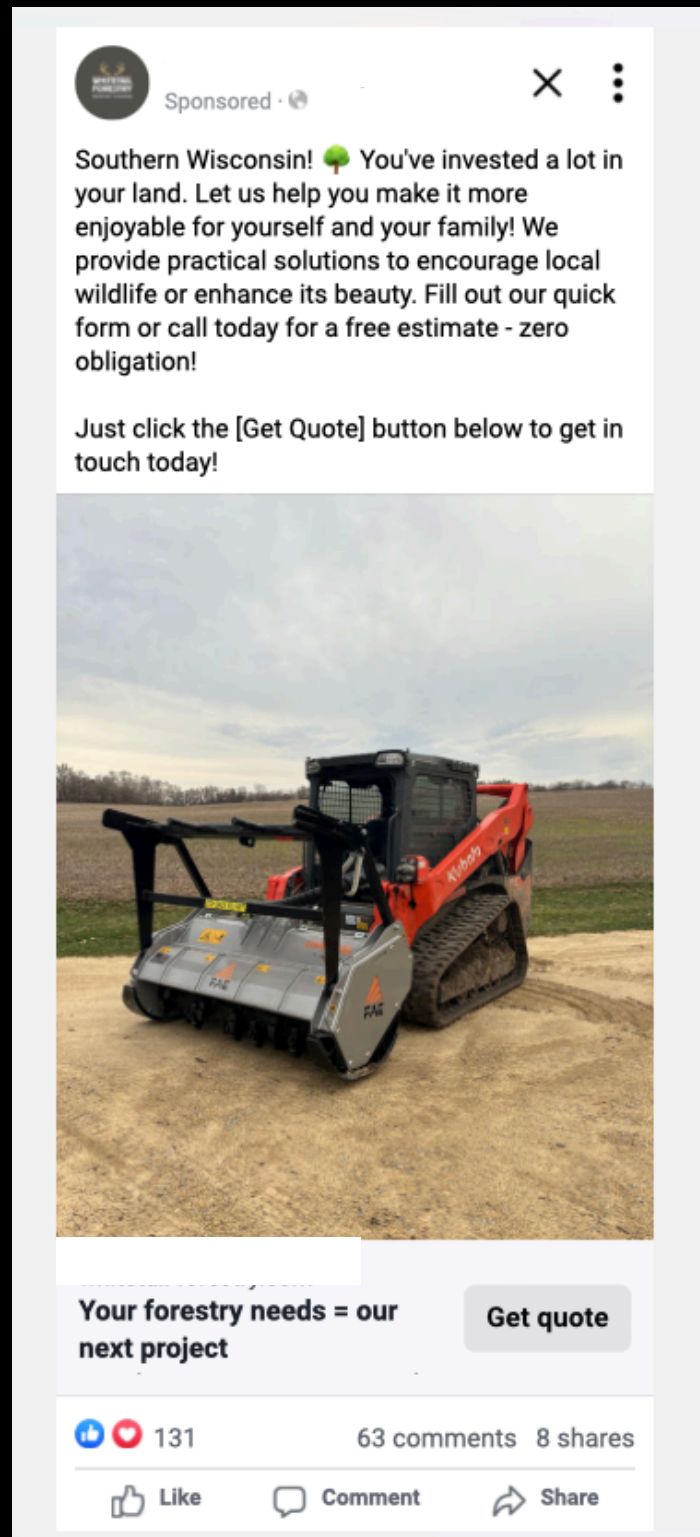
Our client has been able to make significant revenue from these ads and is now in the process of scaling his business with the help of Facebook ads.

(The process of any good ads campaign begins with a clear understanding of the target avatar. When this is done well, we can expect high-quality leads!)

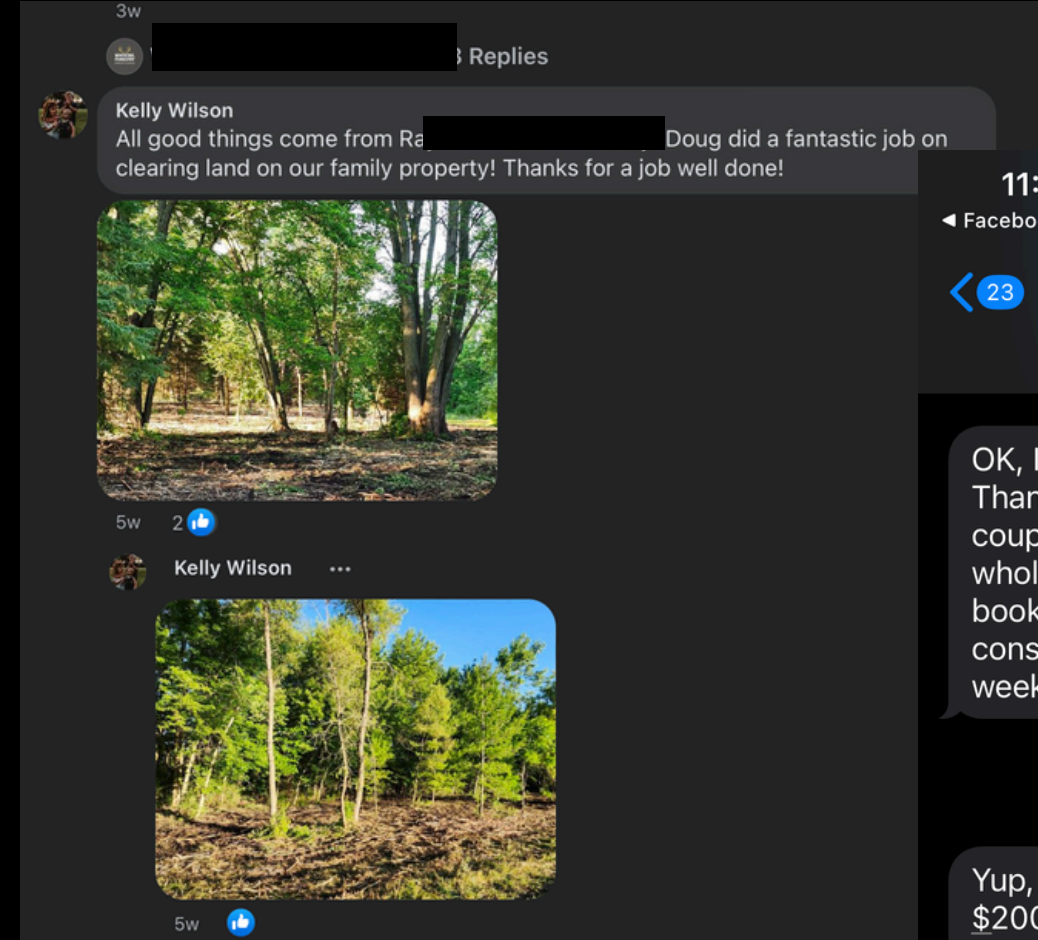
Have a peek on the inside...

| Results | Reach | Frequency | Cost per result | Budget | CPM (cost per 1,000 impressions) | Link clicks | CPC (cost per link click) |
|---------------------------|-----------------------------------|---------------------------------|---------------------------|--------|----------------------------------|----------------|---------------------------|
| 18 [2] Website Leads | 47,781 | 2.04 | \$53.03 [2] Per Lead | | | | |
| 14 [2] Website Leads | 43,262 | 1.97 | \$59.87 [2] Per Lead | | \$9.78 | 578 | \$1.65 |
| 14 [2] Website Leads | 29,492 | 2.33 | \$55.00 [2] Per Lead | | \$9.84 | 537 | \$1.56 |
| 3 [2] Website Leads | 27,454 | 1.63 | \$158.39 [2] Per Lead | | \$11.19 | 557 | \$1.38 |
| 5 [2] Website Leads | 30,952 | 1.80 | \$108.77 [2] Per Lead | | \$10.64 | 303 | \$1.57 |
| 9 [2] Website Leads | 30,533 | 1.96 | \$65.68 [2] Per Lead | | \$9.74 | 364 | \$1.49 |
| 1 [2] Website Lead | 12,198 | 2.04 | \$279.38 [2] Per Lead | | \$9.90 | 420 | \$1.41 |
| 5 [2] Leads | 36,321 | 1.98 | \$161.58 [2] Per Lead | | \$11.23 | 225 | \$1.24 |
| — Multiple conversions | 136,698 Accounts Center acc... | 3.72 Per Accounts Center ... | — Multiple conversions | | \$11.25 | 427 | \$1.89 |
| | | | | | \$10.34 Per 1,000 Impressions | 3,411 Total | \$1.54 Per Action |

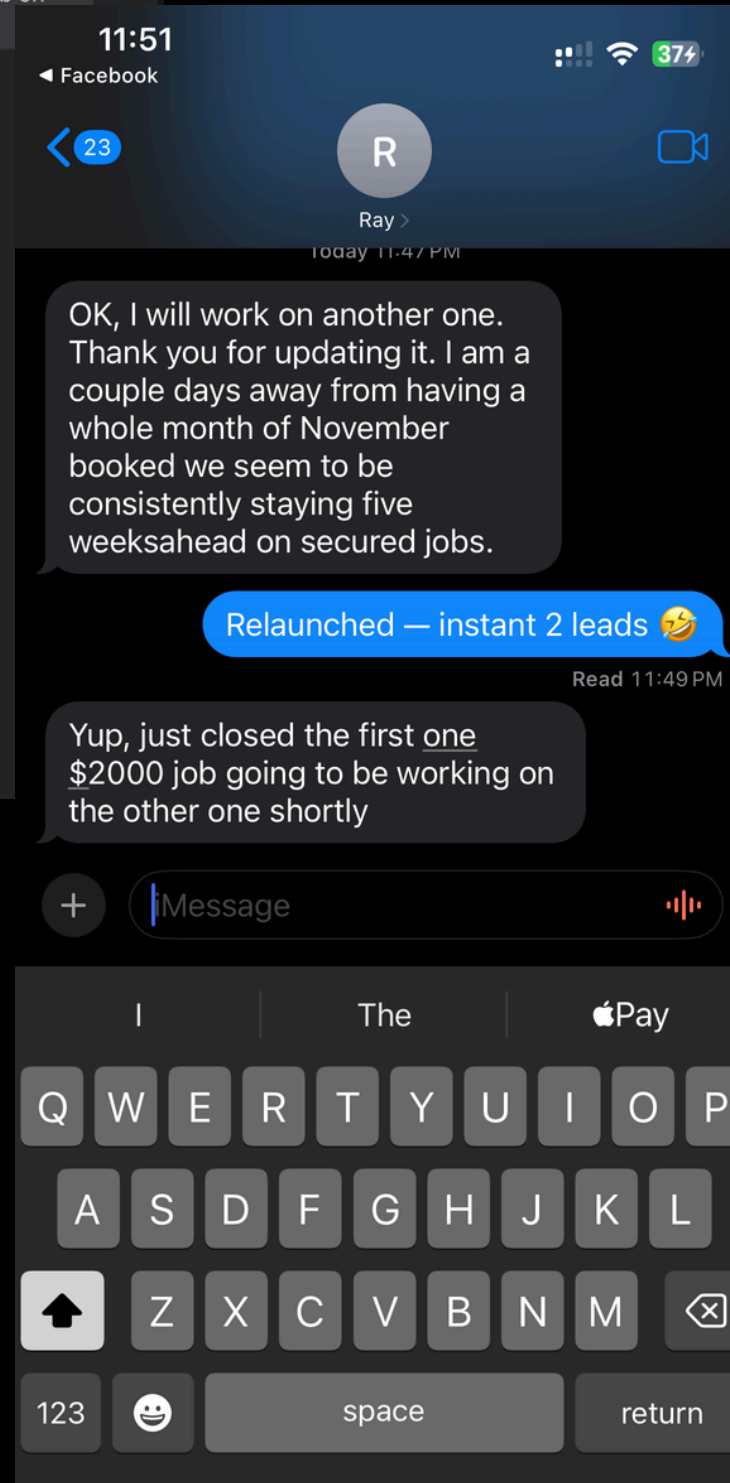
What a winning ad can do for your business...



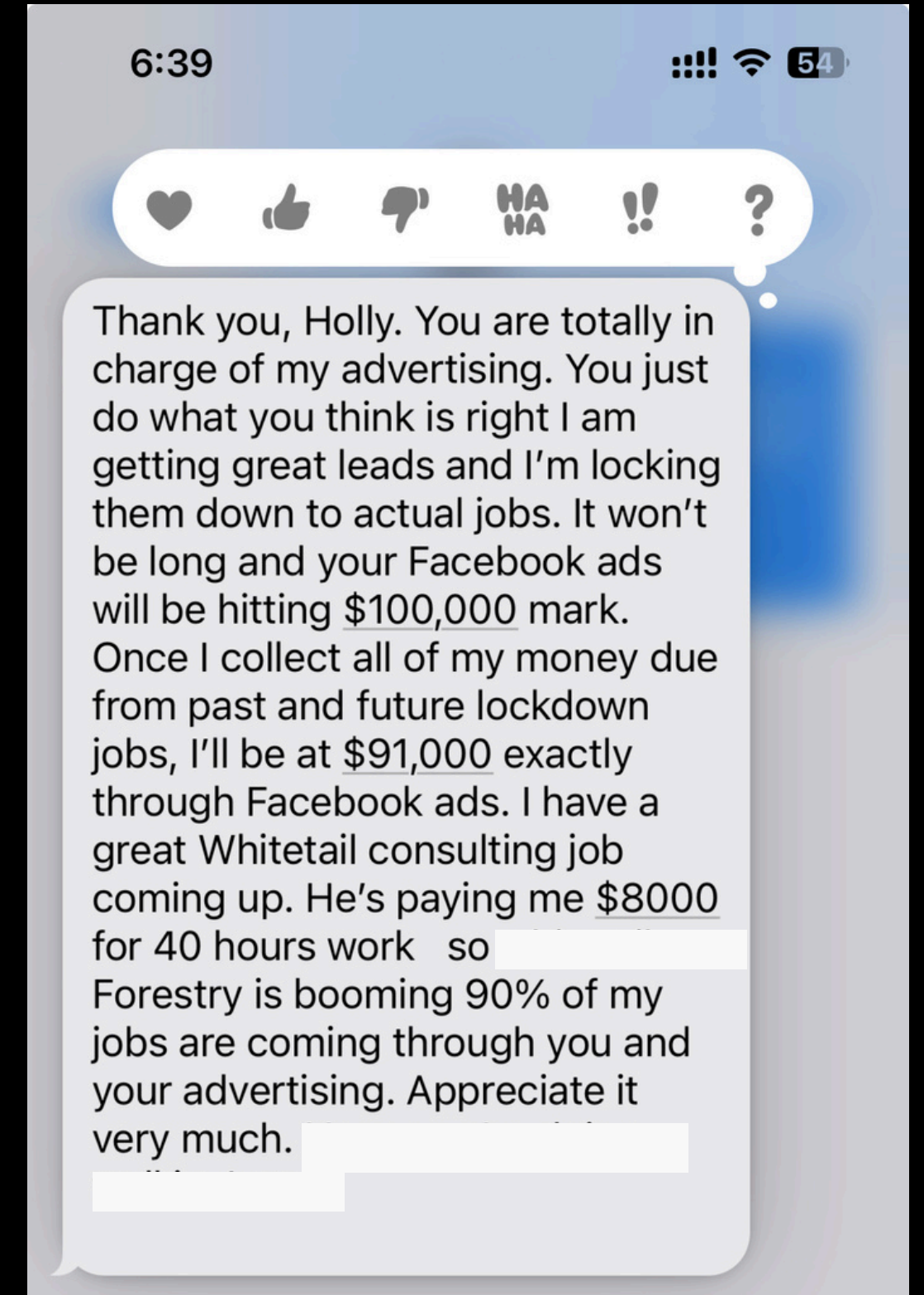
(This ad alone brought in over \$200,000!)



(Dozens of happy customer reviews on the ads themselves — what better way to have visibility online!)



10/13/24



6/14/2024

Summary

We use tested and proven ads strategies with our clients.

That said, we've seen over and over that a customized approach brings in the best possible results. We work with our clients to hit both short term and long term goals, building a firm foundation for consistent sales.

Our clients' wins are OUR wins.

We work with our clients as diligently as a business partner to help them reach their goals.

Ready to see what ads can do for your business?

BOOK A FREE STRATEGY CALL

BOOK NOW

