



# Big wins for forestry business:

# 32X return on ad spend, 3,200% ROI.

## Case Study

**Presented by:**  
**Blossom & Byte Marketing**

**Campaign launch date:**  
March 16, 2024

# Challenges and 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).
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## 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

# Results

**Brought in 69 qualified leads over the first 4.5 months of the campaign with lead costs stabilizing at an average of \$55/lead and resulted in a 32x return on investment (3,200% ROAS).**

- Due to building out a solid foundation prior to launching the campaign, lead quality was very high. 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
- Our campaign continues to be the owners main source of new customers, and we are in a great position to scale when the owner is ready.



# Accomplishments

01

## **New website build**

Create an online presence to drive paid traffic to, and craft copy around the target avatar in order to convert page viewers into leads.

02

## **Google My Business profile**

The client needed light SEO optimizations and to make use of his GMB profile

03

## **Facebook ad campaign that converts high quality leads**

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...

<div><div></div><div>Results</div><div></div></div>	<div>Reach</div>	<div>Frequency</div>	<div>Cost per result</div>	<div>Budget</div>
18 <sup>[2]</sup> Website Leads	47,781	2.04	\$53.03 <sup>[2]</sup> Per Lead	\$40.00 Daily
14 <sup>[2]</sup> Website Leads	43,262	1.97	\$59.87 <sup>[2]</sup> Per Lead	\$50.00 Daily
14 <sup>[2]</sup> Website Leads	29,492	2.33	\$55.00 <sup>[2]</sup> Per Lead	\$35.00 Daily
3 <sup>[2]</sup> Website Leads	27,454	1.63	\$158.39 <sup>[2]</sup> Per Lead	\$40.00 Daily
5 <sup>[2]</sup> Website Leads	30,952	1.80	\$108.77 <sup>[2]</sup> Per Lead	\$45.00 Daily
9 <sup>[2]</sup> Website Leads	30,533	1.96	\$65.68 <sup>[2]</sup> Per Lead	\$35.00 Daily
1 <sup>[2]</sup> Website Lead	12,198	2.04	\$279.38 <sup>[2]</sup> Per Lead	\$30.00 Daily
5 <sup>[2]</sup> Leads	36,321	1.98	\$161.58 <sup>[2]</sup> Per Lead	\$30.00 Daily
— Multiple conversions	136,698 Accounts Center acc...	3.72 Per Accounts Center ...	— Multiple conversions	

<div>CPM (cost per 1,000 impressions)</div>	<div>Link clicks</div>	<div>CPC (cost per link click)</div>
\$9.78	578	\$1.65
\$9.84	537	\$1.56
\$11.19	557	\$1.38
\$10.64	303	\$1.57
\$9.74	364	\$1.49
\$9.90	420	\$1.41
\$11.23	225	\$1.24
\$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...



Sponsored · 🌐

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⋮

Southern Wisconsin! 🌳 You've invested a lot in your land. Let us help you make it more enjoyable for yourself and your family! We provide practical solutions to encourage local wildlife or enhance its beauty. Fill out our quick form or call today for a free estimate - zero obligation!

Just click the [Get Quote] button below to get in touch today!



Your forestry needs = our next project

Get quote

  131


63 comments 8 shares

 Like

 Comment


 Share

3w





Kelly Wilson

All good things come from Rainy! Doug did a fantastic job on clearing land on our family property! Thanks for a job well done!




5w


2 




Kelly Wilson




5w








Kelly Wilson





6:39 📶 54














Thank you, Holly. You are totally in charge of my advertising. You just do what you think is right I am getting great leads and I'm locking them down to actual jobs. It won't be long and your Facebook ads will be hitting \$100,000 mark. Once I collect all of my money due from past and future lockdown jobs, I'll be at \$91,000 exactly through Facebook ads. I have a great Whitetail consulting job coming up. He's paying me \$8000 for 40 hours work so Forestry is booming 90% of my jobs are coming through you and your advertising. Appreciate it very much.

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.

**Our clients' wins are OUR wins.**

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

