

Simply Branded

Lead Generation & Marketing Automation Case Study

PURE LUX H2O



About our client

Pure Lux H2O

Pure Lux H2O provides water filtration and cooling systems for residential and commercial properties. They have a suite of products from alkaline water to softening systems. As a small business, they had limited funds to invest back into marketing and advertising.

Searching for a solution to increase lead generation, Pure Lux H2O reached out to us to help create a strategy for social advertising to optimize their advertising budget and increase leads.



OVERVIEW

Our client came to us with the goal of increasing lead generation with a limited budget. We were tasked with developing the strategy, optimization, and marketing materials.

OBJECTIVES

The main objectives were to increase leads, to find the best way to capture lead information and develop a CRM that immediately notified our clients when a lead was captured.

The Challenge

CHALLENGE

The challenges presented revolved around advertising strategy, lead generation, and budget optimization. We needed to develop a strategy that worked with our client's target demographic within a specific geographic region.

DEVELOP ADVERTISING STRATEGY

Using social platforms, we needed to create a comprehensive strategy.

INCREASE LEAD GENERATION

Using a limited budget, we challenged ourselves to double our client's lead flow.



FACEBOOK AD & SOCIAL STRATEGY

We developed a thorough Facebook Ad strategy to maximize our chances of success against competition

DESIGN & MANAGE FACEBOOK ADS

We designed and targeted the ads. During the campaign there was continuous optimization.

TECHNOLOGY INTEGRATION & CRM

We set up a CRM and customized notifications to alert our client immediately upon capturing a lead.



The Solution

A decorative header featuring several colorful balloons (purple, green, pink) and scattered confetti (yellow, purple, green) against a blue background. A large green circle is partially visible on the left side of the page.

Our Goal to Increase Lead Generation and Improve Marketing Automation was a Success!

We re-allocated the advertising budget to optimize spending and use funds on channels and initiatives that would generate the most ROI.

+100%

Increase in Leads



In just one month, we doubled our clients lead flow through targeted advertising.



-85%

Reduced CAC

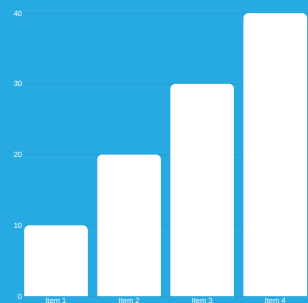


Our streamlined lead generation process reduced our client's customer acquisition cost.



+975%

Return on Investment



The longer we work with our clients and understand their business & market, the better the results we get. We were able to directly increase our client's revenue and illustrate a clear return on investment of 975% per dollar spent with Simply Branded.



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