



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 Simply Branded to help create a strategy for social advertising to optimize their advertising budget and increase leads.



Our client came to us with the goal of increasing their lead generation with a limited budget. We were tasked with developing the strategy, conversion rate 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 AD 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 competitive 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 conversion rate optimization.

## **TECHNOLOGY INTEGRATION & CRM**

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



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

We strategically reallocated the advertising budget to optimize spending, focusing resources on the channels and initiatives that deliver the highest ROI.

# +100%

## Increase in Leads



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



**-85%**

## **Reduced CAC**

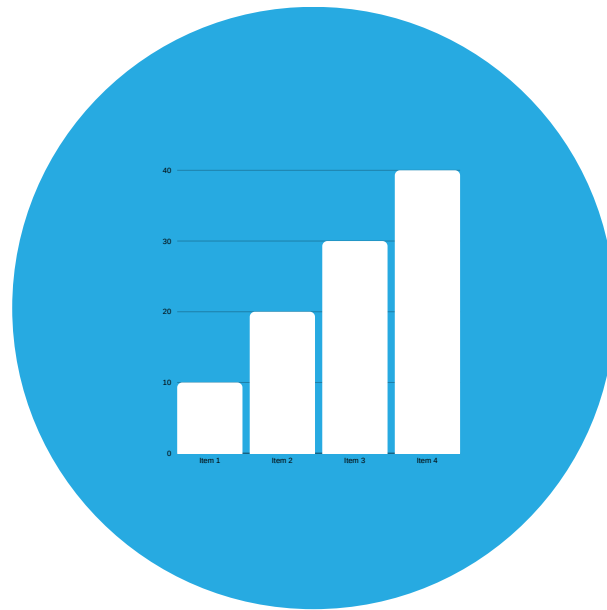


Our streamlined lead generation process reduced our client's customer acquisition cost.



# +30%

## Continuous Lead Increase



Month over month, we consistently grew our client's leads by an average of 30%, all while maintaining the same budget. As we deepen our understanding of their business and market, our results continue to improve over time, delivering sustained growth and stronger outcomes.

# CONTACT US

## WEBSITE

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Simply Branded



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