

# A Case Study in Meta Ads Success for TGC Builds with The StartupLeads



## THE CHALLENGE

T. Gregory, owner of TGC Builds, a general contracting company in Florida, sought to expand his business by attracting new clients through social media. He needed a strategy to build brand awareness and generate leads, ultimately boosting profitability.

## THE SOLUTION

TGC Builds partnered with The StartupLeads, a digital marketing agency, to manage their Meta (formerly Facebook) accounts and implement a targeted advertising strategy.

## THE PROCESS

### **Building a Foundation (Month 1-2):**

The initial focus was on establishing TGC Builds' social media presence, spearheaded by The StartupLeads team.

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### **Turning Awareness into Leads (Month 3+):**

With a solid foundation in place, the strategy shifted to generating leads, led by The StartupLeads. A targeted traffic campaign was launched, with the primary goal of attracting qualified leads. The StartupLeads team built a dedicated landing page, incorporating a form to capture leads interested in TGC Builds' services.

To optimize results, The StartupLeads repurposed the most successful creatives from the brand awareness campaign, alongside the creation of new video ads for the traffic campaign. Budget & Results:

The total budget for the campaign was \$6,000, with approximately \$5,550 spent on Meta ad placements. This targeted advertising strategy, implemented by The StartupLeads, generated an impressive outcome: over 1,500 leads for TGC Builds.

## ● BUDGET & RESULTS

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## THE OUTCOME

By implementing a strategic Meta ad campaign with The StartupLeads, TGC Builds significantly expanded their reach and successfully converted social media engagement into valuable leads. This translated to increased business opportunities and ultimately, a boost to their bottom line.

## ● KEY TAKEAWAYS

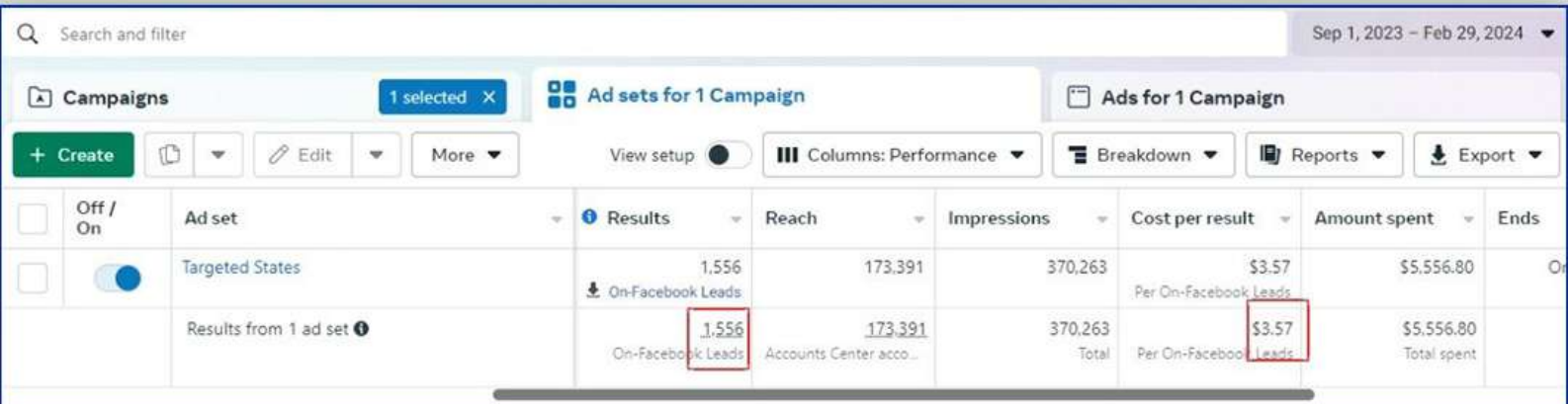
A well-planned social media presence paired with targeted advertising can be a powerful tool for construction businesses to generate leads and grow their client base.

A phased approach, starting with brand awareness and then transitioning to lead generation, can be an effective strategy to capture potential customers at different stages of the buying journey.

Leveraging winning creatives from previous campaigns combined with fresh content can optimize results and maximize return on investment.

This case study demonstrates the power of social media marketing in the construction industry, especially when executed by a skilled agency like The StartupLeads.

By embracing this approach and partnering with the right digital marketing expertise, TGC Builds transformed their online presence into a profitable lead generation machine.



The screenshot shows a Meta Ads performance report for a campaign named 'Targeted States'. The table displays key performance indicators (KPIs) for the ad set. The 'Results' column shows 1,556 On-Facebook Leads. The 'Reach' column shows 173,391. The 'Impressions' column shows 370,263. The 'Cost per result' column shows \$3.57. The 'Amount spent' column shows \$5,556.80. The 'Ends' column shows the campaign ended on Sep 1, 2023. The table also includes a summary row for 'Results from 1 ad set' with the same values. The 'Columns: Performance' dropdown is set to 'Performance'. The 'Breakdown' dropdown is set to 'Breakdown'. The 'Reports' dropdown is set to 'Reports'. The 'Export' dropdown is set to 'Export'.

Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Targeted States	1,556 On-Facebook Leads	173,391	370,263	\$3.57 Per On-Facebook Leads	\$5,556.80	On
Results from 1 ad set		1,556 On-Facebook Leads	173,391 Accounts Center acco...	370,263 Total	\$3.57 Per On-Facebook Leads	\$5,556.80 Total spent	