

Generated 600 sales qualified leads in 3 to 6 months for a startup construction company

WebRaaja's Digital Strategic Solutions generates required sales qualified leads



OBJECTIVES

To generate cost effective sales qualified leads using effective digital marketing strategy for a startup construction company



SOLUTIONS

Creating a marketing powered website for a long term growth, to capture leads and to showcase the client's projects for a better conversion

since the social media be the cost-effective lead generation medium, webraaja planned to run a lead generation campaign on facebook and instagram and the client agreed to it

AT A GLANCE

CHALLENGES

- Perceiving audience persona
- Competition level is high
- Creating effective offer for the target audience



OUR APPROACH

1st Month

We have developed a dynamic lead generation website with project portfolio and make the site indexed by top search engines and created a local business profile to build authority and capture local leads

2nd Month

We have done an optimized social media setup on facebook and instagram and shoot a lead generation campaign with image creative with an offer price and produced 40 to 50 leads a month

3rd to 6th Month

To improve the lead count and increase the reach, we have planned and run the campaign with a video ad in a regional language with different meta tags and it produced 130 to 150 leads per month and produced 1000+ followership at the same cost

THANK YOU



For over 3 years, we've been growing small businesses to the next level from scratch using bespoke digital marketing strategies and tools.

Our mission is to grow 10,000 small businesses to the next level using dedicated and shared marketing solutions in next 5 years.

R PREM KUMAR

Founder of WebRaja.com