ACTIVE DIGITAL MARKETING

CASE STUDY

TRANSYLVANIA CONCRETE COATINGS

# Turning Meta leads into $3M in revenue.

Transylvania Concrete Coatings had a proven product and an industry-leading warranty, but no dependable way to find new customers online. We built a full-funnel Facebook and Instagram lead generation program, connected it to their sales process, and kept it producing qualified leads at $30 to $36 each.

**$30 to $36**
Cost per lead

**67%**
Close rate

**$3M**
In revenue over two years

01

# About the client

Transylvania Concrete Coatings, known as TCC, has provided floor coating services since 2006. Their coatings combine durability with a finished look that suits homes and commercial spaces, and they stand behind every product with a 15-year warranty.

| | |
|---|---|
| **Since 2006** | Floor coating services backed by industry-leading expertise. |
| **Homes and businesses** | Coating solutions for residential and commercial floors. |
| **15-year warranty** | On every product they install. |

### At a glance

CLIENT
Transylvania Concrete Coatings

BUSINESS
Floor coatings for homes and businesses

CHANNELS
Facebook, Instagram, and Messenger

AD BUDGET
$6,000 to $10,000+ a month

RESULTS
$30 to $36 cost per lead, 67% close rate, $3M in revenue over two years

02

# The challenge

When TCC first came to us, three problems were holding back their growth.

### No reliable source of qualified leads

They needed a repeatable way to reach homeowners and businesses who were actually in the market for a new floor.

### Pressure to show a return

Every dollar spent on lead generation had to show up as booked jobs and revenue, quickly.

### No active social presence

Without active Facebook and Instagram accounts, they had no way to build credibility with their audience or run advertising that worked.

03

# What we built

A connected funnel, from the first ad someone sees to the conversation with TCC's sales team.

1 **Multi-stage funnel campaigns**

Awareness campaigns to introduce the brand, nurturing campaigns to keep it in front of interested prospects, and conversion campaigns to turn them into leads.

2 **Multiple ways to respond**

Instant lead forms, Messenger, and direct messages on Facebook and Instagram, so prospects could reach out however they preferred.

3 **Precision targeting**

Retargeting of engaged prospects plus lookalike audiences, so budget went to the people most likely to buy.

4 **CRM integration and sales sync**

Leads flowed straight into TCC's CRM, and we worked closely with their sales team so new leads moved seamlessly into their existing sales process.

04

# The results

With a flexible ad budget of $6,000 to more than $10,000 a month, TCC saw:

## $30 to $36

**Cost per lead**

High-quality leads from Messenger conversations and instant lead forms, at a profitable cost.

## 67%

**Close rate**

Leads closed at a 67% rate, and that efficiency in the sales process translated into significant revenue.

## $3M

**In revenue over two years**

Revenue grew year over year from consistently reaching and re-engaging the right audiences.

05

# What's next for TCC

TCC is preparing for its next stage of growth: entering new states and scaling nationwide, using the same Facebook and Instagram lead generation program.

WORK WITH US

## Want results like these?

Active Digital Marketing is a founder-led performance agency in Freehold, New Jersey. We build, run, and scale paid media for established eCommerce and lead generation brands, judged on profit, not activity.

**$100K+**
a day in ad spend under management

**10 years**
in paid media and ad management

**Harvard**
economics degree, marketing focus

**4.9 / 5**
from 265 client reviews on Upwork



### Talk to Mitch Lawrence

Founder. The person who sets your strategy is the person you talk to.

Email contact@activedigitalonline.com Call 973.709.8305

### Apply at activedigitalonline.com/apply

Two minutes to apply. If we're a fit, you'll book a strategy call. If not, we'll point you to a better next step.