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905.475.3675
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CASE STUDY

POOL INSTALLATION COMPANY

Our goal was to establish our client's market presence, build credibility, and generate a steady stream of leads in time for the upcoming pool season.



Industry: Pool Construction & Installation

Services: Web Design, PPC, CRO

PROJECT Overview

This Toronto-based company was launching from the ground up with no existing brand presence or client base. Through strategic digital marketing efforts, we aimed to position them as a trusted provider in the industry and drive early-stage customer acquisition.



THE CHALLENGE What Were The Problems

01 Lack Of Brand Identity

The client was forming their own brand after departing their former pool company. As they were new, they did not have a domain, logo, or other branded items to establish the business.

02 No Customer Base

As the client had split with their previous pool company, they did not have a customer base of their own to work with under their new brand.

03 Limited Time To Generate Leads

The client came to us shortly before the pool installation season began, which left us with little time to establish the company, execute the necessary tasks, and begin generating leads.

THE SOLUTION

What We Proposed

Website Design, Landing Pages, PPC, CRO

- ✓ Create a logo, set up branded email, and purchase a domain.
- ✓ Design and develop the website to establish the new look & feel.
- ✓ Build new landing pages that reflect the brand to drive PPC traffic.
- ✓ Launch a PPC campaign to assist with lead generation.



KEY METRICS

What We Were Able To Achieve

500+
Leads
Generated

17%
Conversion
Rate

27x
Return On
Ad Spend

\$625K
Potential
Business

THE RESULTS

Through our initiatives, we were able to generate over 500 leads through phone calls and form fills over the 8 month pool installation season. This led to a potential business generated of \$625k. The PPC campaign had a conversion rate of 17%, which translated to a cost per lead (CPL) of \$44. Overall, the client received a 27x return on ad spend (ROAS) for the campaign.

FUTURE PLANS

We will continue to support the client's lead generation needs through Paid Advertising as this is where he most comfortable and where his budget can be best utilized. We also continue to maintain his website as his webmasters and handle hosting and domain renewals as well. Additionally, we work with him for his print brochure needs.



CONTACT US

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