

# WEBSITE DESIGN COMPANY ACQUIRES NEW LEADS FOR LESS THAN \$3

## Social Media Advertising Case Study



- **Client:** MayeCreate Design
- **Industry:** Construction & Nonprofits

## MayeCreate Design

### ABOUT MAYECREATE DESIGN

MayeCreate Design is a web design, graphic design and marketing agency, with a focus on construction and nonprofits.

### OPPORTUNITY FOR MAYECREATE

MayeCreate sought out to acquire inbound leads for large-scale website projects. The company wanted to leverage photo and video content mixed with downloadable guides to drive new leads for their sales team.

### HBT DIGITAL'S SOLUTION

HBT Digital created a detailed Facebook strategy targeting custom audiences and "Lookalikes." The campaigns included Consideration and Conversion remarketing campaigns (drive traffic to website and enter email address to receive downloadable content).

### Impact at a glance

↑ 83

Facebook Leads  
(Conversion Campaign)

↑ \$2.41

Cost Per Lead

↑ 2,332

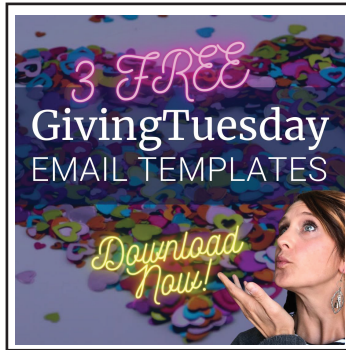
People Reached

↑ 4,842

Impressions



# Creative



## TESTIMONIAL

*"I used to manage my ads myself. But now I get results faster (and less expensively), making HBT Digital worth every penny. RJ is extremely responsive and easy to work with, more like a member of the team than a contractor in another city. Plus, RJ's not just a doer, he brings ideas to the table to help grow business and generate leads. I even send my clients to him when they need digital marketing help!"*



Monica, P., Owner



RJ Huebert  
Owner and Managing Principal

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