

The Client

Kitchen and Bath Design
Company With 10
Locations

A Turtlehut Case Study:

Turning Clicks
into **Kitchens**:

The Strategy That
Generated **60x**
More **Leads**



The Problem

Though the client was investing in advertising and receiving a high number of reported leads, only a very small percentage of reported leads - 2.5% of overall reported leads - were converted to jobs.

Upon examination, it was found that all calls were being reported as leads, even repeat callers, which was inflating the overall lead reporting. Additionally, many of the leads were spam or other poor quality inquiries and calls, leading to an exceedingly low close rate on received leads. In one month, there were 80 reported leads, but only 2 were actual leads.

The client came to Turtlehut with a desire to create a more successful approach to both lead generation and reporting, with the goal of increasing sales.

Their Marketing Efforts Weren't Working:



Only 2.5% of Overall Leads Were Converted to Jobs



The Solution

Turtlehut created targeted landing pages, along with a Google ads campaign focused on highly qualified keywords. Call and form tracking were implemented, and lead quality was monitored. Campaigns were

monitored and regulated to optimize for quality searches and conversions. **Ad copy, assets, and landing pages were aligned to highly specific content** and search types, and optimized for conversions.

The Results

Organic Traffic



Stat Shoutout

Increase of **78** Job Quotes in Just One Month!

1. 60x MORE leads with HALF of the previous budget
2. A lead to quote rate of 67% (80 leads were quoted in one month, up from 2 the previous month)



Stat Shoutout

Return of **\$200-\$500** for Every \$1 of Advertising Spend

3. 125x improvement in cost per qualified lead
4. Potential revenue of \$800,000-\$2,000,000 created (assuming a range of \$10,000-\$25,000 profit per kitchen project)
5. ROAS of \$200-\$500 for every \$1 spent in advertising

The Analysis

By setting up campaigns to **target highly qualified buyers**, and utilizing proper reporting channels, Turtlehut was able to align spend to high quality targets, while generating measurable leads. Proper conversion data allowed for better targeting on

Google ads, further facilitating a system for success. Attention given to proper lead monitoring and reporting provided reliable data to the client, enabling them to make **informed decisions about future advertising investment**.