

A Turtlehut Case Study:

The Power of
Meta to **Accelerate**
Lead Gen

How Social Media
Drives Brand Awareness
& Lead Generation
for Bigger Growth



Brand Awareness

The Approach

A roofing company launched a Meta brand awareness campaign focused on driving visibility and engagement through compelling creative assets and precise local targeting. The goal was to build familiarity and trust with homeowners so that when they searched for a roofing company, the client was already top of mind and familiar.



Stat Shoutout

142% Increase in Branded Conversions on Google

Running Meta Ads alongside Google Ads produced significant brand and conversion lifts:

- 40% increase in branded impressions on Google
- 142% increase in branded conversions on Google
- Over 5,000 impressions directly on Meta



The Results

The campaign created a strong halo effect on paid search performance, increasing brand searches, engagement, and conversion intent across platforms. Additionally, the client saw increased lead volume in expanded territories covered under the Meta campaigns.

Why It Worked

- **Omnichannel Synergy:** The Meta campaign created brand familiarity that drove increased search volume seen in Google Ads.
- **Top-of-Funnel Awareness:** Consistent exposure built recognition and trust before homeowners experienced a need for services.
- **Strategic Positioning:** By owning attention on social platforms, the roofer positioned itself as a credible, established brand in a competitive roofing market.

The Takeaway

This campaign demonstrated that Meta brand awareness campaigns can significantly enhance performance across other digital channels, making every marketing dollar more effective and driving measurable business growth.

On-Platform Leads

Multiple franchise locations in the concrete coating industry launched localized Meta lead generation campaigns to target people interested in garage and concrete coatings.

Using Meta on-platform forms, prospects could submit their information directly through Facebook and Instagram, eliminating extra steps and improving conversion rates.

The Approach

The locations followed the same creative framework, customized for each market's geography and audience demographics. Multiple creatives and audiences were A/B tested to identify top performers.

Why It Worked

- **On-Platform Simplicity:** Reduced friction with direct in-app lead forms.
- **Unified Creative Strategy:** Consistent messaging drove reliable performance across markets.
- **Scalable Playbook:** Proven framework that can be replicated system-wide for predictable, measurable results.

The Results



Combined:

- 477 leads on \$21K total spend for a blended CPL of \$44.03

The Takeaway

Meta's on-platform lead campaigns delivered consistent, scalable results and a proven framework that franchise systems can replicate to generate qualified leads across all markets.

Website Conversions

A local deck company wanted to generate more website leads for deck services while working with a limited advertising budget of just over \$1,000 in a 6 month span. The goal was to see if Meta Ads could deliver real, trackable results.

The Approach

We launched a Meta website conversion campaign targeting local homeowners, using precise audience segmentation, compelling visuals, and A/B testing to drive qualified traffic to the company's website for quote requests.

The Results

- \$1.1K Spend for a total of 13 Leads, for an \$84 CPL



The campaign consistently produced qualified homeowner inquiries and maintained strong cost efficiency, proving that Meta can drive measurable conversions directly on a company's website.

Why It Worked

- **Smart Targeting:** Focused on specific interests and ideal customer traits.
- **Compelling Creative:** Clear visuals and calls-to-action guided users to convert from Meta ads to the website.
- **Condensed Approach:** Rather than spreading the budget thin across countless tests, we doubled down on high-performing creative, refreshing visuals strategically to keep engagement high and leads flowing.

The Takeaway

Meta Ads effectively drove qualified website leads by combining optimized targeting with conversion-focused creative. This campaign demonstrates Meta's ability to serve as a direct, trackable lead-generation channel that produces measurable ROI and scalable growth potential.