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Increasing lead volume by 50% for a major steel building supplier
Case Study - Industrial Building Supplier
Digital Audio & Podcasts
Radio
Television
The Goal

A steel building supplier with full-service construction project management solutions for business expansions and personal projects with a goal to increase lead flow.

The Strategy

When BMG first started working with this client, the focus was on network radio, local broadcasts, and various streaming platforms. Specifically, we utilized direct response radio and television advertising to increase weekly lead numbers while decreasing the cost per call generated to improve overall ROI.

As the campaign began to grow, television was introduced into the mix and quickly hit stride. We have scaled weekly budgets by 500% with vigorous optimizations and consistent refreshing of ad copy.

The Results

As a result of our efforts, we increased our client's lead volume by 50%, delivering an average of 250+ leads per week.

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