**CASE STUDY CUSTOM HOMES** 

## **Growing Brand Awareness with Meta Campaign for Schumacher Homes**









# The Challenge

Schumacher Homes was over-reliant on Google Search to drive MQLs and sales.

Their available search volume on Google had flattened, especially in some specific metro areas where Schumacher isn't as well known.

Cost per MQL, and ultimately, cost per customer, was higher since there's a lack of demand on search.





# Get More Interest and Awareness of Schumacher Custom Homes



#### **The Process**

We introduced a new Meta TOF video campaign to get more interest and awareness of custom homes and Schumacher's brand name in general.

This video campaign had a reach objective to get as many unique views as possible.







### **The Results**

Branded searches increased by 25%, from ~80k to 100k



CPL decreased 42% from \$125 to \$72 MoM

35 additional qualified leads came in MoM



~

~





# **Thank You**

www.singlegrain.com

Driving Innovative Marketing for Great Companies





If you want to achieve the same results, get in touch with SingleGrain.

Constant of the one best for you!



 Available on our One-Time Close Conventional Loan Program
Options to build with as little as 5% down
30-year fixed only
If you are building on a lot that you

already own, the land equity could cover the down payment requirement • Payments as low as \$2,910 on a \$550,000 loan, with a 4,875% / 5,085%

APR



CLICK TO GET DETAILS?

- Zero interest during construction- builder pays. - Have a guaranteed 5.8751/-6.019%, APR\* permanent rate. - You don't pay anything until your new home is built!

CASE STUDY

**CUSTOM HOMES** 

#### Growing Brand Awareness with Meta Campaign for Schumacher Homes

Schumacher Homes was overly reliant on Google to drive MQLs and sales. Search volume had flattened for branded searches (i.e. searches for "Schumacher Homes"), particularly in smaller metro areas where the brand wasn't as well known. As a result, cost per MQL and cost per customer were higher due to the lack of awareness and demand on search.

A new Meta TOF video campaign was introduced to generate brand recognition and to drive general awareness around custom homes. The campaign had a reach objective, aiming to get as many unique views as possible.

The video campaign led to an increase of 20k branded impressions in Google search the month after it was introduced, as well as 35 additional MQLs, and a decrease in CPL from \$125 to \$72 month over month.

20K

searches

Increase in MQLs

35

42%

decrease in CPL