CLIENT SUCCESS STORY

HIGH, LOW, BUFFALO SIGNS A $25K DESIGN ENGAGEMENT AFTER BUILDING A NEW ENQUIRY CHANNEL

The Denver architecture practice pairs targeted advertising with a more structured way to handle consultations and follow-up.

95
LEADS IN FOUR WEEKS

~$19
AVERAGE COST PER LEAD

$25K
SIGNED DESIGN FEE

THE GOAL

Adam wanted to bring High, Low, Buffalo’s custom-home architecture to more of the right clients in Denver. The aim was to create more choice in the projects the practice took on.

That meant looking at both how prospects discovered the firm and what happened after they made contact.

THE CAMPAIGN

MYA developed advertising around the practice’s design work and the Denver homeowner. Lead tracking, follow-up and a consultation calendar helped organise the enquiries.

The engagement also included a sales consultation structure and call reviews, giving Adam a way to refine how he discussed a project and guided the next steps.

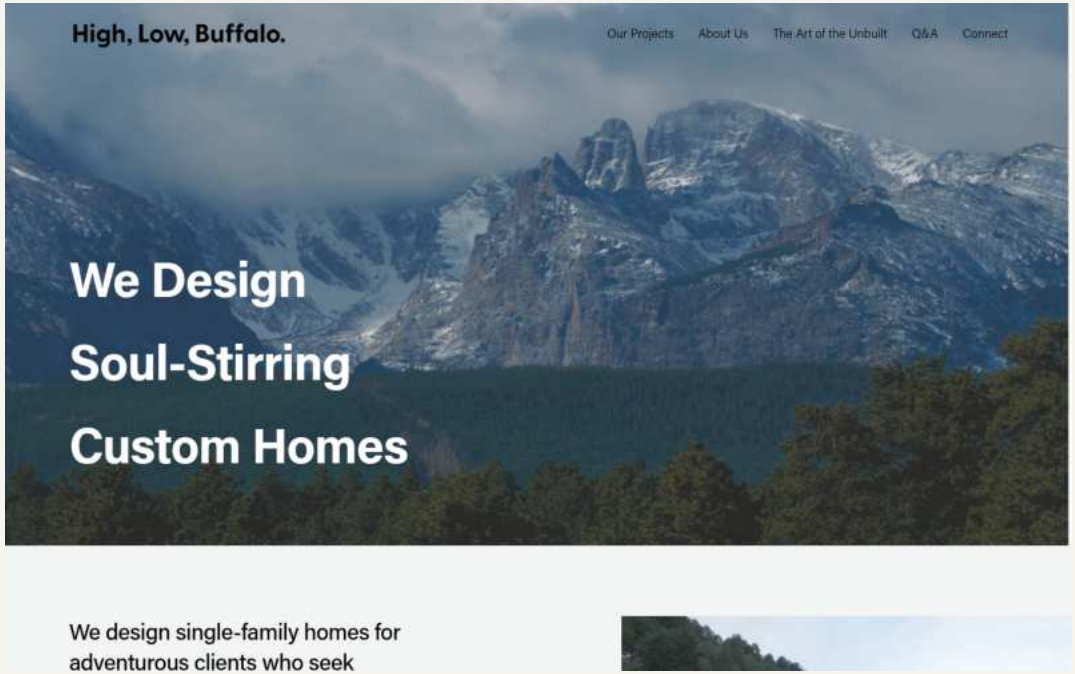
THE RESULTS

The campaign report recorded 95 leads over four weeks. Adam went on to report a signed $25,000 schematic-design engagement.

In his feedback, he described being in a position to be more selective about the projects he pursued. His testimonial captures that change in his own words.

“I am in a good position where I can be pickier now, and I think there are enough red flags with this client that I may pass him off to another architect.”

Adam Wagoner



Adam on working with MYA