CLIENT SUCCESS STORY

HONORATO REACHES MORE CUSTOM-HOME CLIENTS WITH 87 NEW LEADS

An established custom-home builder turns a fresh approach to Meta into 87 leads and early conversations about the substantial projects his team is built for.

87
TRACKED CAMPAIGN LEADS

$20K
TOTAL AD SPEND

~$58
TRACKED CAMPAIGN CPL

$2M
REVENUE GENERATED

THE GOAL

Honorato already had the experience to deliver custom homes and large renovations. Windson had built a business doing roughly $2.5M–$3M a year. He wanted marketing to bring more of those projects to his team in Massachusetts.

His previous campaigns had produced enquiries, but too few were relevant. He recalls one agency delivering more than 200 leads, with only two in his state. That left him cautious about trying Meta again.

Before committing, Windson wanted to see real firms, their ads and their results. Seeing MYA's work for other businesses in the industry gave him the confidence to take another look.

THE CAMPAIGN

MYA supplied the scripts, recording guidance and example videos so Windson could get straight into filming. He recalls the ads going live around a week after he recorded, possibly sooner.

The campaign put Windson and Honorato's approach to custom homes in front of prospective clients. Alongside the ads, the team set up lead notifications and a dedicated phone number, so he could respond and speak with people directly from his phone.

For Windson, working with a team that understood the industry made the difference: less time explaining his business, and a faster path from recording to conversations with homeowners.

THE RESULTS

The ads launched on a Thursday. By Monday, Windson reported 15 new leads and five or six bookings. Over the weekend, notifications kept arriving while he was spending time with his family.

One of the first calls was with a homeowner planning a roughly $2M home and looking to choose a builder within 60 days. Another was about a $300K kitchen renovation. These were prospective projects at the time of his interview.

The change went beyond the enquiries. Windson described a renewed energy in the business: he could focus on the calls, his team and the work ahead, with less time spent trying to solve the marketing problem.

“I think the benefit is working with somebody who understands the industry and understands how to get you in front of the right people sooner rather than later.”

Windson



Windson on working with MYA

Planning a custom home