CLIENT SUCCESS STORY

INTENTIONAL ARCHITECTURE REACHES NEW CLIENTS PLANNING COLORADO HOMES

Focused advertising and clearer messaging help Jesse start conversations about custom homes and substantial renovations.

49

META FORM LEADS

~$3.8K

TOTAL AD SPEND

~$77

AVERAGE COST PER LEAD

THE GOAL

Intentional Architecture works with clients planning custom homes, remodels and additions in Colorado. Jesse wanted to meet more people whose ambitions matched the practice's work.

For these projects, the first conversation often begins well before a client is ready to build.

THE CAMPAIGN

MYA developed video scripts and static ad concepts around the custom-home offer. Website copy and ideal-client work supported the way the practice explained its services.

The advertising introduced the firm to homeowners at the planning stage, including people considering land purchases and mountain homes.

THE RESULTS

Jesse reported ongoing conversations with four prospects who had received proposals and given positive feedback. Several were working through land purchases before committing to a project.

“We are in regular conversation with 4 prospects with which we have shared proposals and received good feedback. It feels like we are close to closing 1-2 of them and they are in the process of closing on land purchases. We feel that we are very close to closing these couple of projects, hopefully in the next several weeks.”

Jesse Ledin

Results	Cost per result	Budget	Amount spent	Impressions	Reach
2 Leads (Form)	$68.10 Per Lead (Form)	$50.00 Daily	$136.20	3,437	2,733
1 Lead (Form)	$123.34 Per Lead (Form)	$50.00 Daily	$123.34	932	646
8 Leads (Form)	$98.08 Per Lead (Form)	$50.00 Daily	$784.66	5,981	3,205
37 Leads (Form)	$66.16 Per Lead (Form)	$50.00 Daily	$2,447.77	40,962	15,380
1 Lead (Form)	$261.90 Per Lead (Form)	$50.00 Daily	$261.90	2,620	1,789

Intentional Architecture