CLIENT SUCCESS STORY

LTD BUILDERS FINDS NEW MOMENTUM WITH 58 NEW LEADS

Audra and John built LTD on experience and relationships. A new campaign and stronger sales conversations helped them approach the next stage of growth with confidence.

58
META FORM LEADS

~$5K
TOTAL AD SPEND

~$86
AVERAGE COST PER LEAD

$1.5M
CLOSED REVENUE

THE GOAL

LTD Builders has served South Florida homeowners since 2009. Audra and John wanted more opportunities to do the custom homes and substantial renovations their design-build firm was built for.

For Audra, the frustration was spending time in meetings that kept coming back to price. Prospects were comparing costs without seeing the value of working with LTD. A quieter period had also left the team considering how to reduce overhead.

The goal was to reach more suitable clients and give them a clearer understanding of LTD before the first conversation.

THE CAMPAIGN

MYA developed video ads introducing LTD to homeowners around Boca Raton and Delray Beach. The campaign gave prospective clients a way to discover the firm beyond its existing relationships and referrals.

Alongside the advertising, the work focused on the clients LTD wanted to attract and how to communicate its value in sales conversations.

In her testimonial, Audra recalls someone in her network calling to say they had seen and loved the ad. She was surprised by how far it was reaching within her industry.

THE RESULTS

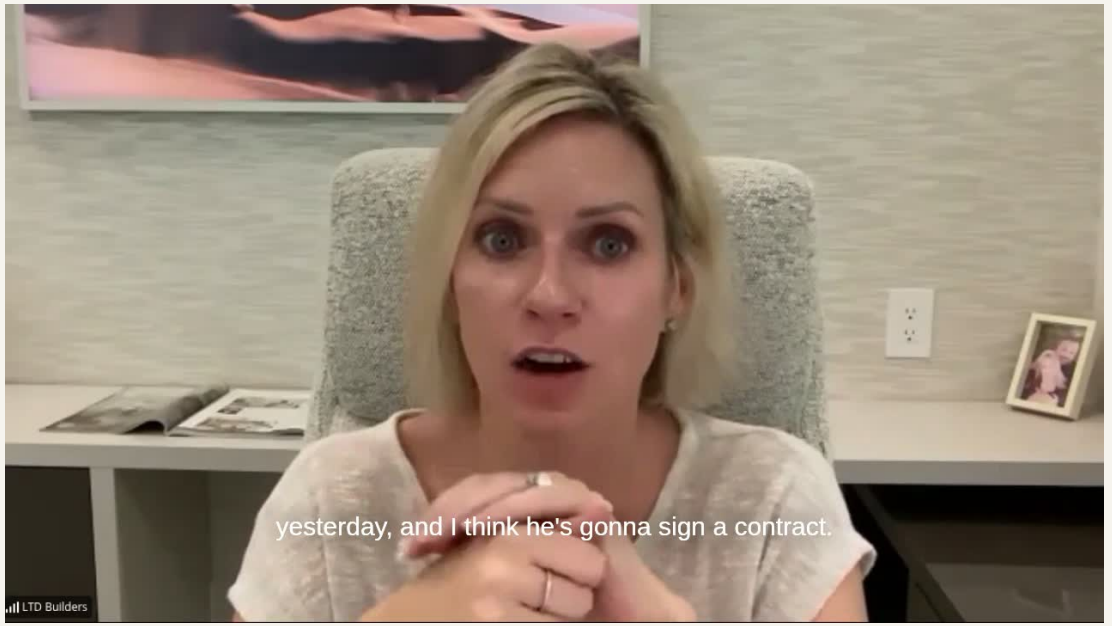
The Meta campaigns recorded 58 form leads on about $5,000 in ad spend, averaging $86 per lead. At the time of her interview, Audra had already met with two prospects from the ads and expected one to sign a contract.

Her wider business was gathering momentum too. LTD closed a $1.5M project with a client from its existing leads and referrals. Audra had expected an objection when she presented the budget. Instead, the client asked when they could start.

Audra described going from considering further downsizing to needing two more people. She felt more confident, more like herself, and surprised by how much had changed in 30 days.

“I can't believe that this is a 30 day turnaround that we're talking about.”

Audra Von Minden Gossage



Audra on working with MYA

Introducing LTD Builders