CLIENT SUCCESS STORY

MINIMA SIGNS 3–5 ADU PROJECTS A MONTH

Meta and Google campaigns, custom landing pages and SEO support the Phoenix design-build firm’s growth across ADUs and custom homes.

3–5
ADUS SIGNED PER MONTH

~$15K
AVERAGE MONTHLY META SPEND

~$10K
AVERAGE MONTHLY GOOGLE SPEND

THE GOAL

Minimal Living Concepts had built a reputation for thoughtfully designed ADUs and guest homes in Phoenix. Alongside that business, Minima Homes offered custom homes with the same focus on modern design and an integrated design-build process.

Jared wanted to grow both. That meant reaching homeowners considering an ADU as well as clients planning a full custom home, with messaging that reflected the different decisions behind each project.

META AND GOOGLE CAMPAIGNS

MYA managed campaigns across Meta and Google, with average monthly ad spend of approximately $15,000 on Meta and $10,000 on Google.

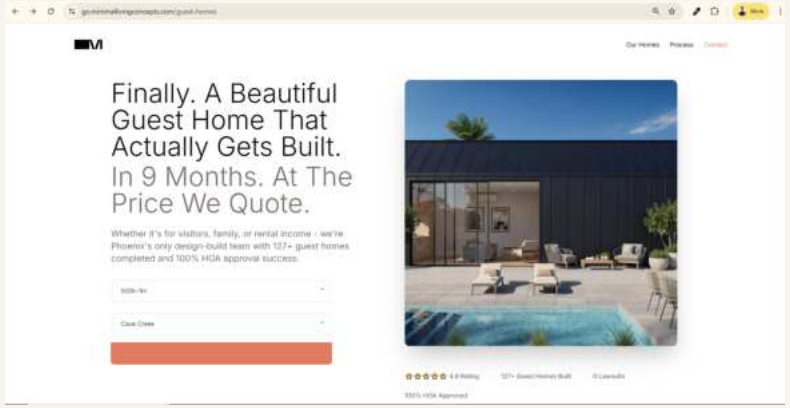
On Meta, video ads introduced the team and its homes, with creative addressing uses such as guest accommodation, family living and rental space. Google campaigns reached people searching for ADUs, guest homes and custom-home builders in the Phoenix area.

The work included campaign management, ad scripts, new creative angles and conversion tracking. ADUs and custom homes each had dedicated messaging so prospective clients could explore the service that matched their plans.

CUSTOM LANDING PAGES

MYA built campaign landing pages for ADUs, guest homes, prefab homes and custom homes. Each page connected the offer to a project enquiry, followed by a scheduling page and confirmation.

The forms captured project budget and location as well as contact details. The documented ADU journey connected enquiries to the CRM, follow-up emails and appointment reminders, giving the team a process for continuing the conversation after the first click.



SEO AND WEBSITE CONTENT

The engagement also included keyword research, website content and SEO planning for both ADUs and custom homes. MYA mapped service and location topics around Phoenix, Scottsdale and the surrounding market, helping the site address the questions prospective clients were searching for.

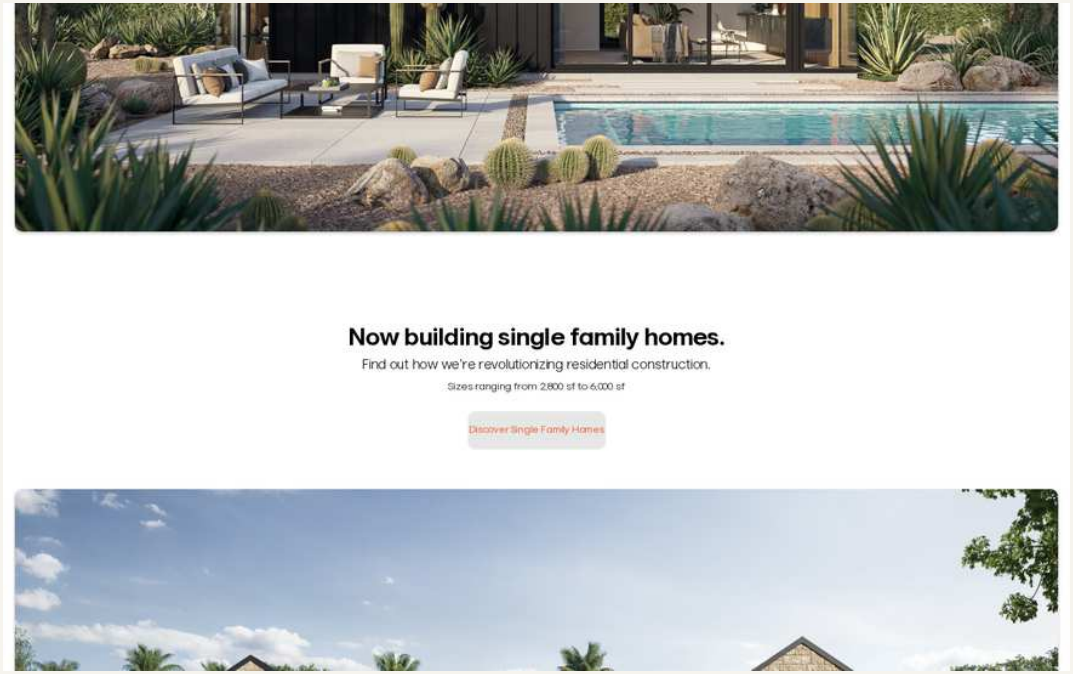
The team created and delivered blog posts, reviewed website copy and ran backlink outreach to architecture and design publications. This work supported a broader search presence alongside the paid campaigns.

THE RESULTS

Minima was signing 3–5 ADU projects per month, while the marketing also supported its custom-home offering. The engagement extended across advertising, landing pages, content and the enquiry journey.

One monthly performance report recorded an average cost per lead of approximately $80 on Meta and $243 on Google. Those figures describe that reported month; the monthly ad budgets above reflect the broader engagement.

For Jared and the team, the work brought ongoing campaign support to an established design-build business, with dedicated ways for ADU and custom-home prospects to discover the firm and start a conversation.



Minimal Living Concepts