CLIENT SUCCESS STORY

NIELSEN STUDIOS GENERATES NEARLY 450 LEADS AND DOUBLES DOWN ON BOUTIQUE HOTELS WITH MYA

Targeted advertising, a website redesign and lead follow-up helped the Santa Cruz design-build practice reach more boutique hotel owners and commercial clients.

COMMERCIAL PROJECTS / BOUTIQUE HOTELS / DESIGN-BUILD

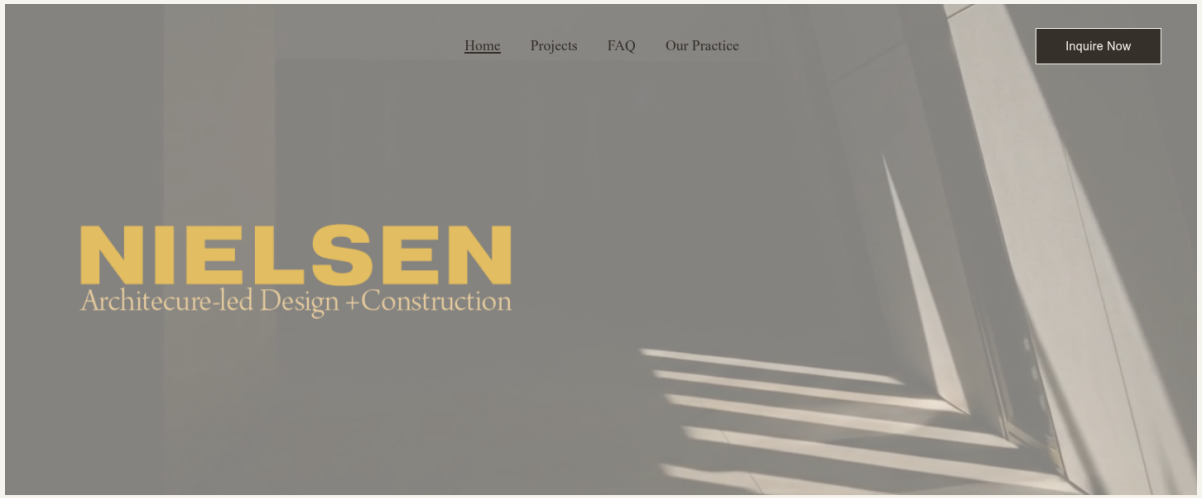
THE FIRM & THE GOAL

NIELSEN STUDIOS

Led by Timerie Gordon in Santa Cruz, Nielsen Studios brings architecture, interiors and construction together in one team. The practice had built more than two decades of work through word of mouth.

That reputation gave the firm a strong foundation. Nielsen wanted to build on it by reaching more clients in chosen commercial markets, starting with boutique hotels.

The goal was to introduce the firm to owners looking for design-build expertise, while keeping referrals as an established source of work.



ARCHITECTURE / INTERIORS / CONSTRUCTION

THE CAMPAIGN

FROM THE FIRST AD TO THE CONSULTATION

THE AUDIENCE

Boutique hotel owners were the first audience. MYA developed the strategy and video creative around Nielsen's architecture-led design-build offer.

As the engagement developed, separate campaigns were added for other residential and commercial clients, including dental practices.

THE FOLLOW-UP

The first paid campaign launched in an ad account Nielsen owns, with an initial budget of $50 a day.

MYA connected the advertising to a follow-up sequence on Nielsen's domain and a consultation calendar, giving new enquiries a clear way to book a call with Timerie.

THE MANAGEMENT

MYA managed the campaigns and produced monthly performance reports. Timerie's feedback on the enquiries informed regular campaign adjustments.

The work covered the audience, the message, the advertising and the path from a new enquiry to a conversation with the practice.

THE WEBSITE & CREATIVE

A CONNECTED MARKETING EFFORT

MYA redesigned Nielsen's website to present its architecture, interiors and construction services. Alongside the ads and follow-up, the site gives prospective clients a place to explore the practice before a consultation.

THE CREATIVE

The boutique hotel campaign led the commercial effort. The dental-practice ad shows a separate message for another audience served by Nielsen.



Boutique hotels



Dental practices

THE RESULTS

MORE OPPORTUNITIES FOR NIELSEN

~$20K
TOTAL AD SPEND

$9M
REVENUE

~450
META LEADS

~$38
COST PER META LEAD

52
META APPOINTMENTS

~$330
COST / META APPOINTMENT

Campaign	Actions	Results	Cost per result	Budget	Appointme... scheduled	Amount spent
NS | Lead Gen | CA Dentist Design-Build - v4 - Ta...	2 recommendations	22 Leads (Form)	$109.88 Per Lead (Form)	$50.00 Daily	1	$2,417.33
NS | Lead Gen | CA Boutique Hotel Design-Build ...		221 Leads (Form)	$36.11 Per Lead (Form)	$50.00 Daily	31	$7,981.17
NS | Lead Gen | CA Dentist Design-Build - v3 - Tal...		1 Lead (Form)	$390.23 Per Lead (Form)	$50.00 Daily	—	$390.23
NS | Lead Gen | CA Dentist Design-Build - v2		5 Leads (Form)	$177.73 Per Lead (Form)	$50.00 Daily	—	$888.63
NS | Lead Gen | CA Dentist Design-Build - v1		3 Leads (Form)	$345.84 Per Lead (Form)	$50.00 Dai	—	$1,037.51
NS | Lead Gen | CA Boutique Hotel Design-Build		197 Leads (Form)	$22.64 Per Lead (Form)	$50.00 Daily	20	$4,459.12
New Leads Campaign		— Lead (Form)	— Per Lead (Form)	$50.00 Daily	—	$0.00
Results from 7 campaigns		449 Leads (Form)	$38.25 Per Lead (Form)		52 Total	$17,173.99 Total spent

IN TIMERIE'S WORDS

“I had my first full week of lead calls. Had 3 very promising calls that have resulted on follow-up calls/steps and several others that were a good learning experience.”

TIMERIE GORDON / NIELSEN STUDIOS

REACH MORE OF THE CLIENTS YOU WANT.

Book a strategy call