

CASE STUDY

Solar Company achieves 2166% Return On Ad Spend in 9 months.

INTRODUCTION

This case study is about a Solar Company that uses digital marketing to grow its business sales into a thriving business in 9 months. We will examine the numbers provided to understand the impact of lead generation and the resulting growth of this business.

CHALLENGE


The biggest challenge was to get this business into the market with maximum penetration. The key was to position the business as a thought leader while selling premium quality products. It was also essential to build a brand and attract new customers.

RESULTS

The Solar Company's investment in lead generation quickly paid off. Within 9 months the company had made R4.7 million in sales resulting in a 2166% return on ad spend and 1635% return on marketing. The company has since moved from a single salesperson to an entire sales team and the rest is history.

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2166% ↑

Return On Ad
Spend

1635% ↑

Return On Marketing

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