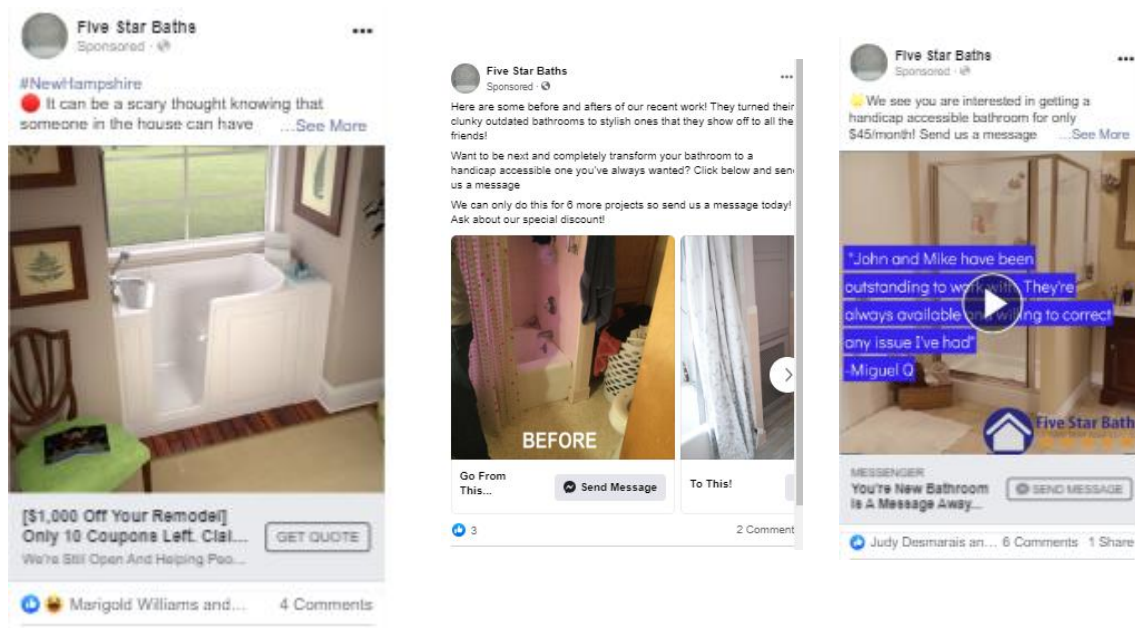


Case study: Generating Quality appointments for a bathroom remodeling company during the COVID-19 pandemic.

Five Star Baths (Nausha NH) is a bathroom remodeling company focused on making bathrooms more stylish and safer through 1-Day tub to shower conversions. Aaron reached out to see if he could help get more leads and grow their business through Facebook ads.

For the first month, we agreed on a performance model where Aaron would only get paid if he brought in the leads. If not, he would give a refund, meaning there is no risk for Five Star Baths when working with Aaron.

While Aaron tried a couple of different methods, what worked best was using Facebook lead ads & Messenger Ads that were precisely targeted, had highly engaging ad copy, and used videos, testimonials, before and after, and other assets to generate high-quality leads. Here are a few examples below



The quality scores of most of the ads were above average or average, meaning that Facebook liked the ad over competitors ads targeting the same audience thus, our ads

showed to more people for cheaper (Note that if your cost per lead is at a level you can accept and your quality score is below average, don't worry about it!)

The lead cost was slightly higher due to the quality, we asked 4 questions before the lead gave the information to ensure that the person wanted and needed the bathroom remodel service.

After the first month Aaron went above and beyond and was able to generate 16 high quality leads for Five Star Baths. More than the 10 he promised (Picture Shows 17, but 1 was a test)

<input type="checkbox"/>	Created [†]	Name [†]	Email [†]	Phone	Stage	Source
<input type="checkbox"/>	May 22	Willem [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	\$1,000 coupon
<input type="checkbox"/>	May 22	Marcia [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	\$1,000 coupon
<input type="checkbox"/>	May 22	Nicole [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	\$1,000 coupon
<input type="checkbox"/>	May 20	Joanna [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	(FINAL & FIXE
<input type="checkbox"/>	May 19	Kristine [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	\$1,000 coupon
<input type="checkbox"/>	May 18	Patricia [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	(FINAL & FIXE
<input type="checkbox"/>	May 14	Debra [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	(FINAL & FIXE
<input type="checkbox"/>	May 12	Mildred [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	(FINAL & FIXE
<input type="checkbox"/>	May 10	Patti [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	\$1,000 coupon
<input type="checkbox"/>	May 9	Indy [REDACTED]	[REDACTED]	[REDACTED]	● Raw Leads	\$1,000 coupon

17 Total Leads 20 ▾

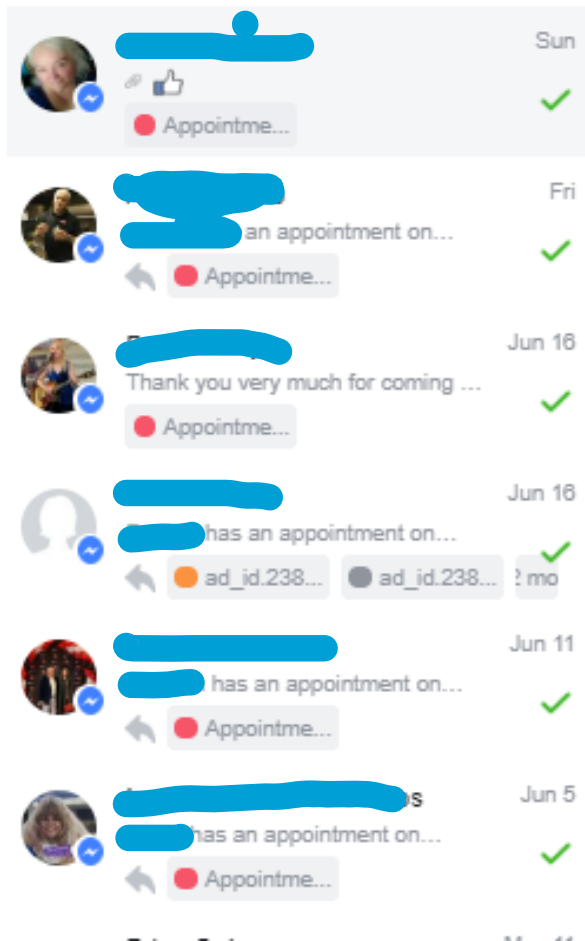
The problem was that John (Owner of Five Star Baths) couldn't contact all the leads due to him doing other appointments even when he gets instantly notified of a new lead. Sometimes it would take a day or 2 for him to call them back, some would respond back, and others would not unfortunately.

Understanding this and working this through, we agreed to do a performance-based system based on **the amount of appointments generated by Aaron.**

This meant that Aaron would generate the appointment with the customer and send over the details to John, ensuring the lead was wanting the service that had to fill, and John could go over and give a free estimate, since the best place you can be to make a sale is right in front of the customer.

Aaron had to improvise a bit and see what worked to get appointments. Getting leads was one thing, but appointments were a bit challenging, Nevertheless Aaron again went above the expectations. John paid for 7 appointments and Aaron was able to get him 8 of them in 3 weeks.

(Would show more but they didn't fit in the screenshot!)



How did I do it? Using Facebook messenger! Customers who want an estimate need to talk to someone first, so they feel comfortable giving their address. It's a lot harder (and

more expensive) to try to get someone to fill out a time and date + and address on a form, but you can have a messenger conversation with them and book the appointment there.

Some people prefer to send a message rather than call a number as well, allowing us to send a follow-up message easily and prevent calling the customer at an inconvenient time, only for them to never call back.

Best part is that Facebook automatically reminds them of the appointment so they don't miss it/can reschedule if something for them comes up.

This is the case study of how Aaron was not only able to generate leads, but appointments as for Five Star Baths!! This is an approved testimonial John Falzone left for Aaron.

“Aaron is a pleasure to work with and always fulfills what he promises, all for an affordable price. All under a results-based guarantee, meaning that we don't pay for results we don't get unlike some companies that charge a retainer yet provide no results. If we have any questions or concerns, he is a phone call or text away and handles the issue fast. You can't beat that personal contact. Aaron knows the ins and outs of digital marketing and was able to generate appointments for us, not just leads. He was also able to get us some more 5-star reviews from his reputation management service as well which improved our overall rating! Aaron is a great guy to work”.

John Falzone- Co-Owner of Five Star Baths

Want to be next and start getting more deals closed and more profits coming in? Be sure to contact me at 973-713-1828 or email at aaronb@tensionfreemarketing.com. Along with Facebook ads we are generating appointments with google ads as well!