

# Lead Generation Funnel Build



## The Situation

A home builder wanted to improve the return on investment they were seeing from Facebook advertising. They had previously spent thousands of dollars without seeing much if any return from their ads.

We were hired to come in and create a lead generation funnel, write new email copy, and run their Facebook and Instagram ads.

The screenshot shows the top portion of the Kite Homes website. It features a large hero image of a modern house with a pool. Text includes 'HOME IS WHERE THE YARD IS' and 'SEEKING MORE (YARD) SPACE?'. A 'BOOK A SHOWING NOW' button is visible at the bottom of the hero section.

This screenshot shows the 'BE MOVED BY KITE BEFORE YOUR BIG MOVE' section. It lists several benefits of buying with Kite, such as 'Upgrades included in the price', 'Warranties on your home', and 'A refundable deposit that won't break the bank'. It also includes a 'BOOK A SHOWING NOW' button.

This screenshot shows the 'OTHER HAPPY FAMILIES IN KITE HOMES' section. It features three testimonials from satisfied customers, each accompanied by a photo of the customer. The testimonials praise the ease of the buying process and the quality of the homes. A 'BOOK A SHOWING NOW' button is located at the bottom of the section.



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## The Outcome

We analyzed their existing ad account completely revamped it. Setting up a proper top of funnel and middle/bottom of funnel campaign structure. We wrote the copy for, designed, set up, and integrated a lead generation funnel on ClickFunnels. We also built out a lead nurture email sequence, a call booking sequence, a home showing sequence, and a new customer email sequence within ActiveCampaign. We were able to generate live property showings for around \$150 each.

- ✔ Drastically increased the number of booked showings
- ✔ Reduced the amount spent per acquired booking from Facebook ads
- ✔ Sold out the available lots

## Tools Used

*“It is essential to have good tools, but it is also essential that the tools should be used in the right way.” – Wallace D. Wattles*



### ClickFunnels

A funnel building platform that allows you to build beautiful yet highly converting funnels.



### Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



### Facebook

A social networking site that makes it easy for you to connect to your ideal target audience as a business.



### CF Pro Tools

A powerful collection of scripts meant to supercharge your Clickfunnels.

