

FLYT PROPERTIES

Case Study



574 leads



49 Sales calls booked
60 days

The problem

Company

Flyt Properties provide hands-off investment solutions for high-networth clients across the UK.

Context

The company's primary goal was to generate leads and build database of potential investors, which they could pitch their primary offering to over a sales call.

The Problem

- 1.** The company were struggling to bring in leads at an acceptable price.
- 2.** The leads that they had generated were not booking sales calls or converting.

Challenges deep-dive

Challenge 1

Improve targeting

The current leads they were generating, were not their ideal customer so trying to book sales calls and convert leads into customers was not working.

Challenge 2

Lead generation

Their current ads were not generating leads at consistent price because the creative and copy was not effectively communicating their value proposition.

Challenge 3

Generate sales calls

The lack of sales funnel meant that leads were not receiving enough information about Flyt and their process.

Solution

We designed a new sales funnel including landing pages, Facebook & Instagram ad campaigns and 8 stage automated email campaign to nurture leads and turn them into customers.

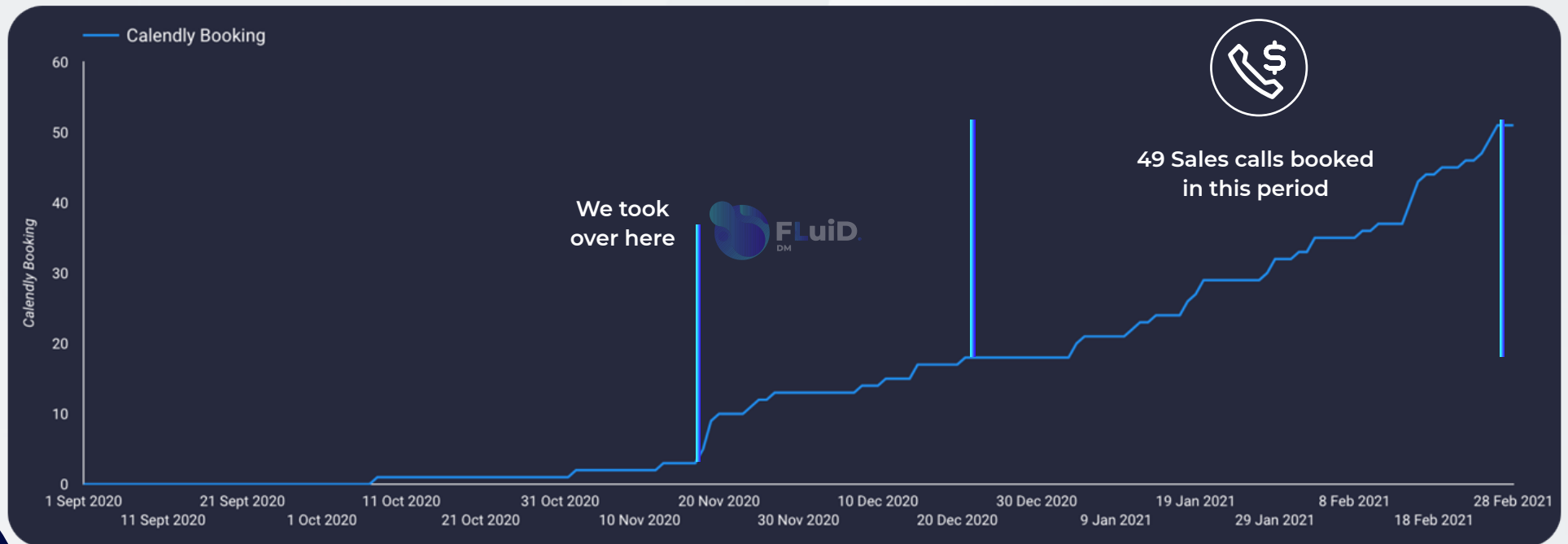


RESULTS

Results

Sales Calls Booked

Confirm Booking performance over time



Results

Leads generated

Had Delivery X Search and filter Clear Jan 1, 2021 – Feb 28, 2021

Pivot Table Group Breakdowns Customize

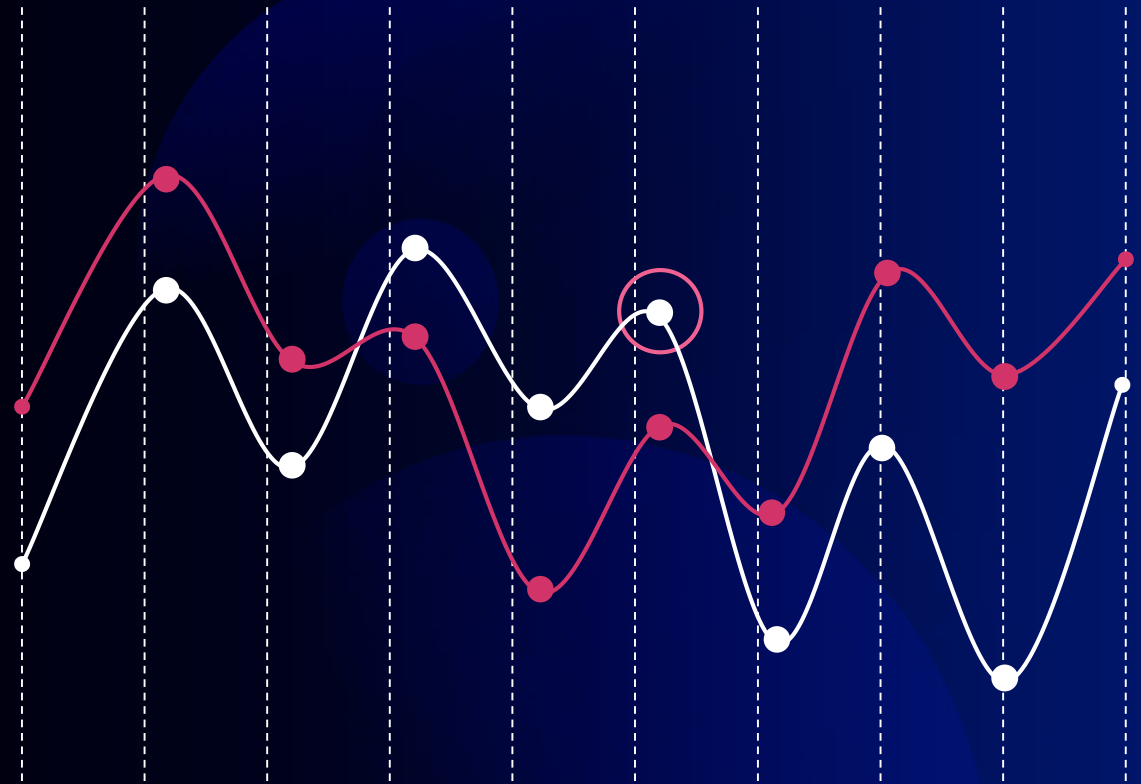
Campaign Name	Amount Spent	Cost per Lead	Cost per Lead on ad	Cost per Lead 28 Days Click	Leads	Leads on ad
Level 1 CBO New Creative CBO LM LG 1st J...	£1,039.73	£4.68	£4.68	–	223	222
Level 1 Instant Portfolio LM LG 1st Feb	£640.66	£2.79	£2.79	–	235	230
Level 1 ABO Test-Case Study LM LG 1st Jan	£334.66	£4.85	£4.85	–	71	69
Level 1 CBO Case Study LM LG 17th Nov	£251.96	£6.46	£6.46	–	41	39
Level 1 Blog CVN 1st Dec	£180.76	–	–	–	12	–
Level 1 Brand awareness video VV 14th Oct	£109.33	–	–	–	–	–
Level 2 CBO Case Study LM LG 17th Nov	£88.19	£6.30	£6.30	–	15	14
Level 3 ABO Instant Portfolio	£28.31	–	–	–	–	–
Level 1 Blog CVN 1st Jan	£27.39	–	–	–	–	–
Total Results 9 / 9 rows displayed	£2,700.99 Total Spent	–	–	–	– Total	574 Total

574 Leads

Impact

60 - Day RESULTS

- 574 Leads
- 49 Sales calls booked
- Lead cost reduced by 40%





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DM

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