



CASE STUDY

## ACCESS ENTRY SYSTEMS:

### LEAD GENERATION

# 650 B2C Leads and 140 B2B Leads In Just 5 months

#### THE CLIENT:

Access Entry Systems

Location: Mississauga, Ontario, Canada

Industry: Garage Doors

Services Provided: Garage Door Installation/ Wholesale, Garage Screen Door Installation/ Wholesale

#### ABOUT ACCESS ENTRY SYSTEMS

Access Entry Systems is Canada's premier garage door wholesale distribution company, providing residential and commercial garage doors, garage screen doors, operators and all related accessories.

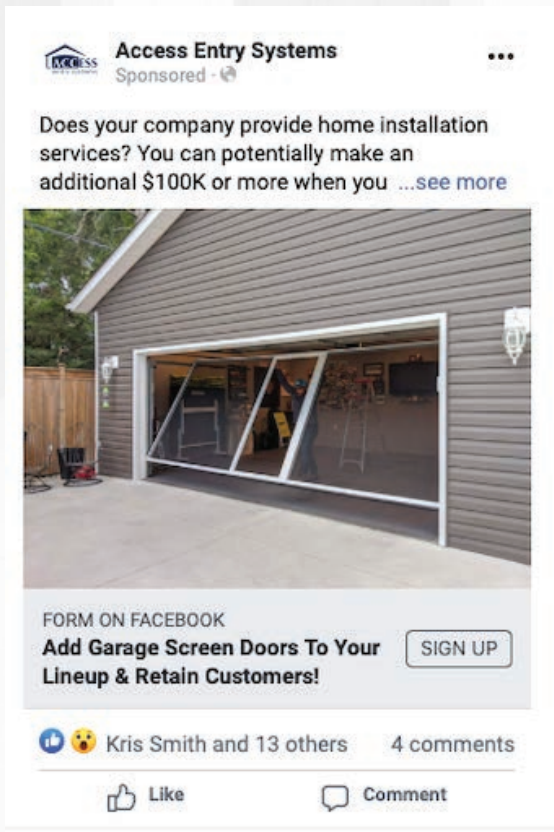
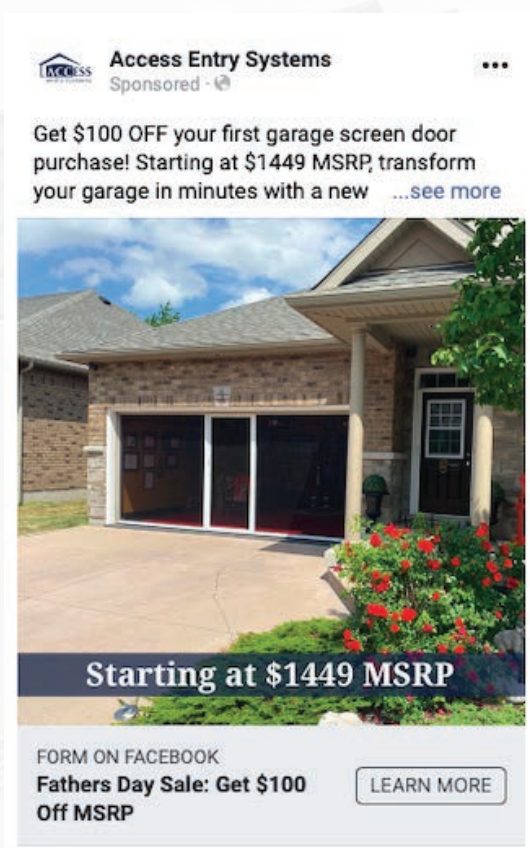
## THE CHALLENGE:

Access Entry Systems had the goal of creating leads to sell their Lifestyle Screen Doors to customers and later on - to acquire leads of potential dealers to expand their dealer network across Ontario.

Goal #1: Create ads focusing on brand awareness to create a warm audience to generate leads

Goal #2: Acquire leads to convert to purchases of Lifestyle Screen Doors

Goal #3: Generate leads of potential dealers across Ontario to work with Access Entry Systems



## THE SOLUTION:

Suits Social started with a simple 3 step funnel approach starting with awareness ads. Next, we used that data from the awareness ads and we created a warm audience to target in the conversion ads.

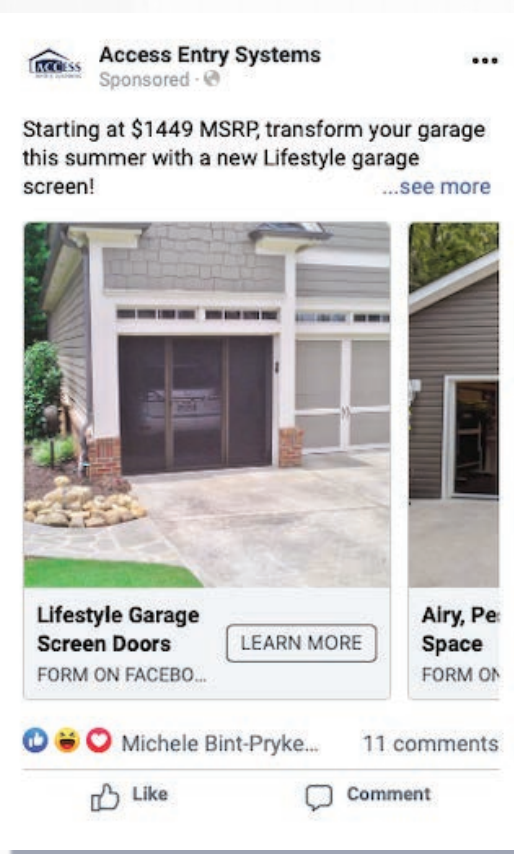
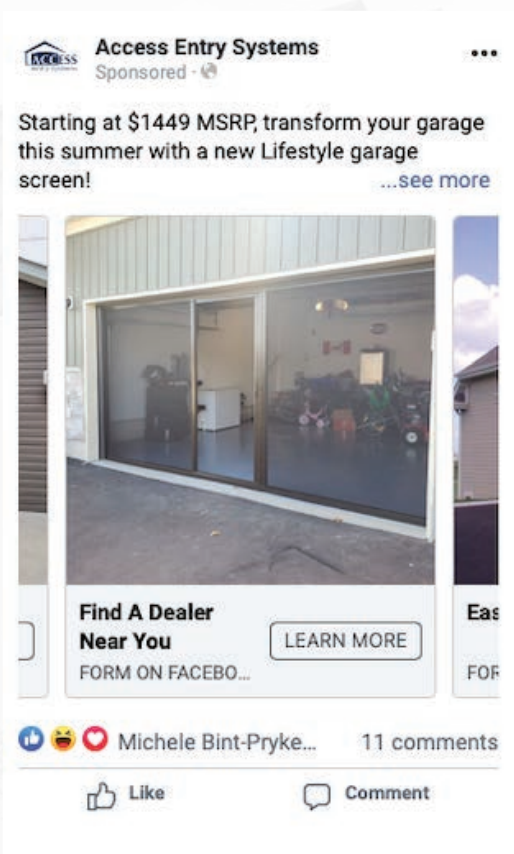
We developed multiple ad campaigns via Facebook ads manager - all of which worked together towards the common goal of gaining more exposure to the brand and to generate sales.

Each campaign included carefully researched target audiences and professionally crafted creatives with high converting sales copy.

## THE RESULTS

In just 5 months, Suits Social acquired 650 requests for quotes in the B2C campaign coming in at a cost of \$14.01 per request! Within this conversion campaign alone, we also reached 190,032 unique and targeted individuals with our ads generating 709,106 impressions and 10,460 unique link clicks (website traffic through ads).

Additionally we ran a B2B campaign to acquire dealers for Access Entry Systems Lifestyle Screen Door line with amazing results. In just two months, Suits Social acquired 140 requests for information on becoming a dealer. We reached 48,432 unique and targeted individuals with our ads generating 107,567 impressions and 1,275 unique link clicks.





## THE RESULTS

Access Entry Systems averaged \$35K in revenue a month of Lifestyle Screen Doors and acquired 140 leads of potential dealers for their Lifestyle Screen Doors.

Through Facebook lead generation ads and specific targeting using lookalike audiences and retargeting previous leads Access Entry Systems was extremely successful in their campaign.



Interested in learning more?

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