



## About The Client

Rapidly growing SaaS provider of end-to-end business management solutions for the flooring and remodeling industry. Their mission is to help flooring professionals thrive in a competitive market by automating and simplifying every aspect of their operations.

## The Challenge

The core marketing objective was lead generation, both at the top of the funnel (Marketing Engaged Leads, MELs) and mid-funnel (Marketing Qualified Leads, MQLs). Despite their powerful software offering, this provider was new to consistently attracting high-quality leads and lacked the tools and specialized experience to do so.

### Key challenges:

- Building a robust, sustainable lead-generation pipeline.
- Generating top-of-funnel content engagement (MELs).
- Effectively nurturing leads into mid-funnel opportunities (MQLs).
- The client had minimal presence on social media.

## Our Approach

initiate-it delivered a full funnel, integrated marketing partnership, including:

### Organic Social Media Management

- Platforms: Facebook, Instagram, LinkedIn.
- Shifted content from direct sales messaging to value-driven thought leadership.
- Shared actionable insights and industry news via resources, blog, and case studies.
- Built authority as a business-critical solution and a trusted industry resource.



# Paid Social Media Management

## Strategic Launch:

Initiate-it introduced the client's first-ever paid social campaigns on Meta (Facebook & Instagram). We designed a data-driven, content-heavy prospecting strategy to attract and engage new prospects.

## Top-of-Funnel Lead Generation (MELs):

- Leveraged high-value content downloads (guides, reports, resources) to capture interest, expand reach, and capture qualified contacts.
- Content marketing established this company as an industry thought leader, driving high-volume engagement and establishing trust.

## Mid-Funnel Lead Generation (MQLs):

- Developed targeted retargeting campaigns, specifically aiming to convert MELs into MQLs through more product-centric offers (like product tours, feature spotlights, and testimonials).
- Retargeting layered on top of prospecting ads to drive lead maturation and demo requests.

## Nurture Pathway:

- Synchronized organic and paid social efforts to warm audiences.
- Supported advanced nurturing outside paid channels via retargeting, email marketing, and personalized engagement.



## Results

### Organic Social Growth

### Social Followers:

“Social presence was minimal prior to our partnership. By shifting to value-first content, we established their reputation, nurtured meaningful engagement, and attracted a highly relevant, growing audience.”

# Results

## Paid Social ROI

### Paid Campaign ROI:

“Our paid social and retargeting strategies drove conversions and unlocked high-value deals—for example, a \$12,600 retargeted paid social inquiry with strong potential for recurring revenue.”

**+402%**

Q1 (Total Attribution, all touchpoints)

**+26%**

Q1 (First-touch Attribution)

**+282%**

H1 (Total Attribution, all touchpoints)

**+10%**

H1 (First-touch Attribution)

**+587%**

Year 1 (Total Attribution, all touchpoints)

**+146%**

Year 1 Prospecting (First-touch Attribution)

**+125%**

Year 1 Retargeting (First-touch Attribution)

## Keys to Success

- **Marketing & Sales Alignment:** Routine collaboration kept objectives and reporting tightly connected to sales outcomes.
- **Content Strategy:** Elevating the narrative from transactional to visionary helped cement brand authority.
- **Data-Driven Optimization:** Weekly and monthly reporting allowed quick pivots to maximize ROI and audience expansion.

### Summary

- 85% year-over-year social growth.
- Nearly 6X paid campaign ROI.
- Multiple high-value deals attributed directly to paid and retargeting strategies.
- Established client as a must-follow leader among flooring businesses.

## Get in touch

To discover how initiate-it can drive measurable growth and marketing success for your business, contact us for a customized digital strategy consultation.

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**initiate-it**  
digital-first, full-service agency

