OPEN HEART MEDIA

CASE STUDY

30 leads in 6 days.

Under $600 in ad spend.

A seasonal service business

6 days into a 6 week seasonal campaign

Prepared by Open Heart Media · Results from October 16 to October 22, 2026

THE RESULT

Thirty real people raised their hand in six days.

LEADS

30

Unique people, one duplicate removed

TIME

6 days

Oct 16 to Oct 22

AD SPEND

< $600

Meta and Google combined

COST PER LEAD

< $20

Total spend divided by 30

WHERE THE LEADS CAME FROM	LEADS	WHAT THEY DID
Meta giveaway ads	23	Entered the giveaway
Meta ads, quote form	3	Asked for a quote
Google Search	3	Asked for a quote
Direct	1	Entered the giveaway
Total	**30**	

Every lead left a name, phone number, email and address in a ZIP code the campaign targets. Six of them went past the giveaway and asked for a quote outright.

HOW IT WORKED

A giveaway to collect them. Three offers so nobody leaves empty handed.

The giveaway	A free installation worth up to $1,500 is the prize. Entering takes a minute and gives us a name, phone number, email and address.	**Brings people in.**
10% off install	Anyone who does not win still gets 10% off their installation. Not winning is not the end of the conversation.	**Turns an entry into a quote.**
$150 off by October 31	Book before October 31 and take $150 off. A real deadline that gives people a reason to decide now.	**Creates urgency.**
$75 cash per referral	Every lead is also a reason to tell a neighbor. A $75 cash reward for each referral that books.	**Spreads it further.**

WHAT IT MEANS

A list of warm local homeowners, built in under a week.

- Under $20 a lead on a seasonal service. The ads reached homeowners aged 45 to 65 across the metro area and the towns around it.
- The giveaway did the hard part. People who would never fill out a quote form will enter a drawing, and a consolation discount keeps them in the conversation.
- Quote requests are the closest to a sale. Six people asked for a price on their own, including three from Google Search.
- The list is now the asset. Each entrant can be followed up before October 31 with the install discount and the referral reward.

What we are measuring next

Leads are not booked jobs. We are following the list through quotes and installs, and the next update will show how many booked, what they were worth and what each booked job cost to win.