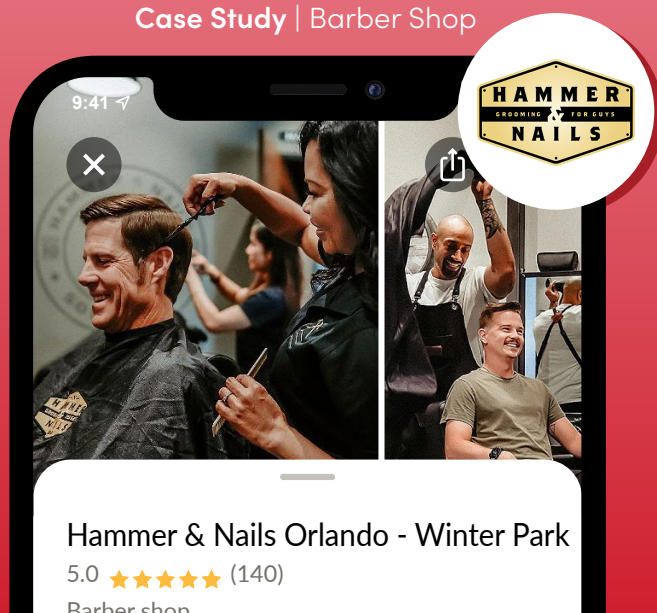


Driving Membership Growth for Hammer & Nails Winter Park

We helped Hammer & Nails Winter Park, Florida, generate leads to convert into founding memberships using Local Search, targeted ads, and brand expander ads.



Presale
Campaign Length

17 Total
Weeks

Solutions Used

3

Challenge

Hammer & Nails Winter Park was aiming to hit 200 founding members before opening. They needed a robust strategy to generate high-quality leads that could be converted into members efficiently.

Process

RevLocal implemented a multi-pronged approach, combining a \$5,350 monthly budget Meta lead generation strategy with cross-platform targeted ads and brand expander services to attract high-quality leads, manage costs and maximize conversions to meet their presale membership goals.

Solution

By signing up for both Local Search and Paid Advertising, Hammer & Nails Winter Park exceeded their presale goals and opened with 240 founding members.

Growth and Results

1,412,800+
Ad Impressions

Hammer & Nails Winter Park's ads showed up over 1,412,800 times across the web, generating brand awareness before opening.

31,998 Total
Clicks

Our Paid Ads strategy generated sizeable interest in Hammer & Nails' newest location, seeing over 30K ad clicks.

240 Founding
Members

We helped Hammer & Nails exceed their presale membership goals by generating over 1,032 leads that the team converted into 240 founding members before the location opened.