



B 2 C C A S E S T U D Y

Sullivan Engineering, A Rimkus Company is a leading exterior building restoration contractor in NYC. They deliver successful building envelope restoration projects by providing the property owner with the technical assistance required to ensure that the appropriate materials are combined with high-quality workmanship.

THE CHALLENGE:

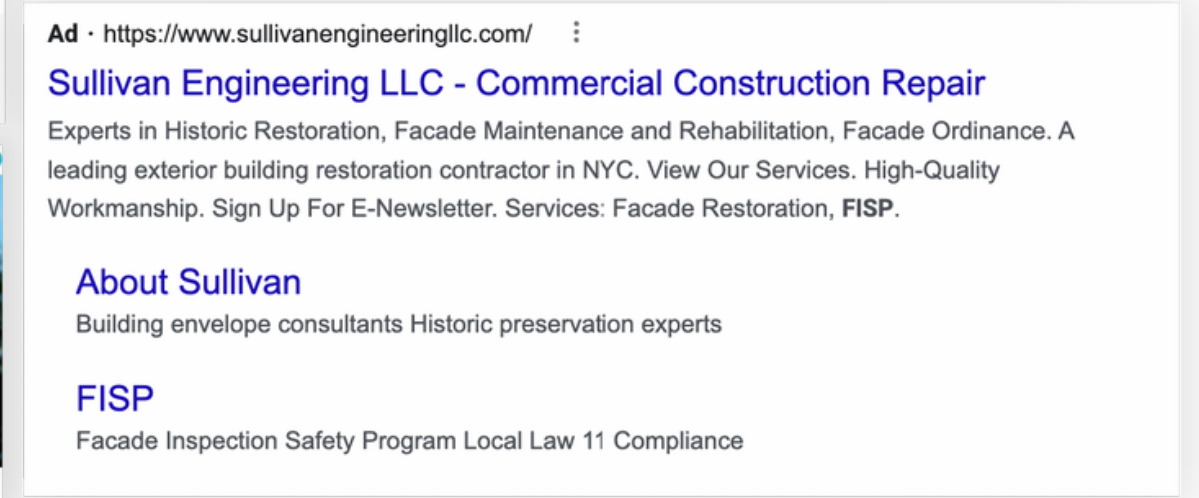
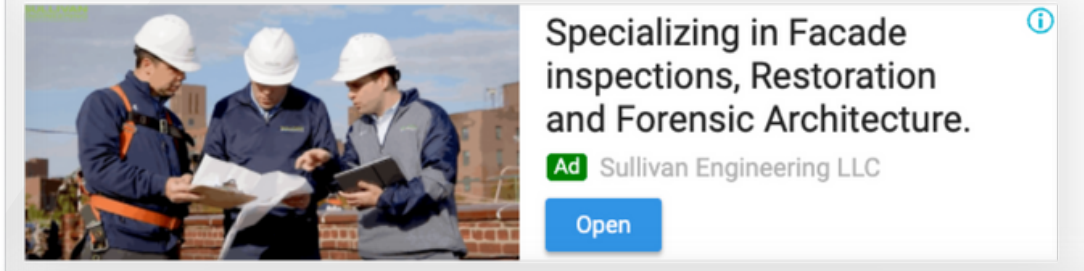
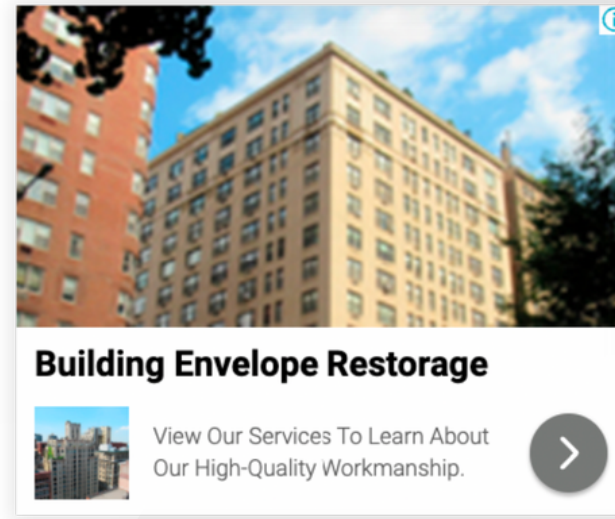
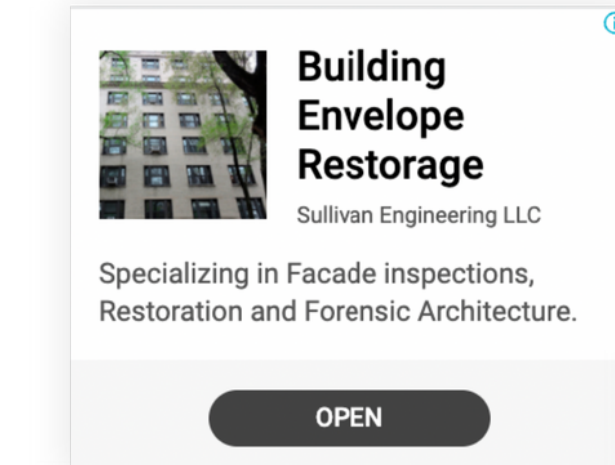
Sullivan Engineering came to Ajax Union lacking a marketing funnel and a way to nurture their leads. With their current marketing tactics in place, they only produced low-quality leads which resulted in a low marketing ROI.

They needed a more comprehensive marketing strategy. They called on Ajax Union to help them implement a winning strategy to increase sales.

THE SOLUTION:

With no automated way to qualify and generate leads, Sullivan Engineering called on Ajax Union to create and implement a marketing funnel to convert leads on auto-pilot using various lead magnets and email marketing campaigns.

Through the marketing funnel built by Ajax Union, Sullivan was able to weed out the low-quality leads and generate real income from high-quality leads in a matter of months.



Sullivan closed an \$80K deal through Google ads with a budget of \$1,500 in the first 60 days.

\$80K

Revenue

53:1

ROAS

Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.

YES, I WANT TO GENERATE LEADS