

Case Study: Verma Contracting

Generating High-Quality Construction Leads Below Industry Average

Overview

Client: Verma Contracting

Service: Meta Lead Generation Campaigns

Campaign Objective: Generate qualified local leads for construction services within a highly restricted service area.

The Challenge

Construction lead generation on Meta can be highly competitive, with the industry average cost per lead (CPL) typically around **\$32 per lead**.

For Verma Contracting, the challenge was even greater. Unlike many contractors that serve broad metropolitan areas, the company operates within a **very limited 15-mile service radius** around its target town. A smaller service area naturally reduces audience size, often resulting in higher advertising costs and fewer lead opportunities.

Because of these limitations, it would have been reasonable to expect a CPL above the industry benchmark.

Our Strategy

We launched a targeted Meta lead generation campaign focused on:

- Highly localized audience targeting
- Optimized Meta lead forms
- Construction-specific messaging
- Continuous campaign monitoring and optimization
- Maximizing lead quality while maintaining cost efficiency

The goal was not only to generate leads but to attract homeowners actively seeking construction services within Verma Contracting's service area.

The Results (First Month)

Advertising Performance

- **Ad Spend:** \$400
- **Average Industry CPL:** \$32
- **Verma Contracting CPL:** \$29
- **Service Radius:** 15 miles

Despite operating in a significantly smaller market than most contractors, the campaign achieved a **\$29 CPL**, outperforming the industry average by nearly **10%**.

Increased Sales Opportunities

The lower CPL enabled Verma Contracting to generate more inquiries, resulting in:

- More estimates scheduled
- More quotes delivered
- Increased pipeline activity
- Higher visibility within their local market

Revenue Generated

Within the first month, the company successfully converted one of the leads generated through the campaign into a project worth:

\$16,000 in revenue

From only **\$400 in ad spend**, this represents a substantial return on investment and validates the quality of the leads being generated.

Social Growth

In addition to lead generation results, the campaign also contributed to brand growth:

- **33 new Instagram followers gained**

These followers represent additional local awareness and potential future customers, helping build a long-term marketing asset beyond the immediate lead generation efforts.

ROI Snapshot

Metric	Result
Ad Spend	\$400
Cost Per Lead	\$29
Industry Average CPL	\$32
Service Radius	15 Miles
Revenue From First Closed Job	\$16,000
New Instagram Followers	33

Client Outcome

Verma Contracting achieved results that exceeded expectations by generating leads at a cost below the industry average despite operating within a highly restricted service area.

The campaign not only produced qualified leads and increased quoting opportunities but also generated a \$16,000 project in the first month while expanding the company's local social media presence.

Key Takeaway

By combining hyper-local targeting with a carefully optimized Meta lead generation strategy, Verma Contracting was able to generate qualified construction leads below industry-standard costs, convert new business, and create measurable growth from just \$400 in monthly ad spend.

"Generating leads below industry-average costs is impressive on its own. Achieving those results within a 15-mile service radius and converting a lead into a \$16,000 project in the first month demonstrates the power of a well-executed local Meta advertising strategy."

Result: Lower CPL, more estimate opportunities, new revenue, and a highly satisfied client.