



Marketing Case Study

7,143% Improvement In Marketing Response In Under 2 Weeks

The second largest home builder in the world recently engaged Chet and his Breakthrough Consulting team with the intent to help them grow beyond the plateau they had reached in 2007 and halfway into 2008. Part of their motivation came from their realization that their recent halt in momentum was more than just a market slump as their #1 competitor was gaining market share and was nipping at their heels.

One of the many areas Chet and the Breakthrough Team focused on to improve the sales for the builder was in their advertising mix and maximizing its results based on the Core Story they had developed for them. In November 2008, after rolling out the Core Story and training their 400+ sales staff on it, the builder shared a recent advertising campaign with Chet they ran that failed miserably to see what they did wrong and if there was any hope for improving the results of it.

Their current ad agency had put together a radio ad that was full of product data about the homes the builder makes and ran it for a full month in one of their primary markets in an attempt to drive leads to their sales agents and spur home sales going into the end of Q4 of '08. After a full month of spots running, the campaign generated a measly 7 inbound leads. The ad agency responded that "Radio is really for brand building" and "You can't expect radio to drive a bunch of leads like other advertising formats."

With such poor results Chet did not have to do much to make an improvement, but small improvement over failure is never Chet's goal. He strives to break every record in existence every time he steps up to the plate. With that, he crafted the new radio ad with a focus on market data pulled from the Core Story instead and instructed the builder how to run it in their market through December.

In only two weeks the new ad generated more than 500 red hot leads to the team of sales agents, an improvement of 7,143% over the prior month's results... And there's still two weeks left in the month! Even better is the fact that the sales agents have already converted 209 of those leads to purchasing clients and are set to finish 2008 with more momentum than they ever expected.

If you want to find out how you can get results like these from working directly with Chet and his Breakthrough Consulting Team, simply go to www.ChetHolmes.com/breakthrough-consulting.php and fill out the short application. You will then be contacted by one of our Vice Presidents to see how we might be able to help you double your business in 12 months or less.