

Marketing by Magnet

Advertising

June 19, 2023

Overview and Case Study

Magnet has been working with small to medium sized businesses since 2019. Since then we have grown our portfolio of clients quite substantially. We specialize in Social Media Advertising, and have recently opened up 2 departments for Videography and Web/ Graphic Design.



Zykan eXteriors
STL

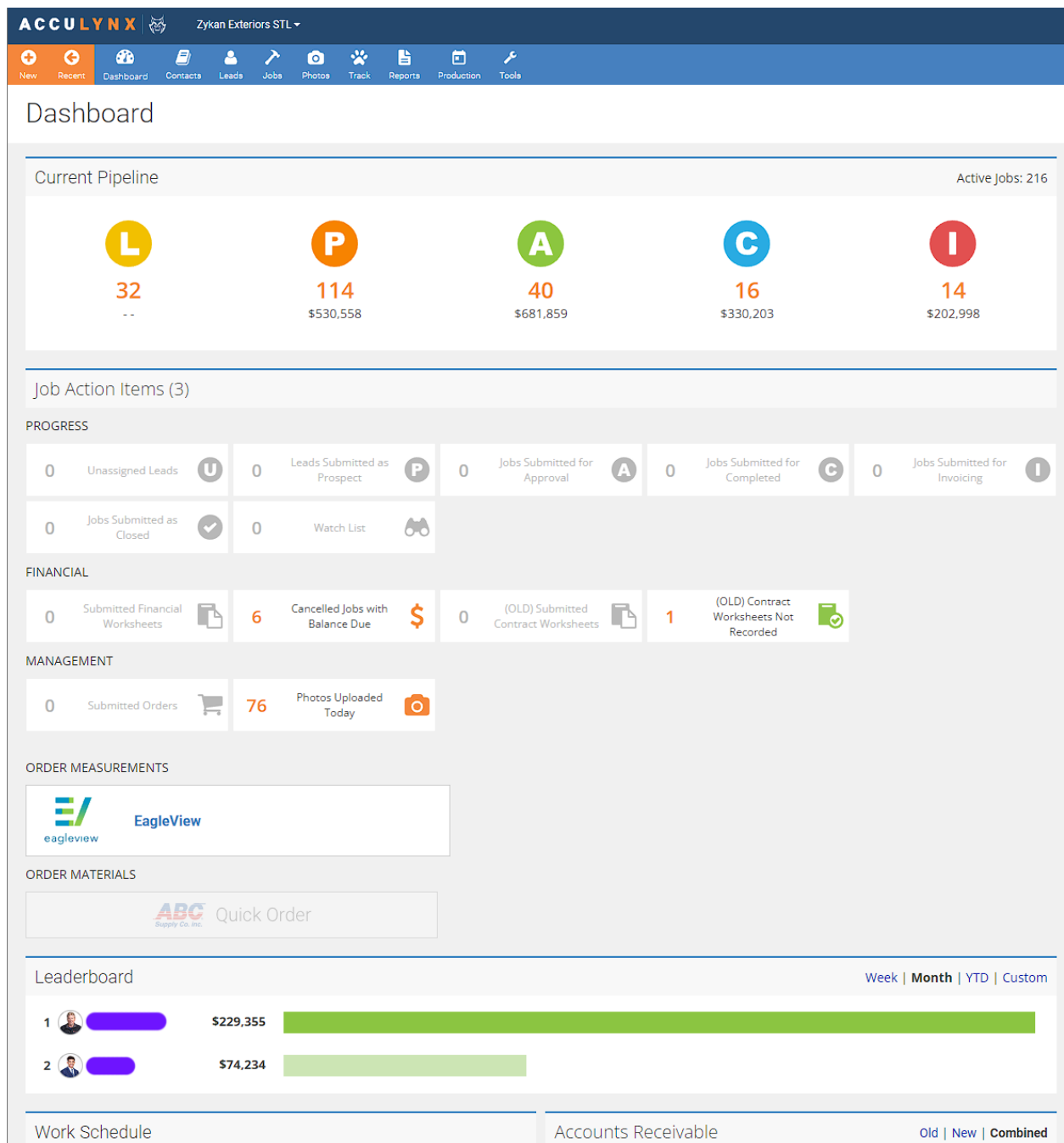
Zykan eXteriors is one of our earliest clients, they have been highly satisfied with Magnet and its services over the course of the past 2 years. Prior to Magnet, Zykan eXteriors was only utilizing sales representatives. Fast forward to 2023 and they're utilizing SEO, Google Advertising, and Meta Advertisements via Facebook and Instagram; all managed and set up by Magnet. Not only that but the lead Web Designer at Magnet custom tailored their website and actively manages their SEO.

Case Study

Prior to Magnet, Zykan eXteriors was generating around \$100,000 per month. We set up advertising campaigns that not only targeted areas where the sales representatives were already going door-to-door, but also drove new leads without the use of a traditional sales representative. To date, Zykan eXteriors now spends an average of \$15,000/month across all advertising platforms and generates ~\$300,000 per month. Numbers like these can only be achieved when using all of Magnet's services.



(videography, web design, and advertisement management) Advertising is only one piece of the big pie that we call a business.



Here is a screenshot of Zykan eXteriors CRM and the past 30 days of Sales May 19th- June 19th, 2023. Total Revenue for the past 30 days has been \$530,558. As you can see the Sales

Representatives have brought in a combined revenue of \$303,589, leaving \$226,969 in revenue direct from Magnet Advertisements. Please be reminded that the Sales Representatives now work in combination with a brand awareness campaign. How this works is we target a certain area and demographic that the sales reps specify and run the campaign a week prior. What this does is warms the audience up, instead of knocking on the door of a potential customer and them having never heard of Zykan eXteriors, they now open their doors and remark that they had just heard of the company.

Conclusion

In conclusion, Magnet has been a trusted partner for small to medium-sized businesses since 2019, specializing in Social Media Advertising and expanding into Videography and Web/Graphic Design. Our client, Zykan eXteriors, is a testament to the transformative impact of our services. Prior to working with Magnet, Zykan eXteriors relied solely on sales representatives. However, with our comprehensive approach including SEO, Google Advertising, Meta Advertisements, and custom-tailored web design, Zykan eXteriors has experienced remarkable growth. By leveraging our expertise, Zykan eXteriors now generates an average of \$300,000 per month, a substantial increase from their previous \$100,000 per month. This success is a result of combining our advertising services with an effective brand awareness campaign, allowing the sales representatives to close deals more efficiently. With Magnet, businesses can achieve remarkable results across various aspects of their operations, transforming their growth trajectory and maximizing their revenue potential.