



Unifi

# 316 Leads Acquired

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## The Challenge

The Unifi internet network agent faced the following challenges in generating leads for their services:

- 1. High Competition:** Operating in a competitive telecommunications market where multiple providers offer similar internet packages.
- 2. Low Awareness:** Struggled to reach potential customers who were unaware of the benefits of Unifi's network services or the agent's role in providing personalized packages.
- 3. Geographic Targeting Issues:** Needed to focus on specific areas where Unifi's network was available while avoiding wasted ad spend in non-serviceable regions.

# The Solutions

## 1. Targeted SEM Campaigns:

- Designed and launched Google Ads campaigns focusing on high-intent keywords like “best internet packages near me,” “Unifi agent support,” and “affordable high-speed internet plans.”
- Geo-targeted ads to areas where Unifi’s network was available, ensuring optimal budget allocation.

## 2. Landing Page Optimization:

- Created landing pages highlighting Unifi’s internet plans, promotional offers, and value-added services provided by the agent.
- Integrated a simple lead capture form with a strong call-to-action to drive inquiries.

## 3. Ad Copy & Creative Strategy:

- Developed compelling ad copy emphasizing Unifi’s high-speed internet, reliability, and exclusive deals only available through the agent.
- Used dynamic ads tailored to user search terms for better relevance and engagement.

## 4. Remarketing Campaigns:

- Implemented remarketing campaigns to target users who previously clicked on the ads but didn’t complete the lead form.
- Offered time-sensitive promotions to create urgency and drive conversions.

## 5. Performance Monitoring and Adjustments:

- Regularly analyzed campaign data to identify high-performing keywords and adjust bids for maximum ROI.
- Conducted A/B testing on ad creatives and landing pages to continuously improve results.

## The Results



**316**

Leads

**24.5%**

Conversion  
Rate

**10.8%**

Click-Through  
Rate (CTR)