

UNITED STATES / CLIENT STORY

TOWN GRANITE GROWTH BUILT LOCALLY.

From a brand with no paid advertising to a coordinated Meta Ads + Google Ads strategy built for local demand, real conversations and relevant leads.

HUNTSVILLE, ALABAMA / BLUEADS CASE STUDY



01 / THE STARTING POINT

A real business. A clear ambition.

Town Granite came to BlueAds to grow its social presence, build meaningful engagement and turn local interest into enquiries. At the start of our partnership, the business was not running paid ads.

BRAND

Greater visibility

A memorable presence around Huntsville, with messages tied to the products and needs of local customers.

ENGAGEMENT

Meaningful interaction

Creative designed to stop the scroll and start a conversation about a customer's project.

LEADS

More opportunities

Clear paths to the website form and direct phone call, measured and optimized separately.

The goal was relevant demand for the business.

02 / GROWTH ARCHITECTURE

Strategy built for Huntsville.

We started with a practical question: how do we reach people in Town Granite's service area while they explore ideas, compare options or get ready to request a quote?

01**UNDERSTAND**

Align messages with products, projects and local intent.

**02****TEST**

Compare audiences, video, static creative and two conversion paths.

**03****MEASURE**

Review website forms and calls as distinct actions.

**04****REFINE**

Adjust budgets and messages using real campaign signals.

The principle: one customer may discover the brand on Meta, search on Google later, then contact the business by phone or through the website. Strategy must account for that full journey.

03 / META ADS

Creating demand in the feed.

We built lead focused campaigns and separated audience and creative hypotheses. Each test had a clear question, so we could read the signals without mixing every variable in one campaign.

TARGETED COLD

Local segments related to renovation, home design and improvement projects. The messaging connected the product to a practical next step.

LOCAL BROAD

A wider audience within roughly 20 km and the extended Huntsville area. Creative performance and market response guided refinement.

RETARGETING

We re-engaged people who had already interacted with the brand or visited the site, using messages suited to a later decision stage.

Creative testing: video and static assets were evaluated separately. We compared concepts, formats and messaging angles to learn what generated useful interest, then developed the variants supported by campaign signals.

04 / GOOGLE ADS

Capturing demand when intent appears.

On Google, the task was to connect local searches with a relevant offer and a clear next action. The lead structure supported both website enquiries and direct calls.

INTENT

Search structure

We organized campaigns around local commercial intent and the relevance between search terms, ad messages and landing pages.

OPTIMIZATION

Keywords

We refined keywords and search terms to focus spend on traffic more likely to become a genuine sales conversation.

ACTION

Form or call

We kept both contact routes visible. Some customers prefer to send project details; others want to speak to someone immediately.

Less wasted search spend. More focus on real intent.

05 / CONVERSIONS

Two paths to one conversation.

A countertop project can begin with a form sent during a break or a call made on the spot. We treated these as distinct actions, with messages and checks adapted to each route.

01

WEBSITE FORM

A visitor reaches the site, explores the offer and submits an enquiry. Quality matters: project context and a clear follow-up path matter more than an empty count of forms.

02

DIRECT CALL

A visitor calls the business directly. When intent is immediate, a clear ad message and fast access to the phone number become essential.

Our measurement rule: report forms and calls separately. A click is not a lead, and unverified indicators should never be presented as business results.



AUTHENTIC FRAMES FROM THE VIDEO TESTIMONIAL

THE FOUNDER'S VOICE

ROXANA

After approximately three months of working together, Roxana recorded a video testimonial about her experience with BlueAds.

“exceeded our expectations”

In the video, she describes more leads, more calls and stronger brand awareness. These are the founder's observations, not audited campaign metrics.

06 / WHAT WE LEARNED

Growth comes through iteration.

A testimonial does not replace reporting, but it confirms something important: the client's lived experience matters. Each channel also provides a different signal

META

Which message and format make the brand relevant to a local audience?

GOOGLE

Which searches signal an active project and deserve more attention?

SITE + PHONE

Where does a potential customer prefer to start the conversation?

BUSINESS

Which leads become real conversations and opportunities?

07 / TOWN GRANITE × BLUEADS

LOCAL DEMAND. REAL CONVERSATIONS.

Town Granite started without paid ads. BlueAds built a local acquisition foundation through Meta Ads and Google Ads, tested audiences and creative, separated forms from calls, and refined campaigns using the available signals.

After three months, founder Roxana chose to recommend the partnership publicly. In her own video, she describes more leads, calls and brand awareness. We do not attach invented volumes, costs or revenue to those words. The strongest documented outcome here is a client describing the change in her own voice.



FOR AUREL / WEBSITE HANDOFF

From PDF to web experience.

This case study can become a page of independent sections. Keep the founder testimonial and the technical detail, while presenting her observations as testimony rather than measured campaign KPIs.

01 HERO

Town Granite × BlueAds title, authentic Roxana frame, video CTA.

02 STORY

Starting challenge, objectives and Huntsville market context.

03 STRATEGY

Meta: cold, broad local, retargeting, video/static. Google: intent and keywords.

04 LEADS

Explain the website form and direct phone call separately.

05 PROOF

Embed the original video and a short verified subtitle quote.

06 MEASUREMENT

Add metrics only when validated screenshots or reports are available.

Sources: BlueAds brief supplied in conversation; Roxana testimonial video supplied by the client; towngranite.com.