

# Strategic Visibility's Facebook Lead Generation Strategy Catapults FRA Landscape & Concrete to Unprecedented Growth

*Transforming Business Growth: Strategic Visibility's Facebook lead generation strategy propels FRA Landscape & Concrete to major success in a competitive area.*

ROY, UTAH, UNITED STATES, August 11, 2023 /EINPresswire.com/ -- In a remarkable display of marketing prowess, [Strategic Visibility](#), a leading marketing agency based just North of Atlanta, has propelled FRA Landscape & Concrete to newfound success through a meticulously crafted Facebook lead generation campaign. This partnership has not only transformed the landscape and concrete business's growth trajectory but also underscored the agency's expertise in driving business expansion through innovative strategies.



Concrete Flatwork

Situated in Roy, UT, FRA Landscape & Concrete, renowned for their expertise in landscaping and concrete work, confronted the challenge of surging ahead in a competitive local market. Despite their strong reputation, growth and differentiation remained elusive. Francisco Romero, the business owner, sought a solution that would allow him to focus on core operations while securing a consistent stream of leads to foster business growth. Having explored various avenues, including shared-lead platforms like HomeAdvisor, Francisco needed a definitive solution that would transcend his previous efforts.

Strategic Visibility's entry marked a turning point for FRA Landscape & Concrete. Acknowledging the time constraints faced by Francisco due to his commitment to daily business operations, the agency meticulously tailored a Facebook Ad campaign to the company's unique selling

proposition and target market demographics within Weber County. The result was nothing short of remarkable.

Within a span of just 4.5 months, the newly executed strategy reaped an influx of 215 high-quality leads. Notably, FRA Landscape & Concrete managed to convert an impressive 20%-40% of these leads into closed deals. This surge in business activity tangibly demonstrated the effectiveness of Strategic Visibility's solutions.

"This success has been transformative for us. The leads kept pouring in, allowing us to concentrate on providing top-notch services rather than wrestling with shared leads and marketing pitfalls," stated Francisco Romero, the owner of FRA Landscape & Concrete.

The success story further cemented FRA Landscape & Concrete's confidence in their revamped lead generation approach. With the consistent flow of leads, Francisco was empowered to shift his focus towards delivering exceptional services, a feat that had previously been hindered by marketing hurdles.

Strategic Visibility's expertise in Facebook lead generation was instrumental in reshaping the landscape and concrete services sector. This case study underscores the immense potential of partnering with the right marketing agency to unlock new avenues of growth.

To learn more about Strategic Visibility's success with FRA Landscape & Concrete, [view the entire case study collaborative here](#).

For insights into FRA Landscape & Concrete's services, [please visit their main website](#).

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