

TOP CAMPAIGNS 2023

For Profit, For Good



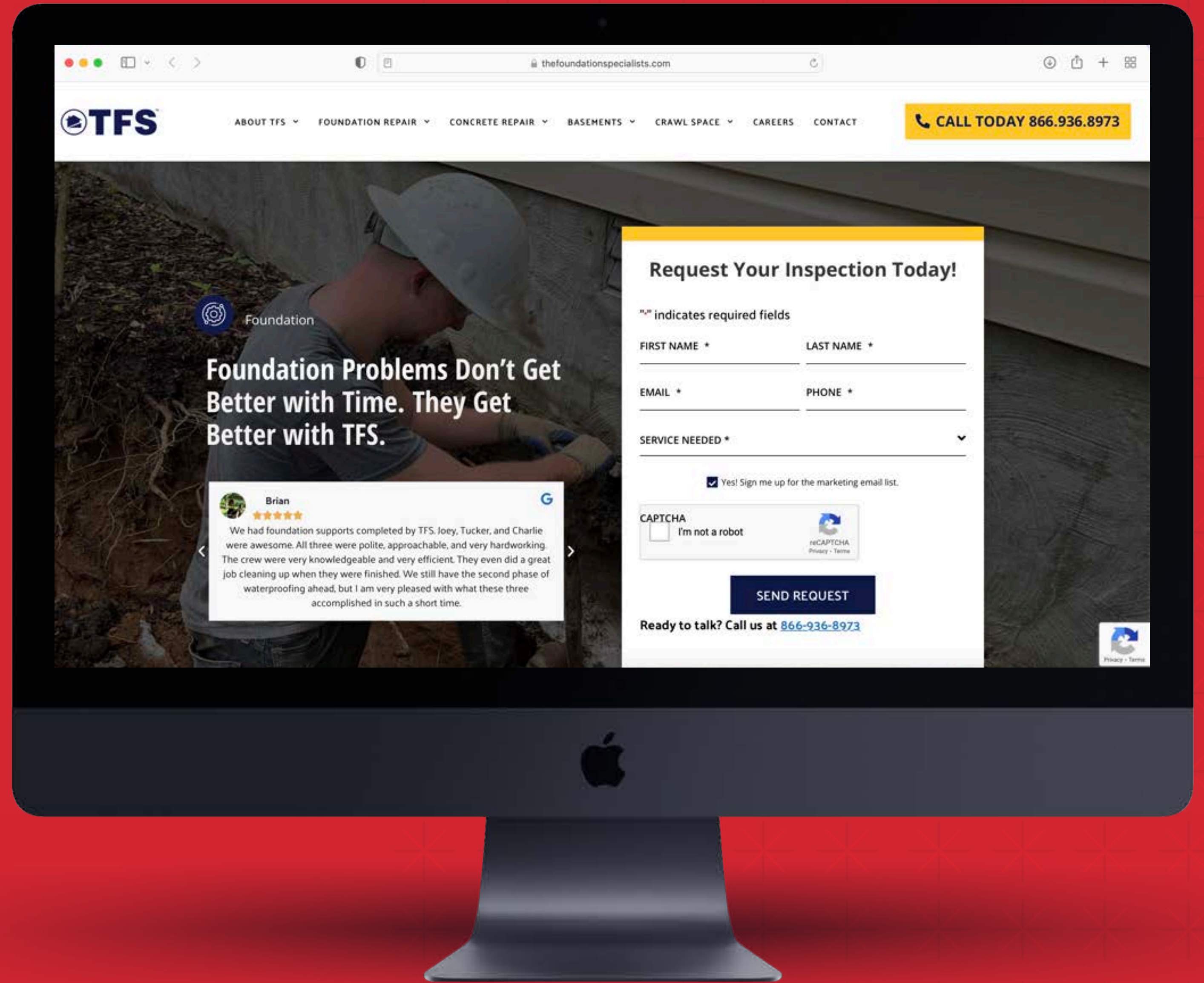
A Change Agency

THE FOUNDATION SPECIALISTS



5BY5 BUILDS A STRONG FOUNDATION

for lead acquisition



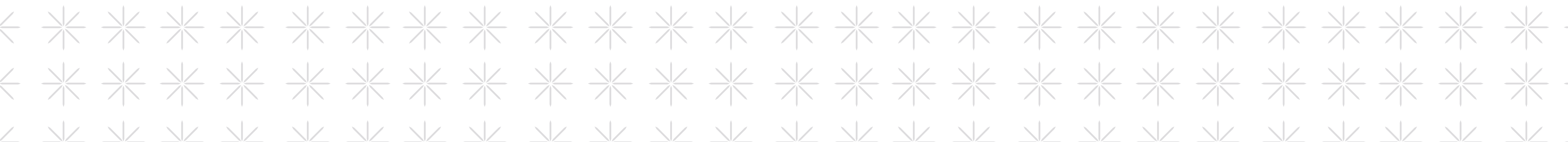


PAIN POINT



There are a lot of choices when it comes to foundation repair.

The Foundation Specialists needed experts to help them **stand out against competitors and generate more customers** while lowering cost per lead.

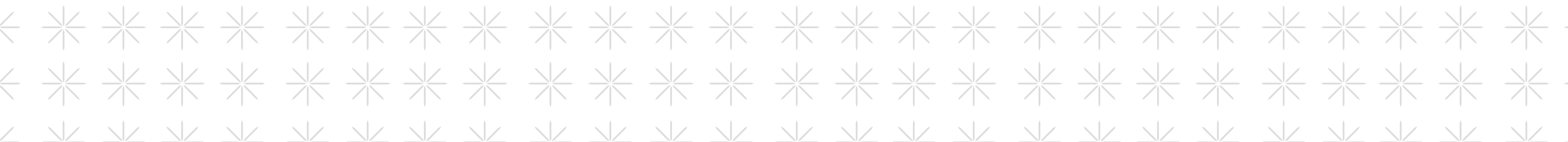
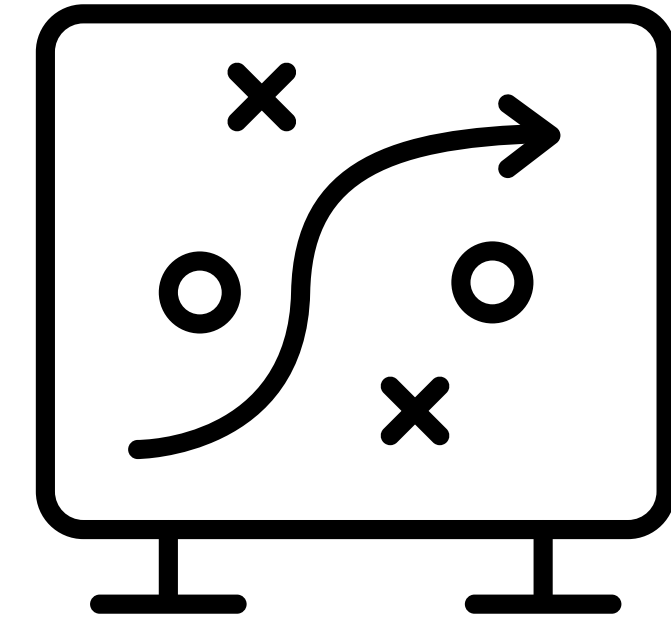


SOLUTION



We went to work fast – **maximizing their current campaigns and SEO out of the gate.**

Next we implemented our full digital strategy including ads, landing pages and testing methods to optimize it all.



RESULTS

Over exceedingly high expectations,
our work resulted in:

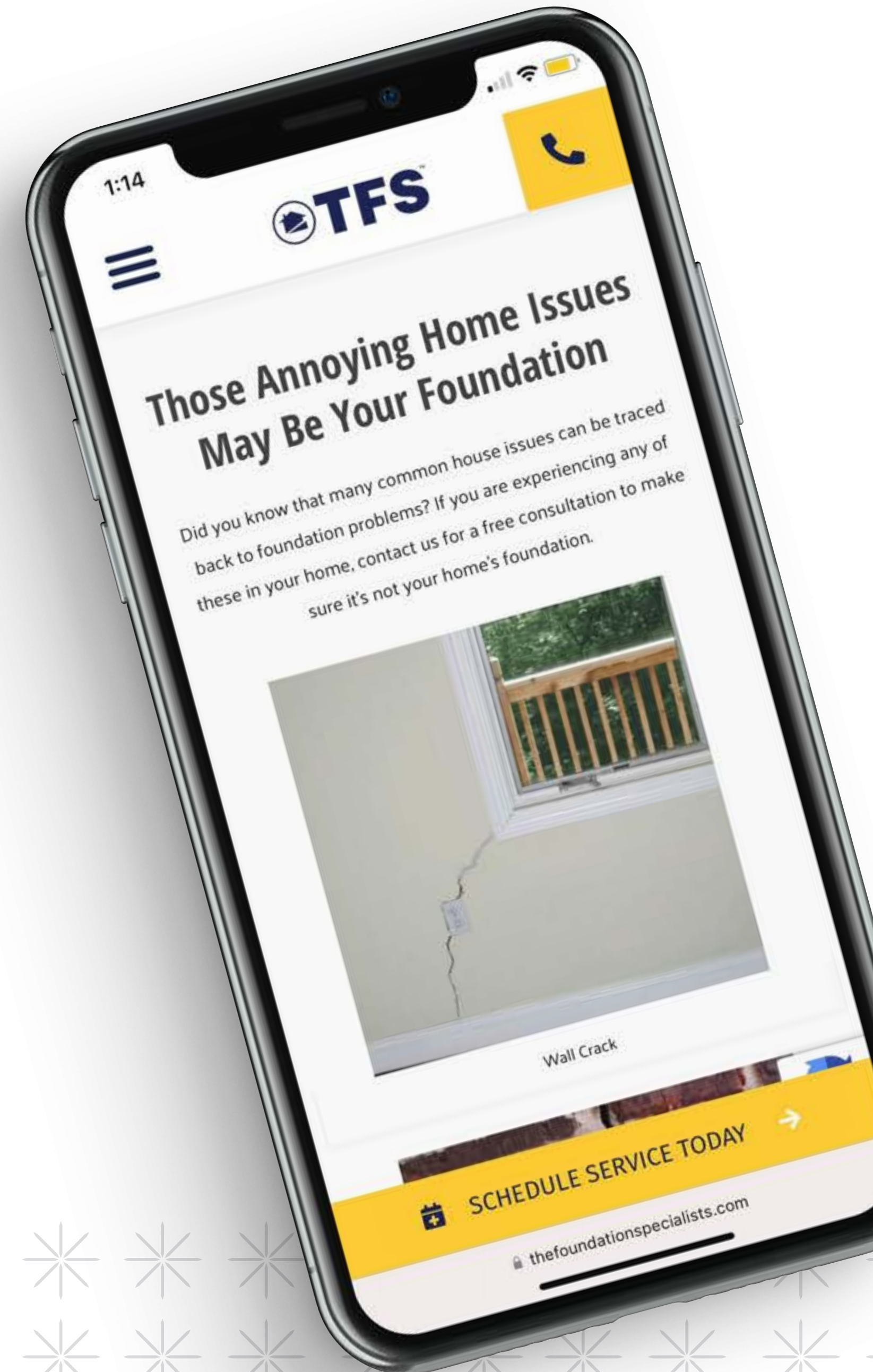
↓ 27%

decrease in
cost per lead

and...

↑ 12%

increase in
amount of leads!

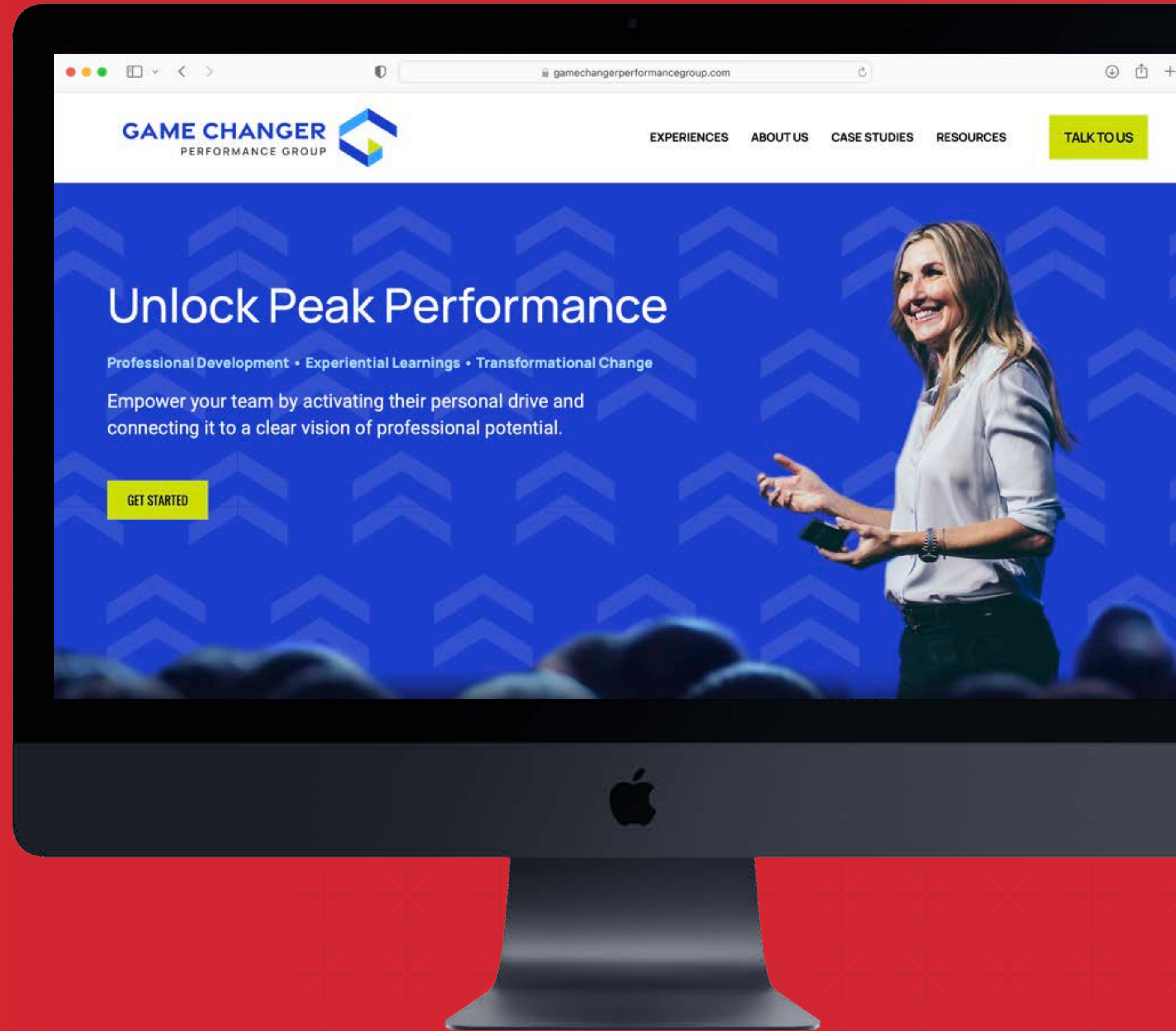


MOLLY FLETCHER COMPANY



5BY5 SUPPORTS PEAK
PERFORMANCE WITH A

launch of new brand



PAIN POINT

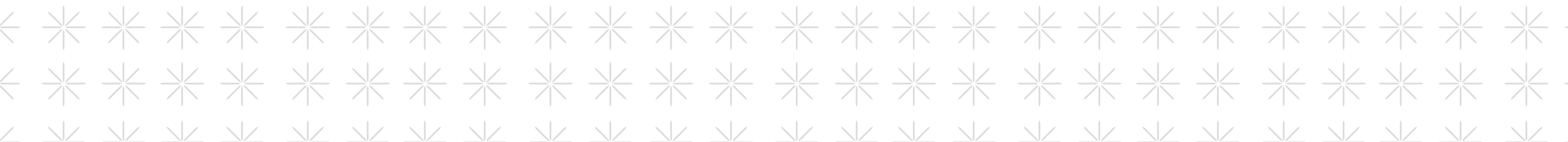


Molly Fletcher is an internationally renowned speaker helping unlock professional potential in others.

She needed a scalable brand that **maximized the aptitude of her team.**



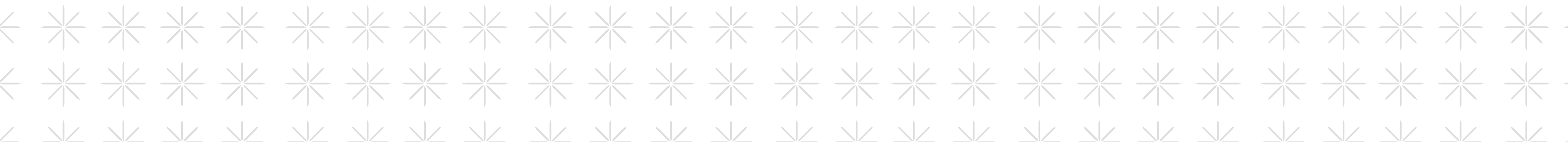
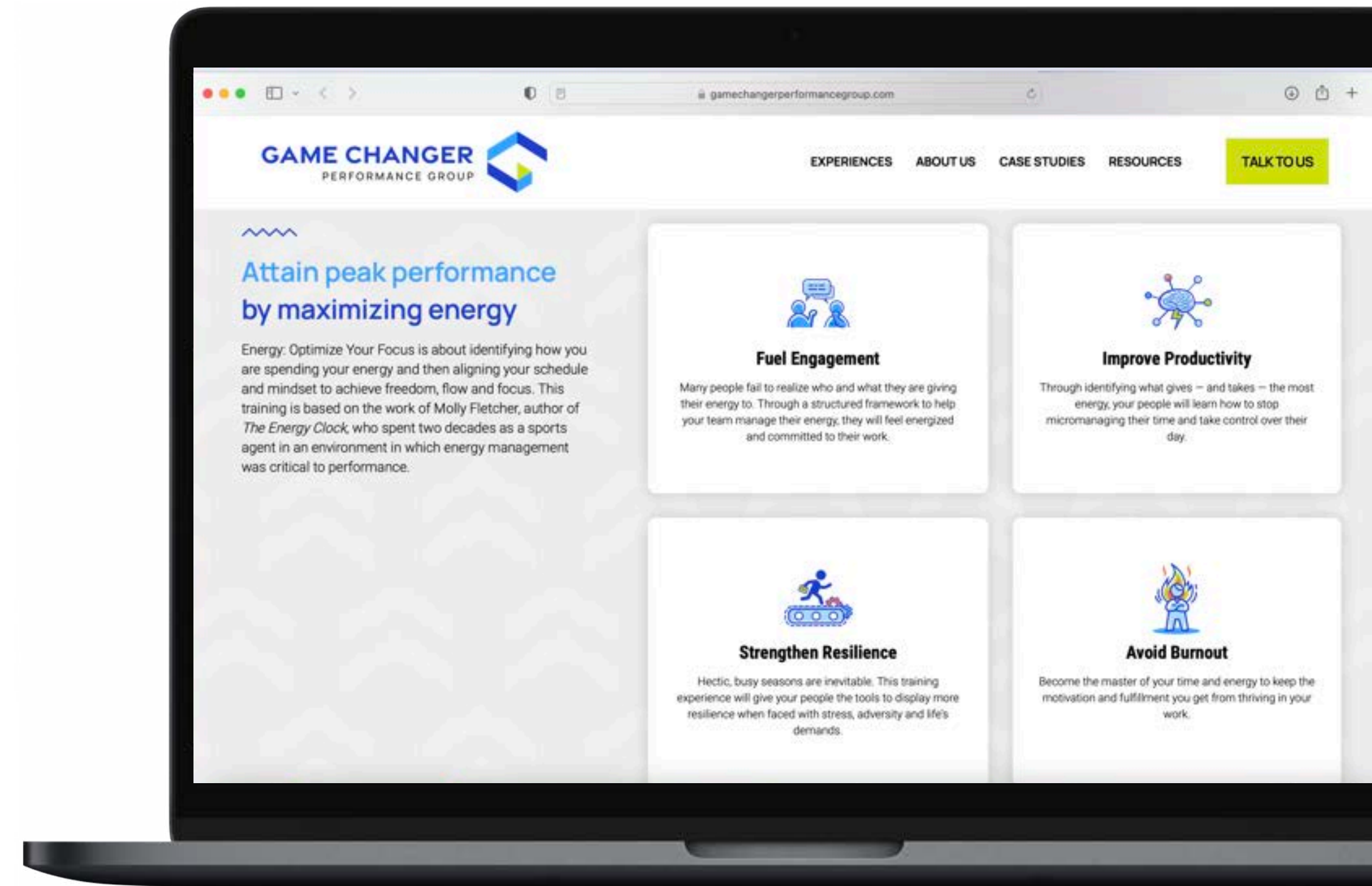
GAME CHANGER
PERFORMANCE GROUP



SOLUTION



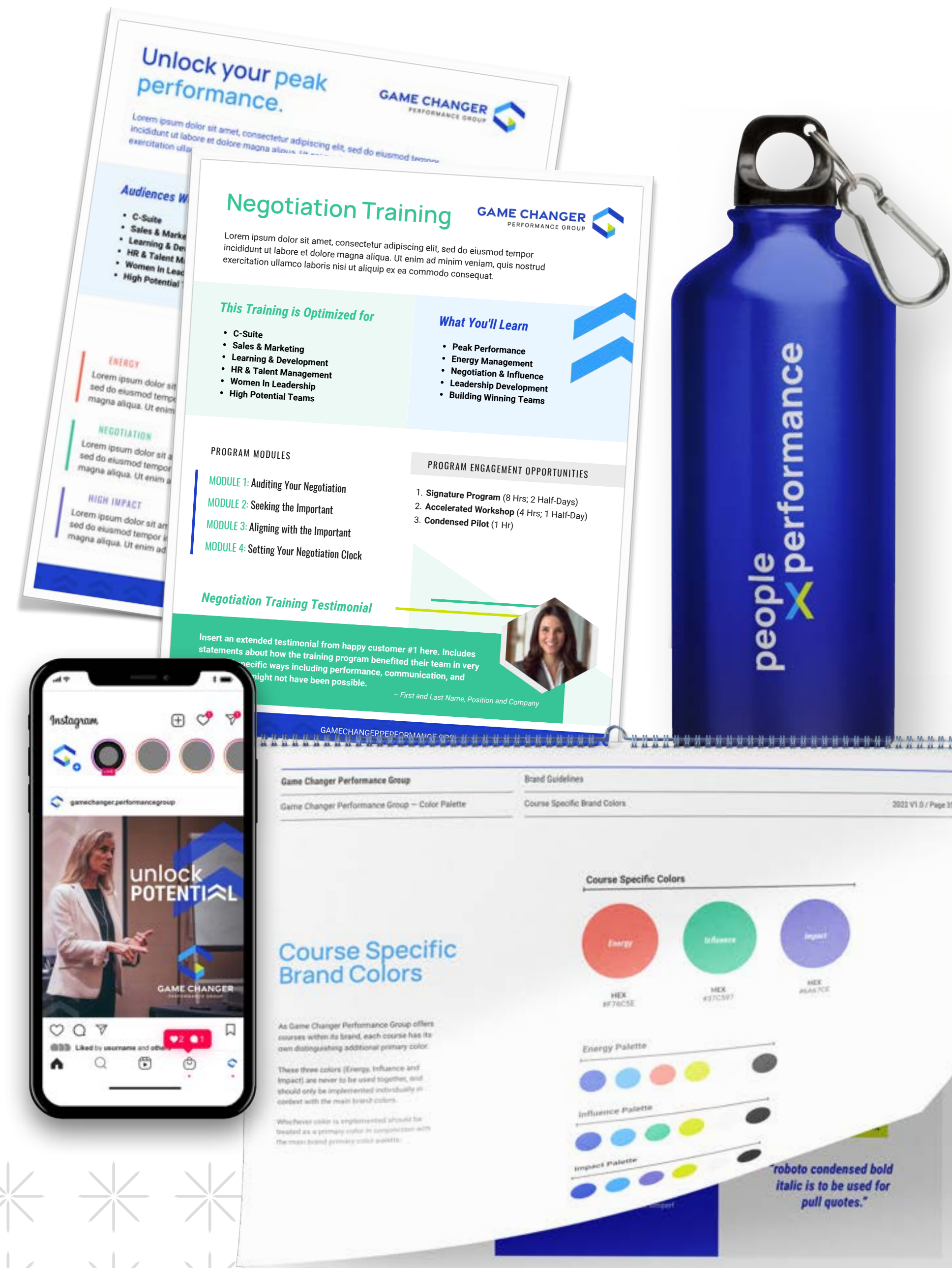
We started by understanding where they are headed and supported them with **a name, messaging, visuals and a presence that propels their vision forward.**



RESULTS

Game Changer Performance Group is now better equipped to target their B2B customers and has the ability to continue scaling their courses and business.

There's no stopping them now.



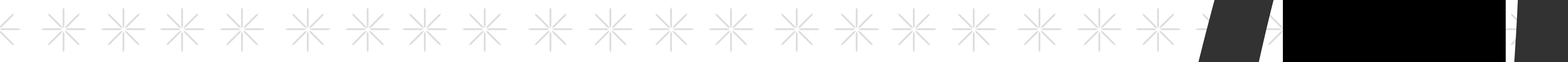
TESTIMONIAL

“The 5by5 team was instrumental in building our B2B brand. They took the time to understand our business goals, ideal customers and brand differentiators.

Their proven process ensured we had a deep level of confidence in the marketing decisions we made along the way, from naming the company, to creating the visual brand, to bringing it to life on the web.

When you work with 5by5 you work with a true partner that will deliver and exceed your expectations.”

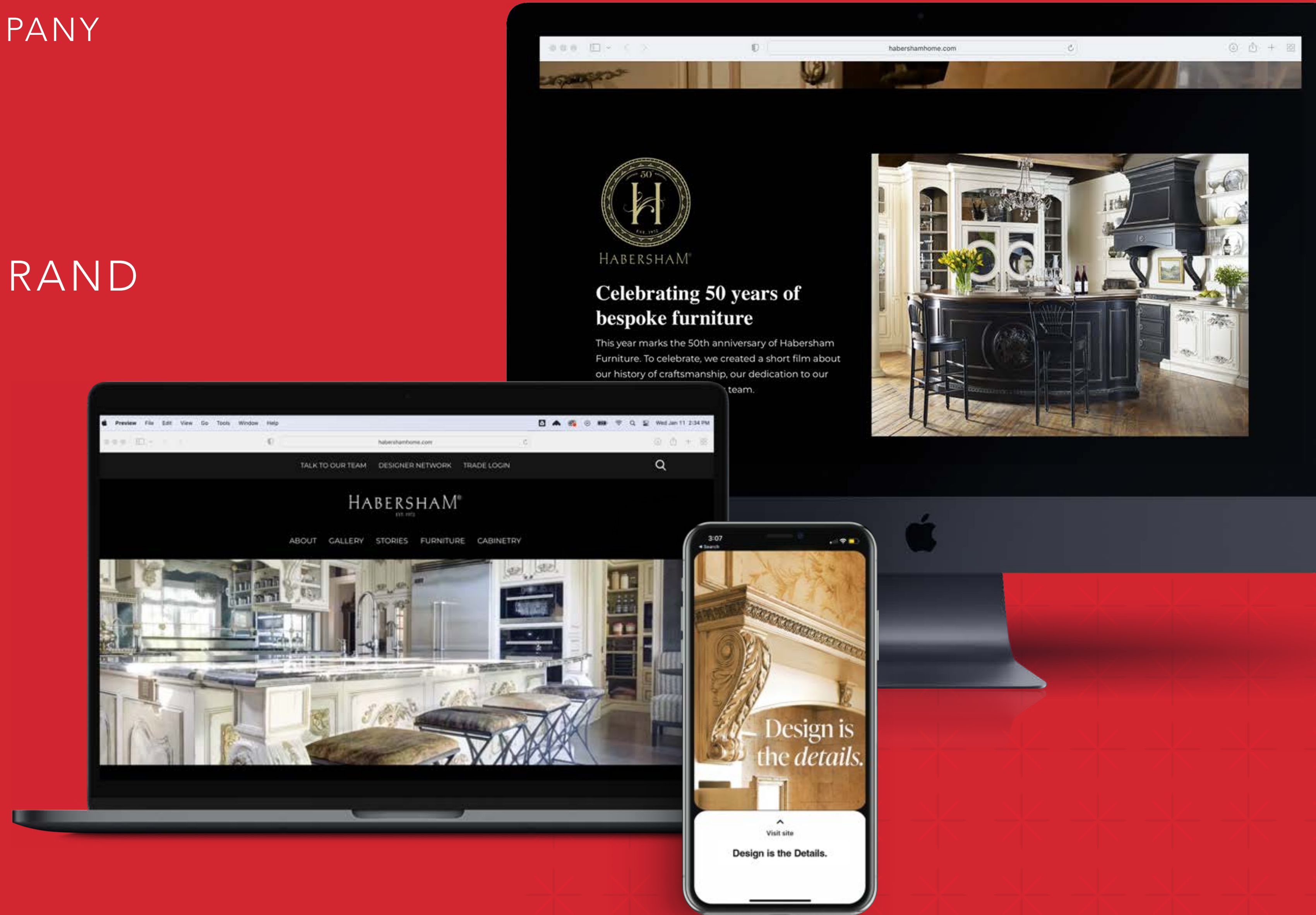
Molly Fletcher, Founder, Game Changer Performance Group



HABERSHAM FURNITURE COMPANY

BESPOKE FURNITURE BRAND
GETS RESULTS WITH
HAND-CRAFTED

digital strategy



PAIN POINT

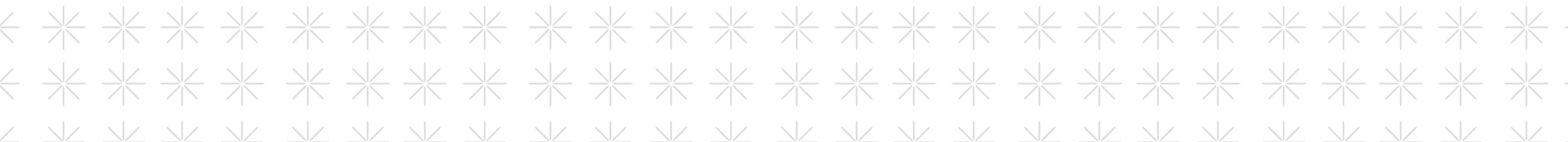


For 50 years, Habersham sold beautiful furniture in showrooms around the world.

When the **showroom went away** they looked to us to find their clients online.



HABERSHAM[®]
FURNITURE CO.

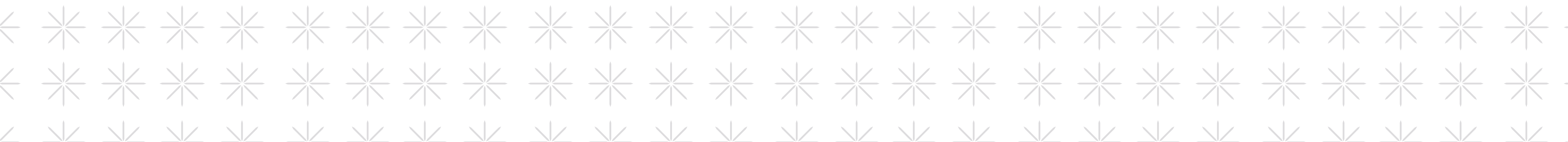
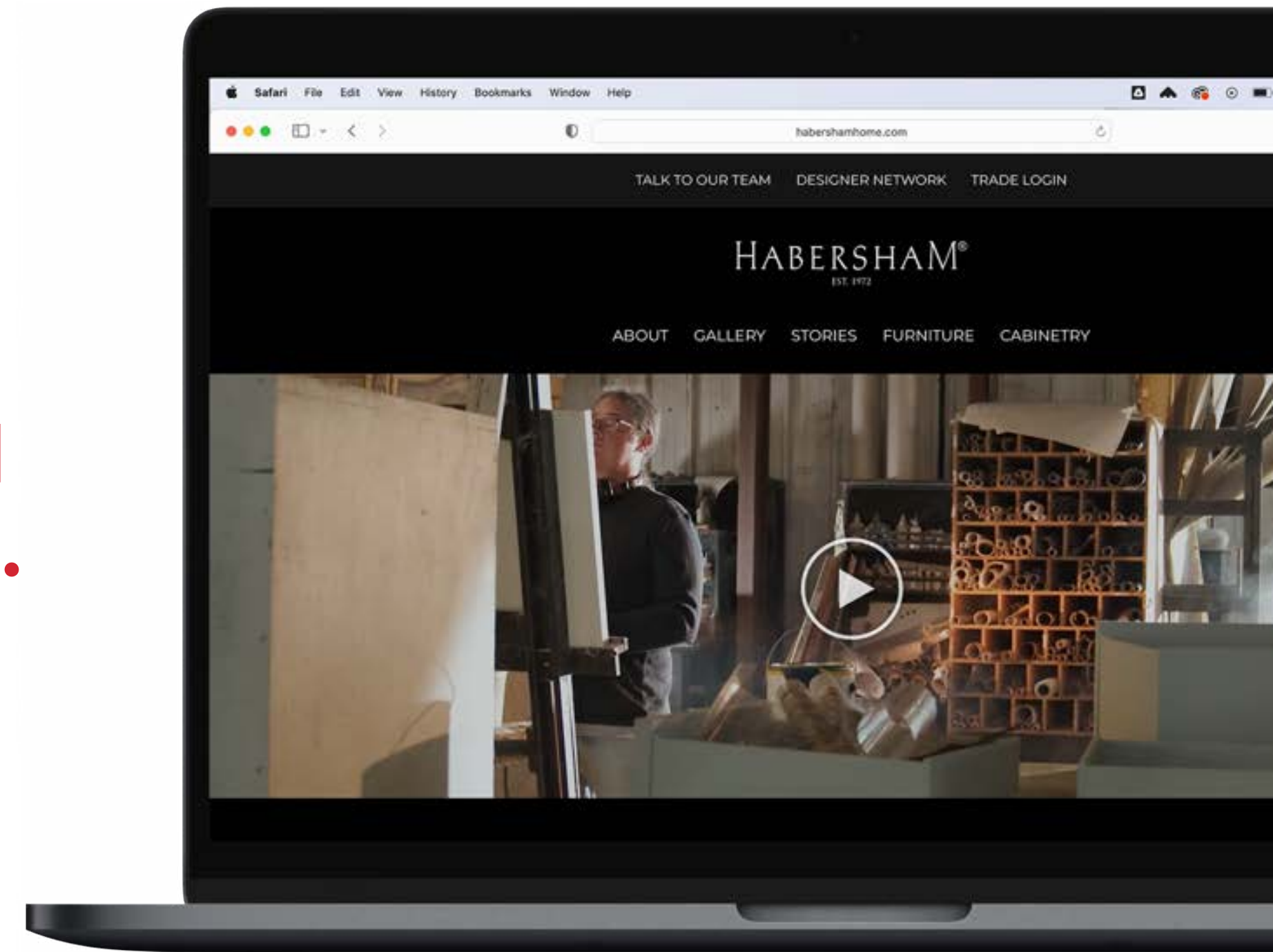


SOLUTION



We put together a plan focused on rebuilding the website to provide an **online show room along with curated landing pages to support advertising.**

From there we targeted their specific audience across digital channels.



RESULTS

While we exceeded expectations with a **6:1 return on total ad spend** across all digital channels...

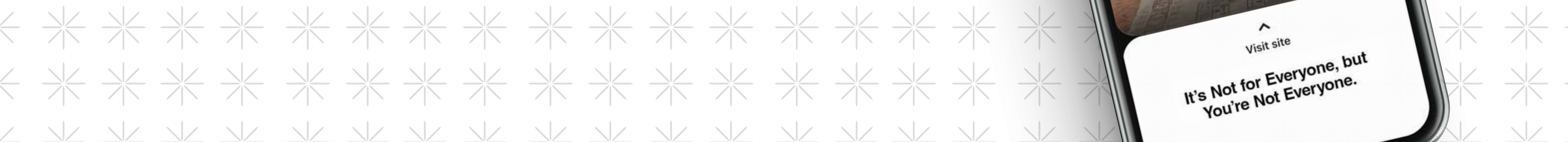
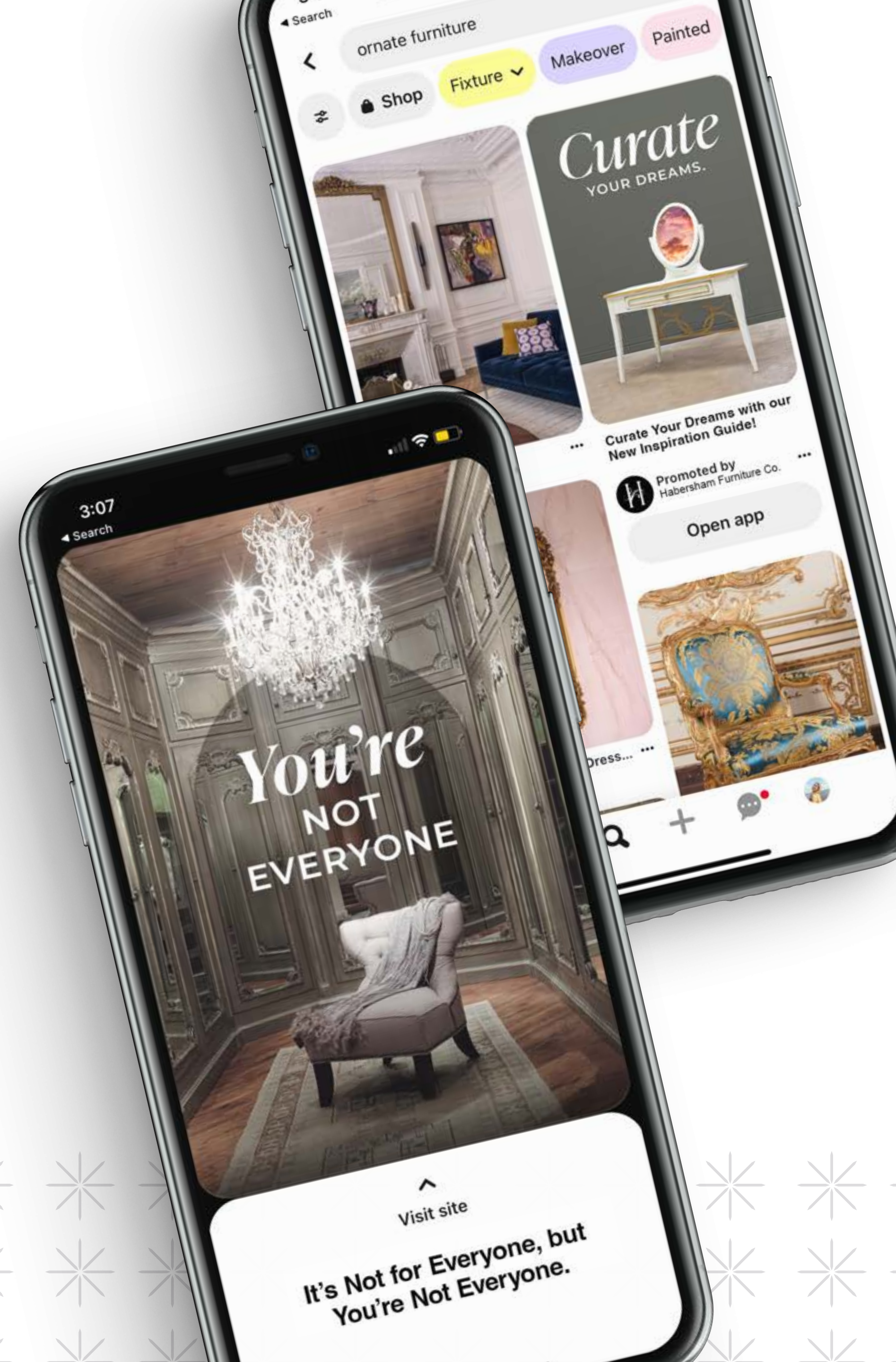
Pinterest won the day providing a

16:1 return

on ad spend, which brought in

+\$500,000

in new orders



TESTIMONIAL

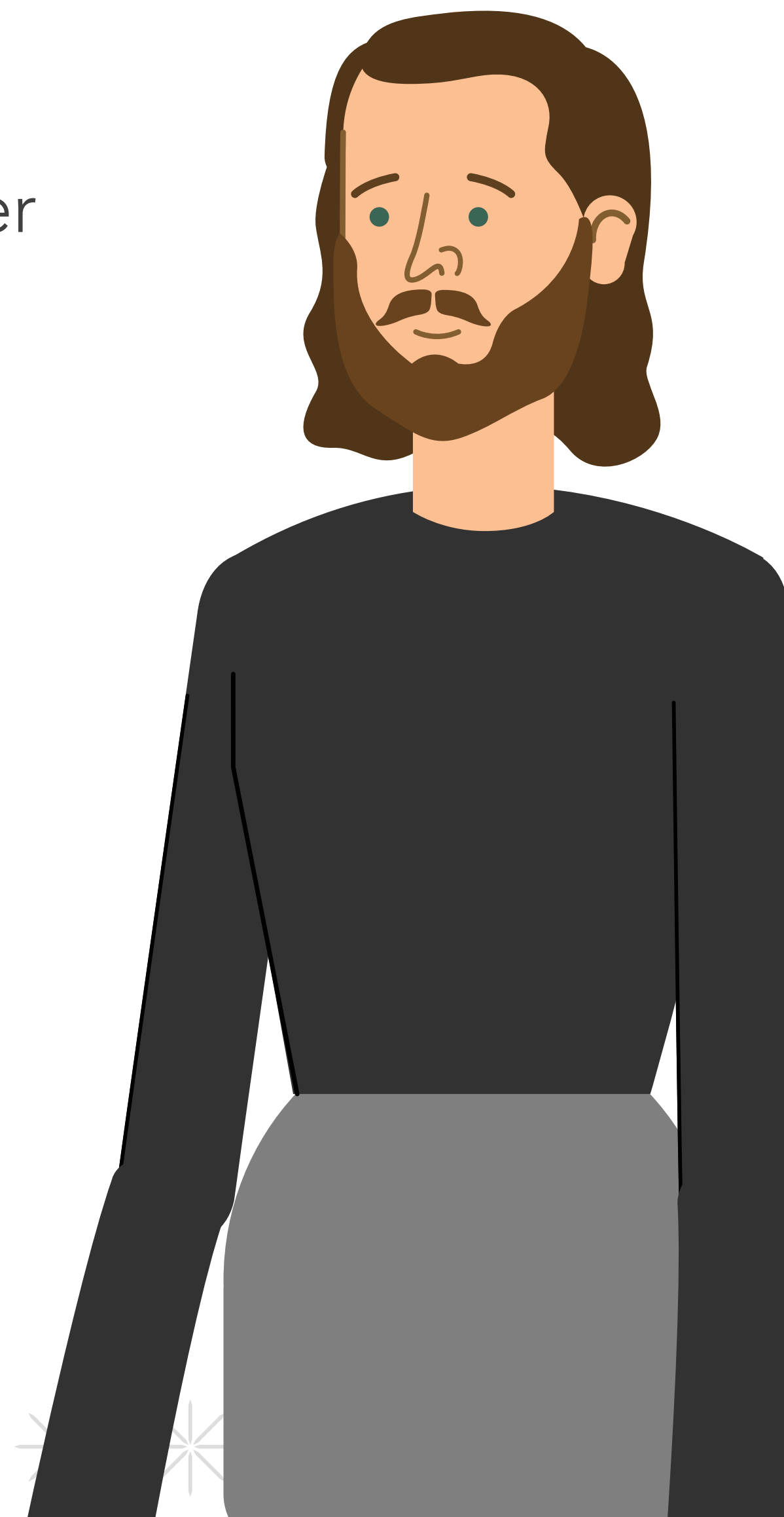


“Working with 5by5 allowed us to tap into a larger team of strategists, creatives, and researchers.

They offered valuable insights into where we could make changes and improve our organizational outreach and spearheaded our 50th-anniversary rebrand.

Working with their team was a real pleasure and a positive investment in our business.”

Brandon Eddy, CMO & VP of Habersham



**Clarity
X Reach
= Results**

LOOKING FOR A CHANGE MAKER PARTNER?

5by5agency.com

