

Utilising Social Media for Consistent Lead Generation

Williams Corporation

2019

\$
\$120M
REVENUE


250
HOMES SOLD

2020

\$
\$314M
REVENUE


577
HOMES SOLD

VS

We took over Williams Corporations social media advertising in August 2019. Their advertising was already successful, but their in-house team were getting too busy and they needed our help if they were going to scale up even further.

Since then, revenue has more than doubled from \$120M to \$314M, even with a national lockdown.

This is a prime example of what predicatable, cost effective lead generation can do for a well run business with a focus on sales and market leadership.

Williams Corporation is successful due to volume of leads, quality of sales people and committed, focussed leadership.

We love working with them.


62,313
TOTAL LEADS

"I'M A CONTROL FREAK, I'M VERY FUSSY ABOUT WHO I LET MANAGE OUR COMPANIES ACCOUNT, WE ENGAGED JAMES AT DIGITAL SIMPLE, HE'S DONE AN ABSOLUTLEY AMAZING JOB."

Matthew Horncastle, Managing Director, Williams Corporation