



Social Consultancy Case Study

BESPOKE FURNITURE BUSINESS



Small Business | Organic + Paid Social | May – July 2026

CASE STUDY - BESPOKE FURNITURE BUSINESS

Building a local brand and turning attention into leads

THE CHALLENGE

A bespoke carpentry and custom furniture business launched its social media presence from scratch, with no established digital audience on Facebook or Instagram.

The business needed to build local visibility, establish credibility and reach potential customers in Paarl and Cape Town without relying on a large advertising budget. The objective was to establish a strong organic foundation while testing whether targeted paid campaigns could move audiences from awareness and profile visits towards direct enquiries.

OUR APPROACH

Social Consultancy built the strategy in three stages:

-  **Build the brand**
Established a consistent visual presence using high-quality content showcasing custom joinery, furniture, storage solutions and home improvement projects.
-  **Build local visibility**
Used geographically focused Meta campaigns to increase visibility and drive relevant audiences towards the business's social profiles.
-  **Generate enquiries**
Shifted the campaign objective towards direct-response Meta instant forms, creating a measurable pathway from advertising to potential customer enquiries.



THE RESULTS

16.4K

Facebook Views
by July 2026

3.1K

Instagram Views
by July 2026

14

Meta Lead form
Enquiries

R26.96

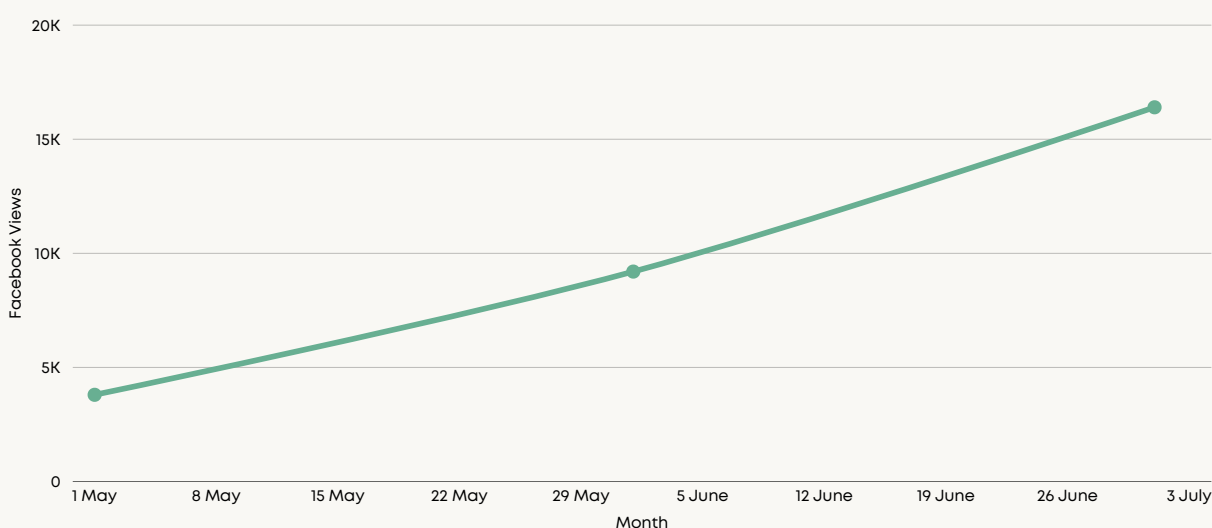
Cost Per
Lead

WHAT THE DATA SHOWED

The business built a measurable digital presence within its first three months. Facebook views increased from **3.8K** during the partial May launch month to **16.4K** in July, while Instagram views increased from **79 to 3.1K** over the same period.

Paid activity provided an additional pathway from visibility to measurable enquiry generation. In July, a R377.47 campaign generated 14 Meta lead form enquiries at R26.96 per lead, demonstrating early potential for direct-response advertising.

The June campaign also generated **972 profile/page visits** at R0.51 per visit, showing that targeted advertising could efficiently move local audiences from exposure towards active interest in the new brand.





THE NEXT OPPORTUNITY

The next stage is to build on this initial momentum with more short-form video and project-led content, including work in progress, joinery details, installation footage and completed project reveals.

Paid campaigns can then be refined around the strongest-performing creative and audiences, while clearer enquiry pathways can help turn growing attention into more trackable business opportunities.

THE TAKEAWAY

Building a digital presence from zero is about more than gaining followers. It is about creating visibility, establishing credibility and giving potential customers a reason to take the next step. By combining consistent organic content with targeted paid campaigns, Social Consultancy helped create that foundation while generating measurable early enquiries for the business.

READY TO PUT YOUR MARKETING TO WORK?

Whether you need a stronger digital presence, a clearer marketing strategy or content that connects with your audience, we can help you turn your business goals into meaningful marketing action.

Let's Start A Conversation About Your Goals:



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