



TMC MARKETING

CASE STUDY

Adrenaline Homes

From Zero Visibility to 365 Leads: How a Full Digital Rebuild Transformed an Innovative Home Builder's Online Presence

INDUSTRY

Housing / Modular Homes

SERVICES

Website Design • Paid Ads
SEO • Social Media

ENGAGEMENT

2025 – Present

Client Overview

Adrenaline Homes is a Kenosha-area home builder specializing in affordable to higher-end modular and manufactured homes. What sets them apart in the industry is their immersive buying experience — a state-of-the-art showroom that projects full-scale floor plans so customers can physically walk through and feel out the space and layout of a home before it’s ever built. They also offer virtual reality home tours that let buyers see how their homes will look fully furnished.

Despite offering an innovative product and a genuinely unique customer experience, Adrenaline Homes’ digital presence wasn’t matching the quality of their business when TMC Marketing came on board in mid-2025. While the previous agency’s Facebook ads were bringing in some leads, the broader strategy was falling short — no search visibility, no content creation support, and a website that wasn’t built to convert.

365	\$1.00	1,064	4
Leads Generated	Cost per Lead	Google Clicks	Keywords in Top 3

The Challenge

When Adrenaline Homes approached TMC Marketing in mid-2025, they were dealing with the aftermath of an agency relationship that hadn’t delivered. Their previous marketing partner had failed to build the digital infrastructure needed to generate leads or drive visibility online. Specifically, the business was facing:

- 1. **Limited Lead Generation:** The previous agency’s Facebook ads were generating some leads, but there was no broader funnel or conversion-optimized website to scale them.
- 2. **Zero Search Visibility:** Key terms like “housing showroom,” “modular homes,” and “prefab homes” weren’t ranking at all — the site simply wasn’t appearing in results.
- 3. **An Underperforming Website:** The existing site wasn’t optimized for conversions and failed to showcase the company’s unique showroom and VR capabilities.
- 4. **Frustration with Previous Agency:** The client described the experience as “a lot of talk.” Social media had been offered but required the client to film all their own content. They needed a partner who could execute — and handle everything.

TMC Marketing's Strategy

TMC Marketing took a comprehensive approach — rebuilding Adrenaline Homes' entire digital presence from the ground up. Rather than patching what the previous agency had left behind, TMC designed and executed a full-stack digital marketing strategy spanning four key pillars.

Website Rebuild: A Conversion-Ready Foundation

TMC designed and built a brand-new website from scratch, optimized for lead capture, search visibility, and user experience. The new site showcases Adrenaline Homes' full-scale floor plan showroom and VR home tour capabilities — giving potential buyers a compelling reason to engage before they ever visit in person.

Paid Advertising: Facebook Lead Generation

TMC launched targeted Facebook ad campaigns focused on lead generation for the Kenosha and surrounding markets. The strategy emphasized high click-through rates and low cost per lead through continuous creative testing, audience refinement, and conversion-optimized landing pages.

SEO: Building Search Visibility from Zero

With no pre-existing search presence, TMC implemented a ground-up SEO strategy targeting high-intent keywords like “modular homes,” “prefab homes,” and “housing showroom.” This included on-page optimization, technical SEO improvements, content development, and local search targeting.

Social Media Management: Full-Service Content Creation

Unlike the previous agency — which had offered social media management only if Adrenaline Homes filmed all their own content — TMC handles everything: filming, editing, and posting across Facebook, Instagram, and LinkedIn with a consistent content calendar that builds brand awareness and supports lead generation.

Results: Lead Generation

The most immediate and impactful result of TMC’s work has been the lead generation engine built through Facebook advertising. In under nine months, the campaigns have delivered:

365

Leads generated through Facebook advertising at an average cost of just **\$1.00 per lead** — dramatically scaling what had been a limited ad-driven trickle into a consistent, high-volume source of qualified prospects.

Facebook Ads Performance

TMC’s paid advertising strategy delivered consistently strong performance metrics, with click-through rates and cost efficiency that significantly exceed industry benchmarks for the housing sector.

Metric	Value	Growth
Click-Through Rate (CTR)	6.65%	↑ 100%
Cost per Lead	\$1.00	From \$0
Average CPC	\$0.47	Highly Efficient
Total Leads	365	↑ Scaled
Unique People Reached	82,306	↑ 97%

Social Media Growth

	Facebook	Instagram
Page Follows / Reach	123 (↑273%)	24,122 (↑553%)
Post Engagement	7,686 (↑100%)	66 (↑2,100%)
Non-Paid Reach	9,245 (↑1,333%)	—
Reel Engagement	—	212 (↑100%)

Results: SEO Turnaround

Perhaps the most dramatic transformation has been in organic search. When TMC took over, Adrenaline Homes had essentially no search visibility — their most important keywords weren’t even in Google’s top 100 results. Within nine months, TMC built a search presence from nothing into a competitive force in the housing industry.

1,064	11,334	9.39%	15.2
Google Clicks	Impressions	Click-Through Rate	Avg. Position

Keyword Ranking Improvements

The keyword ranking data tells the clearest story of TMC’s SEO impact. Multiple high-value terms moved from completely invisible to page-one positions:

Keyword	Starting Rank	Current Rank	Change
Housing Showroom	Not in Top 100	Position 1	+99
Kenosha VR Home	Not in Top 100	Position 1	+99
Modular Homes Kenosha	Position 37	Position 2	+35
Prefab Homes Near Me	Position 34	Position 2	+32
Manufactured Homes	Position 64	Position 11	+53

Semrush Keyword Portfolio

4	4	5	15	0
Top 3	Top 10	Top 20	New Keywords	Lost Keywords

Building 15 new keyword rankings with zero lost keywords demonstrates the strength of a well-executed SEO strategy. For a business that started with no search presence at all, these results represent a fundamental transformation in how Adrenaline Homes is discovered online.

The Bigger Picture

What makes the Adrenaline Homes engagement particularly notable isn't just the individual metrics — it's the speed and completeness of the transformation. In under nine months, TMC Marketing took a business with limited lead generation, no search visibility, and a website that wasn't working — and built an entire marketing engine from scratch.

	Before TMC	After TMC
Lead Generation	Limited ad-only trickle	365 leads at \$1.00 CPL
Google Visibility	Not in Top 100	4 keywords in Top 3
Website	Underperforming	Custom-built for conversions
Social Media	Client had to film content	Full-service by TMC
Search Clicks	None tracked	1,064 organic clicks
Keyword Portfolio	0 rankings	15 new keywords

This case demonstrates exactly what happens when execution replaces empty promises. Adrenaline Homes didn't need more talk — they needed a marketing partner who could build the infrastructure, run the campaigns, and deliver measurable results. That's what TMC Marketing does.

Ready for a digital marketing partner that delivers?

Contact TMC Marketing to learn how a full-stack digital strategy can transform your business — from website design and paid advertising to SEO and social media.

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