

HYPOTHETICAL CASE STUDY · 2024/2025

Stillwater Interiors

A lead generation proposal for a residential interior design studio in Singapore.

PREPARED BY
Velox Media

PROGRAMME
Closing Catalyst

DURATION
3 months

What this plan covers

01 Client profile

03 Goals

05 SWOT analysis

07 Timeline

02 How the plan was built

04 The numbers

06 Campaign plan

08 Assumptions and limits

A strong reputation. An unpredictable pipeline.

Stillwater Interiors is a Singapore interior design studio known for calm, considered homes. Most new work comes from referrals and general enquiries. It wants a steadier flow of clients who suit its style.

Uneven enquiry volume

Lead flow rises and falls month to month, which makes staffing and revenue hard to plan.

Mixed lead quality

Many enquiries come from people whose taste or budget does not match a calm, high-end studio.

Limited online reach

The website shows the portfolio well but does not bring the right audience to it.

Reliance on referrals

Referrals are valuable, but they cannot be scaled or scheduled.

Unclaimed position

The studio wants to be the first name people think of for a calm, sanctuary-like home.

Stillwater Interiors is a fictional studio. This is a hypothetical case study, not a record of results.

Behaviour first, then everything else

The plan follows the same three steps as every Velox Media plan. Each campaign choice below traces back to the first two.

01

Identify buyer behaviour

Homeowners compare several quotes and worry most about hidden costs and small items that swell the final bill.

02

Find why and where they buy

They plan during the months before key collection, and they research on Instagram and Facebook long before they call anyone.

03

Convert it into how they buy from you

Useful guides on budgeting and style first, proof from past clients next, and a clear offer with a quote that holds.

What we will measure, and against what

+30% qualified leads

Leads that ask for a calm, refined design and have a project budget above S\$10,000.

−20% poorly matched calls

Less time spent on first consultations with leads outside the studio's style or budget. Measured by average call length and the share of unqualified leads.

+15% qualified form submissions

Qualified leads arriving through the website contact form and the Level 1 lead capture form.

Stronger recognition

Qualitative. Tracked through brand mentions where they can be traced, and feedback gathered in first consultations.

These are targets, not outcomes. Each is measured against a baseline we record in the first week.

Today versus the proposed programme

	CURRENT	PROPOSED
Lead source	Purchased leads, paid for per lead	Own campaigns on Meta, run by Velox Media
Lead detail	Semi-qualified, with little or no information	Leads answer a short chat on style and budget before they reach the studio
Qualified leads	About 20% of purchased leads fit the studio	Estimated 5 qualified leads a month
Landing page bounce rate	75%	60%
Organic website traffic	300 visitors a month	500 visitors a month
Average time on page	60 seconds	120 seconds
Conversion rate	0.5%	1%
Share of conversions that qualify	20%	25%

Proposed figures are planning estimates. They depend on creative testing, the studio's response time and market conditions, and are not guaranteed.

Stillwater Interiors today

Strengths

- Creative design expertise
- Understanding of the Singapore market
- Strong portfolio

S

Weaknesses

- Limited brand awareness
- Low quality of purchased leads
- A sales process that takes a lot of time and people

W

Opportunities

- A growing base of new homeowners
- Rising interest in personalised homes
- Digital channels the studio has not yet used well
- Partnerships and collaborations

O

Threats

- Intense competition
- Price-sensitive buyers
- Economic downturns
- Shifting design trends
- Negative reviews or reputation damage
- Rising operating costs
- Inefficient purchased leads

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Trust-builder campaign on Meta

Always-on content that keeps the studio in front of the right homeowners while they plan.

Value content

A free downloadable pricing guide, supported by five topics: common problems to watch for with your next designer; budgeting your own renovation; how to avoid being overcharged, and how we avoid it; affordable essentials for small homes, with real prices; and a style checklist ending in a quiz.

Client testimonials

Three angles: how the studio handled communication and expectations; whether the result was worth the investment; and how the finished home compared to the original idea.

Call to action

A free download, with one version for owners of compact homes and one for design-led buyers.

Demonstration

Detailed space planning; homes that adapt as families change; the small details that make a room; and design for wellbeing.

Main offer ad on Meta

BEAT	SCRIPT
Hook	Designing your home should be demanding. It shouldn't be distressing.
Problem	Small line items keep adding up, and the home you planned starts to feel out of reach.
Pressure	So you give up the details you cared about — the reading lamp, the starry-sky ceiling — to keep the wardrobes and lighting you need.
Consequence	The flat is finished, but it doesn't feel like yours. And your trust in your designer has gone with it.
Turning point	Work with a team that spots problems before they cost you, and tells you plainly what is and isn't possible. Scene: a designer calls — "The floor tile shipment is late. Here's the plan."
Offer	Stillwater Interiors: a detailed design process, care over the small things, and a quoted price that holds unless the scope changes.
Close	Ready to start? Fill in the form below and book a consultation with our team.

The fixed-quote line runs only if the studio confirms, in writing, that it can honour it.

Path to launch

01

Discovery

We explore needs and wants and agree what success looks like.
Output: discovery slides.

02

DNA mapping

We explore possible designs, including a website redesign concept. Output: prototype files and up to three revision meetings.

03

Approval

Finished content is presented to you. Nothing runs until you approve it.

04

A/B testing

20% of the first month's ad spend is used over one week to find the best pairing of creative and copy.

05

Launch

The strongest creative and copy pairings go live as the final campaign.

What this plan does not promise

No guaranteed volumes

Lead and traffic figures are estimates built on the assumptions shown. We report actuals against them every month.

Speed of follow-up matters

Qualified leads lose interest quickly. Results assume the studio replies to new enquiries within one working day.

Platform costs move

Meta sets the price of ad space. If costs rise, we tell you before changing anything.

Your approval first

No campaign goes live, and no plan changes, without your sign-off.



Ready to see whether this fits?

A 30-minute call is enough to check the numbers against your studio, and to tell you honestly if we are not the right partner.

[Book a Free Strategy Call ↗](#)