

PREPARED FOR

Buck Steel

From a Lead-Quality Problem to a Multi-State Verified Pipeline

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ACCOUNT SNAPSHOT

INDUSTRY

B2B — Steel Buildings & Construction

BUSINESS MODEL

High-Ticket Commercial Metal Buildings

PLATFORM

Google Ads

WEBSITE

bucksteel.com

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1. The Client

Buck Steel is a Florida-headquartered manufacturer of pre-engineered, red-iron, I-beam, commercial-grade metal buildings. The product is high-ticket and long-sales-cycle -- buildings range from 2,400 square feet up to 24,000+ square feet, engineered to withstand environmental extremes (180 mph wind loads, 100+ psf snow loads) and certified to state-specific building codes (Florida Building Code, Miami-Dade hurricane standards, regional snow codes).

Buck Steel's buyer is the kind of buyer who calls before they fill out a form. Warehousing operations, manufacturing facilities, aviation hangars, retail flex space, agricultural buildings -- the projects that justify a serious metal building are commercial decisions, not impulse purchases. Marketing's job is to put Buck Steel in front of the right buyer at the right moment, then deliver a lead that has the actual budget and authority to move.

At a glance

- Category: Commercial pre-engineered red-iron steel buildings
- Buyer profile: Commercial buyers — warehousing, manufacturing, aviation, agricultural, retail flex
- Engineering specs: 180 mph wind loads, 100+ psf snow loads, building-code certified per state
- Headquarters: Florida (with regional offices supporting expansion markets)
- Primary contact: Glenn Buck, Owner

BrandRocket has managed Buck Steel's Google Ads since February 2022 — four years of continuous management as the operation scaled from a single-state Florida program into a multi-state national architecture.

2. What He Came To Us With

Glenn Buck reached out to BrandRocket because of a lead-quality problem.

The pre-BR Google Ads account was producing a steady volume of inbound conversions -- form submissions and phone calls -- but the leads weren't qualified. Wrong-application inquiries (residential buyers looking for steel barns when Buck Steel sells commercial structures), wrong-geo inquiries (out-of-state requests for buildings the operation couldn't deliver), bargain-hunters who couldn't afford the product, spam form fills. The sales team was burning hours triaging unqualified leads while the conversion dashboards looked perfectly healthy on the surface.

That's the operating problem Glenn brought to BrandRocket: *fewer leads of higher quality, not more leads of any quality*. The case study is the four-year story of what that has produced.

3. Phase 1 — The Florida Proven Model (2022-2024)

The first three years of BrandRocket management focused on getting the Florida operation right. Florida is Buck Steel's home market, the highest-volume territory, and the natural place to refine the playbook before exporting it.

We rebuilt the campaign structure around the way commercial buyers actually search for steel buildings -- by product type (metal buildings, steel buildings, red iron buildings, pre-engineered metal buildings), by application (commercial, warehouse, manufacturing, aviation hangar, agricultural), by geography (city-specific and state-wide), and by competitor name. We layered in continuous search-term review with a documented rubric that filters wrong-application, wrong-geo, and residential queries at the source. We added Brand protection. We dialed the bid strategy and budget allocation to the segments where commercial buyers actually convert.

By 2023-2024, the Florida operation was running at a stable, predictable cost-per-lead -- the proven model BrandRocket could then export into other states.

4. What We Engineered — End-to-End Lead-Quality Verification

Buying a steel building is a long-cycle, high-ticket commercial decision. The buyer who eventually closes is fundamentally different from the buyer who form-fills and disappears. To get a paid acquisition program optimizing for the right buyer, we engineered a multi-layer lead-quality verification system.

Layer 1 — CallTrackingMetrics integration with state-specific local phone numbers

We integrated **CallTrackingMetrics (CTM)** with the Google Ads account. Every state landing page carries a unique, state-specific local phone number — Florida (954), North Carolina (704), Texas (713), Colorado (303) — that routes to Buck Steel through CTM and records the source campaign, ad, and keyword for every call. Glenn specifically requested local numbers over toll-free 866 numbers based on his read that under-55 commercial buyers warm up to local-area calls more readily; CTM made that possible without losing attribution.

Layer 2 — Manual call grading on every inbound call

BrandRocket listens to every inbound call. Each call is graded for lead quality — qualified commercial buyer, wrong-application (residential), wrong-geo, price-shopper, or spam. Those quality verdicts feed the search-term review process: keywords that produce qualified calls get reinforced; keywords that produce wrong-application or wrong-geo calls get filtered out via negative-keyword rules.

Layer 3 — Search-term rubric automated against the quote-form dimension list

Buck Steel's request-a-quote form has a defined dropdown of building applications it sells. We built a search-term review rubric anchored to that exact list — so any search query that doesn't map to a Buck Steel-sellable building gets flagged for negative-keyword consideration. This is a continuous source-level filter, not a periodic clean-up.

Together, these three layers mean every paid click is filtered upstream (search-term rubric), measured precisely (CTM with state-specific numbers), and graded downstream (manual call review). The signal that feeds the next budget decision is qualified commercial-buyer intent — not raw form-submission volume.

5. What We Engineered — Multi-State Architecture

Once the Florida operation was running at a proven cost-per-lead, BrandRocket extended the model into a multi-state architecture.

State-by-state expansion

State	First Spend Month	Role in the Multi-State Picture
Florida (home)	February 2022	Proven model, highest volume
North Carolina	February 2025	First out-of-state expansion
Tennessee	March 2025	Second expansion market
Texas	May 2026	Largest new market — Hill Country, hail-resistant specs
Colorado	May 2026	Mountain market — snow loads, Denver metro
Nevada	May 2026	Desert market
Idaho	May 2026	Mountain West

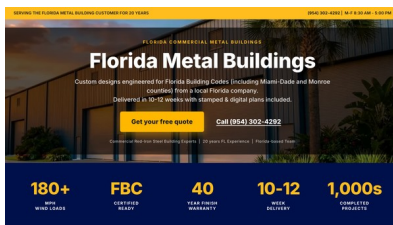
Each new state launch runs the same playbook: catchment-aware geo targeting, state-specific landing page (see next section), CTM-tracked local phone number, and the same search-term rubric tuned to the local market's quote-form dimensions. The deployment process itself is codified -- BrandRocket built a custom Google Ads campaign-deployer that handles the API-level work of standing up a new state campaign, including geo-constant resolution and verification that catches deployment errors before they spend budget.

The deployment system is the architecture. New states plug in. The next markets in the pipeline (a Kansas analysis is currently with Glenn for review) will follow the same path.

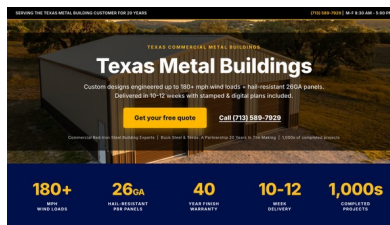
6. What We Built — State-Specific Landing Pages

Multi-state advertising only works if the landing page the click hits actually speaks to the state's buyer. A Texas commercial buyer worried about hail-resistance does not want to land on a generic 'metal buildings' page that doesn't mention 26-gauge panels. A North Carolina buyer at the mountain-coastal seam needs to see both wind-load and snow-load specs. A Florida buyer needs to see Florida Building Code certification.

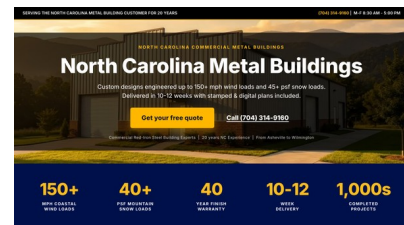
BrandRocket built dedicated state landing pages for every market in the multi-state architecture. Each landing page runs on the same template — same hero structure, same yellow CTA pattern, same stats bar, same trust block — but every data point is customized to the state's environmental and regulatory reality. Same architecture, state-specific content.



FLORIDA



TEXAS



NORTH CAROLINA

Each page carries a state-specific local phone number tied to the CallTrackingMetrics system — so every call from a state-targeted ad lands in the call-grading queue with the source campaign, ad, and keyword attached. The landing-page architecture and the call-quality verification system are designed as one continuous funnel: the right buyer sees the right page, calls the right local number, and gets graded the moment they hang up.

With the state landing pages deployed across the multi-state markets, the architecture is in place for the next phase of multi-state scaling.

7. The Four-Year Picture

The defining shift across four years of management is the lead-mix transformation -- from a high-form-submission profile that produced unqualified inbound to a phone-call-led profile of higher-intent commercial buyers.

Phone calls — monthly rate vs. engagement baseline

Period	Phone calls per month vs. baseline
Engagement start (2022 partial)	Baseline
2023	Approximately 1.7x baseline
2024 (Florida program peak)	Approximately 5.4x baseline
2025 (multi-state expansion year)	Approximately 1.8x baseline
2026 YTD (Jan-May)	Approximately 2.9x baseline
Recent 3 months (Mar-May 2026)	Approximately 2.2x baseline

The 2024 peak — over 5x the engagement-start phone call rate — established what the Florida operation could produce at maturity. 2025 normalized as multi-state expansion absorbed budget into ramping markets. 2026 is rebuilding toward the 2024 peak with the multi-state architecture now carrying the load.

Lead-mix shift — calls up, forms down

Over the same four years, the lead mix has shifted toward phone calls (higher-intent, commercial-buyer-aligned) and away from form submissions (mixed-intent, includes the spam and wrong-application volume the search-term filter is designed to strip). This is the lead-quality story showing up in the data: fewer raw form submissions, more phone calls from buyers serious enough to pick up the phone — which is the exact buyer Buck Steel actually closes.

8. What This Means For The Business

After four years of BrandRocket management:

- The lead-quality problem that brought Glenn to BrandRocket has been addressed structurally — every paid click is filtered through the search-term rubric, every call is graded for quality, and the bidding signals feeding Google Ads optimization are qualified-buyer signals, not raw form-submission noise.
- The Florida operation has been refined into a proven model with a predictable cost-per-lead at the engagement-mature run rate.
- Multi-state architecture has been engineered and deployed across seven markets (Florida, North Carolina, Tennessee, Texas, Colorado, Nevada, Idaho).
- State-specific landing pages — built on a shared template with state-customized environmental specs, building-code references, regional imagery, and local CTM phone numbers — are deployed and live across the multi-state expansion.
- Phone call volume has roughly doubled from the engagement-start baseline, with the lead mix shifting toward higher-intent calls from serious commercial buyers.
- The deployment system, search-term rubric, CTM call-grading workflow, and landing-page architecture are all codified — every new market plugs into the same architecture.

The foundation is built. The next phase is scaling — taking the proven model and the multi-state architecture into the next round of markets, with the lead-quality verification system carrying the full funnel from search-term filtering through call-by-call grading.