



Case Study: How Turlock Motors Turned \$1K into \$30K+ with Video Funnels

Client: Turlock Motors Inc.

Industry: Cargo & Dump Trailer Sales

Location: Turlock, CA

Services Provided: Website Redesign (Wix), Animated Promo Video, Google Ads Campaign, Funnel Automation

The Challenge

Turlock Motors had solid word-of-mouth sales, but no digital presence that could scale. Their website was outdated, mobile-unfriendly, and they weren't running any digital ads. They needed visibility, trust, and measurable results.

The Lightspeed Solution

- 1. Website Redesign:** Mobile-first, SEO-optimized Wix site with a modern trailer inventory and clear CTAs.
- 2. Custom Animated Ad:** 30-second high-impact promo optimized for Google Ads & social media.
- 3. Google Ads + Automation:** Local search + retargeting ads connected to a CRM via Zapier for instant lead follow-up.

Results (Over 6 Months)

Metric	Result
Active Website Users	1,455
Total Tracked Events	18,900
Conversions (Calls, Forms)	116
Units Sold	3–4
Avg. Sale Price	\$8,000–\$12,000
Revenue Generated	\$30,000+
Ad Spend	\$1,000
Funnel Setup	\$2,000 (pilot pricing)
Estimated ROI	10X+

Client Testimonial

"We sold multiple trailers directly from the leads these ads brought in. The video gave us the credibility we needed online."

— Turlock Motors Sales Team

New Funnel Pricing

Due to demand and results like this one, our new pricing for a complete automated animated ad funnel is now **\$4,950 setup** with optional ad management at \$500/month. Includes full funnel design, animation, targeting, automation, and reporting.

Ready to Launch a Funnel Like This?

■ Book your free strategy call today at www.lightspeedgraphics.com or call us directly.