B2B · B2C · MANUFACTURING · EMBEDDED GROWTH

Royal Tent USA.

How Chimera Marketing operated as the embedded growth team for a California-based heavy-duty tent manufacturer — running seven distinct workstreams in parallel and converting $20,000 in paid acquisition into $325,000 in commercial tent unit sales across B2B and B2C channels.

Website · Social · Media Buying · Email · Outreach · Print Design

royaltentsusa.com · Manufactured in California, USA

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01 — THE CHALLENGE

A heavy-duty manufacturer *competing against middlemen.*

Royal Tent USA manufactures heavy-duty stretch, frame, pole, and pagoda tents from a California facility, shipping nationwide. These are not consumer products. A single commercial tent unit sells for between $1,000 and $7,000+, and the buyers — event rental companies, hospitality groups, venue operators, construction firms, churches, government agencies, and serious individual buyers — treat the purchase as a capital decision. They research for weeks. They compare specifications. They expect to speak with manufacturers, not order-takers.

The market, however, was working against them. The category had been overrun by **middlemen and resellers** who marked up imported tents, ran high-volume digital advertising, and dominated organic search results. Royal Tent USA was the genuine manufacturer — but in the buyer's experience, it was indistinguishable from the dozen lookalike storefronts cluttering the category. Without a structured go-to-market presence, the manufacturer was losing the awareness battle to companies that did not even make their own product.

> *"The hardest position to occupy in any category is being the real version of what everyone else is pretending to be. You have to show up everywhere — and you have to look more credible than the people who are louder."*

THE CORE PROBLEMS

- → **Lost in a sea of resellers.** The real manufacturer was being out-marketed by middlemen who imported product, marked it up, and dominated digital channels with bigger ad budgets.
- → **A long, multi-touchpoint buying cycle.** Tent buyers research for weeks. A single ad cannot close a $5,000+ unit purchase. The brand needed to be present across every stage of the consideration journey.
- → **Two distinct buyer types, one operation.** B2B buyers (rental companies, venues, hospitality) demanded specifications, catalogues, and direct sales conversations. B2C buyers (estate owners, event hosts) needed simpler creative and faster paths to quote. One go-to-market motion had to serve both.
- → **No outbound capability.** Inbound marketing alone could not reach the largest enterprise opportunities. Rental fleets and large venues are won through direct relationships, not Meta ads.

02 — THE STRATEGY

Be everywhere the buyer is.
For as long as the buyer is buying.

The strategic decision was to reject the single-channel model entirely. A heavy-duty tent purchase is not won by a single ad — it is won by **showing up at every stage of a multi-week consideration journey**, on every channel where the buyer might be looking, with the right message for the stage they are in. A rental company evaluating a fleet expansion does not see one ad and place an order; they see the brand on LinkedIn, read a newsletter, click a Google ad, browse a brochure, get a cold call, see a Meta retargeting ad, request a quote, and finally close. Chimera built for all of it.

The architecture that emerged was a **seven-workstream omnichannel operation**. Inbound demand capture through paid media on Meta and Google. Awareness and credibility-building through LinkedIn growth and a LinkedIn newsletter aimed at the rental and hospitality industries. Continuous mid-funnel engagement through Facebook and Instagram content. A complete email marketing sequence for nurturing leads through the multi-week sales cycle. Direct outbound through two in-house cold callers Chimera hired and managed to pursue large B2B accounts. And a full set of printable sales collateral — brochures, company profile, complete SKU catalogue — for the offline portion of the sales process. All of it sat behind a website that had been rebuilt with new landing pages, lead magnet pages, and end-to-end conversion optimisation.

> *"Most agencies sell you a channel. We sold Royal Tent a growth operation. Seven workstreams, one team, one outcome — every touchpoint a buyer might have with the brand, designed to move them one step closer to a purchase."*

The creative system carried two angles in parallel — an *aspiration* angle that positioned the product as the premium choice for buyers who cared about how their setup looked, and a *pain-first* angle that spoke directly to rental companies tired of low-quality inventory failing them at events. The aspiration angle won the discretionary buyers; the pain angle won the operators who had been burned before. Together they covered the emotional range of every prospect that came through the funnel.

03 — THE BUILD

Seven workstreams.
One unified growth operation.

What follows is the operational map of every workstream Chimera ran for Royal Tent USA — each one a complete capability, each one delivered in parallel, each one feeding the same unified pipeline. This is not a list of services. It is a working diagram of a fully embedded growth team.

04 — THE RESULTS

Sixty days.
$325,000 in commercial tent sales.

$325K	16.25×	65 UNITS SOLD	$308
SALES	AD SPEND		COST PER ACQUIRED BUYER

Across a sixty-day campaign window, the seven-workstream operation generated **2,500 captured leads** at an $8 cost per lead, qualified down to **1,000 active buyers** at 40% qualification, converted into **100 quote requests**, and closed at **65 tent units sold** — a 65% close rate at the quote stage, which is the real measure of lead quality in a manufactured-goods category. Total revenue: **$325,000** from a $20,000 paid acquisition investment, sitting at a **16.25× return on ad spend** and roughly 1,525% ROI on the campaign portion alone.

The result that matters most to the manufacturer, however, is not the ROAS — it is the **$308 cost to acquire a buyer of a $5,000 average tent unit**. In a category where the buyer evaluates over weeks and the basket is in the thousands, that ratio is the proof that the model works at every link in the chain: the targeting found real buyers, the creative converted them, the nurture held them through the consideration window, and the cold-calling team closed the enterprise accounts that paid advertising alone could never have reached.

ASPIRATION ANGLE
"Upgrade Your Event Setup"

PAIN-FIRST ANGLE
"Stop Losing Clients Due to Setup Issues"

> *"A 16.25× return on $20,000 in ad spend is not a media-buying achievement. It is the compounded result of seven workstreams pulling in the same direction — every channel reinforcing every other channel, every touchpoint moving the buyer one step closer to the close."*