

41 new customers in one season

Not one of them was a customer the year before

I'm Victor. I co-own LJE Landscaping in Hatboro, PA. Last season we did around \$13,000. This season we're closing in on \$30,000. LJE is a small shop. What matters here is the growth, not the size.

We had 50 customers this year. Nine carried over from last season. The other 41 were new.

That happened because I learned to run Meta ads and rebuilt how we market. Now I do it for other local service businesses through Scaled Marketing, LLC.



Victor Lasher, Founder of
Scaled Marketing, LLC

41

NEW CUSTOMERS

\$524

AVG RECURRING CLIENT

<\$600

TOTAL AD SPEND

BOOK A 15-MINUTE CALL

No pitch. I will tell you straight whether ads make sense for your business.

The numbers

	2025	2026
Revenue	~\$13,000	~\$30,000
Customers	29	50
New customers	n/a	41
Ad spend	Almost none	Under \$600

Same crew. Same town. Same services. The difference was marketing.

What a customer is actually worth

This is the part most business owners miss, and it's the reason ads work better for us than anyone expects. Of those 41 new customers, 17 turned into recurring clients. Weekly mowing, all season.

A lead that costs \$16 isn't buying a single \$30 to \$35 lawn cut. It's buying a customer who keeps paying you week after week. The average recurring client was worth \$524 across the season, and those 17 clients add up to roughly \$9,000.

Not every lead turns into a customer. But at \$16 a lead, one recurring client covers the ad cost of about 30 of them. That's what changes the math, and it's why I care more about getting you in front of the right people than about looking busy.

The snowstorm

January 22nd. A storm was coming, so I went hard on organic content and boosted a post for about \$15. I wasn't running real campaigns yet. I barely knew what I was doing.

Twelve to fifteen people reached out for snow removal in a matter of days. Far more than we were equipped for. We were under-manned and spent a long time digging people out by hand.

8

of those snow customers came back in April as weekly mowing clients

One storm, one post, and a book of recurring business that carried the whole spring.

Those eight storm clients are nearly half of our 17 weekly clients. At \$30 to \$35 a cut, they were worth roughly \$240 to \$280 a week once mowing season started. That's why I build campaigns around what a customer is worth, not what the first job pays.

What I can show you

Under \$600 in total ad spend across the season. The five ad sets below spent \$360 and produced 22 tracked leads, about \$16 each. Straight from Meta Ads Manager, unedited.

Ad set ↑↓	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressio... ↑↓	Reach ↑↓
6 Video Ads	15 Leads (Form)	\$16.44 Per Lead (Form)	Using campaign...	\$246.59	8,666	3,985
Text Ad w/ Graphics	2 Leads	\$9.03 Per Lead	Using campaign...	\$18.06	430	295
July 4th Limited	2 Leads (Form)	\$15.95 Per Lead (Form)	Using campaign...	\$31.89	1,199	654
Text Ad	1 Lead	\$8.99 Per Lead	Using campaign...	\$8.99	212	172
Ben & Victor Vids	2 Leads	\$27.40 Per Lead	Using campaign...	\$54.80	1,139	1,069

Five of the ad sets run this season. Real screen capture, nothing edited.



Started as estimates, all completed and paid in full. Names and addresses removed.

Four of the 41 new customers LJE Landscaping added in the 2026 season, completed and collected in full.

 Scaled Marketing, LLC | Meta ads for local service businesses

What I got wrong

I'm telling you this because it's what I check before a dollar of spend goes out.

Leads sat inside Meta

Meta deletes exports after 90 days and some were gone by the time I looked. Now leads reach you the moment they arrive, with a copy outside the platform.

Campaigns ran 3 to 7 days

Far too short for the algorithm to learn anything. Now I run them long enough to actually optimize.

Not enough crew for the demand

We got buried when leads outpaced our crew. Now spend scales up gradually, and you decide when you're ready for more.

What you get

I'll fill your calendar with qualified leads. Closing them is on you.

- Ad account built and managed, with tracking that works
- Scripts and ad copy written for you, and captions added to the footage you film
- Campaigns launched, monitored, and optimized
- Lead delivery and automation so leads reach you instantly and never expire inside Meta
- Weekly reporting on spend, leads, cost per lead, and any KPI that matters

I won't promise you revenue. I don't control how fast you call people back or how well you sell. I control how many qualified people land in your pipeline.

Pricing

Management fee	\$1,000 per month
Founding client rate	\$800 per month for months 1 to 3, then \$1,000. First client only.
Ad spend	Minimum \$750 per month, paid by you directly to Meta
Minimum term	3 months
Scaling	Spend increases with your approval as results come in

Three months is the minimum for a reason. The first four to six weeks are testing and correction. Anything shorter and you're paying for the learning without getting the results. You pay Meta directly. I never touch your ad budget.

Who this is for

I take on owner-run home service businesses that already have a solid foundation and want more of the bigger jobs. Right now that means Lancaster County and the Hatboro area, with more of Pennsylvania to come. The trades I take on are landscaping and lawn care, HVAC, plumbing, electrical, roofing, and cleaning and power washing.

You're a good fit if

- You're the owner and you'll be on the calls
- Mostly residential work, with a crew of 3 to 12 plus you
- At least \$250K a year in revenue
- Typical jobs worth \$1,500 or more, or recurring work that adds up to it over a season
- A working website and 10 or more Google reviews with a good rating
- New leads get answered the same day, ideally within the hour
- Room on the schedule for more work
- Willing to film short clips on the job. I write the scripts and add the captions.

Probably not a fit if

- You want guaranteed results
- Leads wait days to hear back
- You can't commit to 3 months
- You're booked solid and can't take on more work
- You don't want to film anything
- You expect results in the first couple of weeks
- Your reviews or reputation need work first

Most of the businesses I'm looking for get nearly all of their work from word of mouth. Their social media is thin, and some have already tried ads without getting results. That's the gap I fill.

BOOK A 15-MINUTE CALL

I'll look at what you're doing now and tell you straight whether ads make sense for your business.

Prefer to reach out directly? Email sales@scaledmktg.com or call or text [717-876-8465](tel:717-876-8465).

