





THE “EVERYONE THINKS” AD





 **Yavapai Landscaping**
Ad ·   

Everyone thinks that dirt is the easy option for a yard. But that ‘simple choice’ is why your house never stays clean.

Don’t do what we’ve watched hundreds of homeowners do and constantly battle dust instead of building a yard you can actually use.

How about instead of kicking up dust, you're grilling up burgers?


Right now, we’re giving away a free BBQ or Flat Top Grill when you build an Outdoor Kitchen with us!

  300+ Google Reviews
 Over 12 Years in business
 On time, On Budget, Clear Communication

Let’s build you a yard that doesn’t invade your living room with every breeze.

This offer is available only through this Facebook ad, valid from April - June 2026.

Click “Learn More” to see if your project qualifies!



FORM
FB EXCLUSIVE: FREE BBQ OR GRILL

[Learn more](#)

Every successful creative strategy starts with deep market research. For this client, I was able to find so much gold on Reddit forums.

After discovering how common dirt yards are in Arizona (as well as what makes them a pain in the butt), I crafted ads that hit the pain point of homeowners *thinking* that a dirt yard was the easy option. Turns out, dirt yards are one of the highest maintenance yards you can choose.

We closed the copy with trust building elements and watched the leads roll in.

Cost Per Lead

\$22

CTR

4%

Cost Per Click

\$0.53

Leads Per Week

6

Demographic

- New Homeowners
- Retirees/Long Term Homeowners
- Desires to make their yard their own
- Desires a low maintenance yard