

RESCUE MISSION: UNMANAGED AD ACCOUNT

Campaign ↑↓	Amount spent ↑↓	Leads ↑↓
Master AD Awareness Campaign	\$613.56	—
Instagram post: Day or night, your yard shoul...	\$366.11	—
Design (Pool) Animated Image for Pool \$500 ...	\$611.68	.1
Results from 3 campaigns ⓘ	\$1,591.36 Total spent	.1 Total

Yavapai Landscaping has built a \$12M/year landscaping empire in Prescott, Arizona.

When I came on board, they were spending \$1500/month to generate 1 lead.

The account required a total strategic overhaul. After researching the heck out of their target audience, I built out a brand new ads strategy that started converting immediately. I also set up a lead follow up system inside a custom CRM that tracks and responds to leads.

I'll show you exactly how we made sure the ads were speaking to their avatar at the right level of problem awareness, and how we found the "ouchiest" pain points based on real struggles for Arizona homeowners.

Previous Cost Per Lead

\$1500

New Cost Per Lead Avg

\$30-\$50

Rescue Mission

SUCCESS

THE PARADIGM SHIFT AD



Cost Per Click

\$1.05

Click Through Rate

2.82%

Ad Set's Cost Per Lead

\$57

A lot of Arizona homeowners keep dirt yards, under the assumption that it's the easy, low maintenance option.

Using Eugene Schwartz's "levels of market awareness," these homeowners are *unaware* that their "easy dirt yard" is actually causing them more work.

Phrases such as *"the highest-maintenance yard in Arizona? It isn't grass. It's dirt"* and *"everyone thinks that dirt is the easy option for a yard. But that 'simple choice' is why your house never stays clean"* performed really well.

I tested images of dirt yards, as well as this image of a woman vacuuming. Both performed great!

THE CHATGPT CONVERSATION AD

The highest-maintenance yard in Arizona? It isn't grass. It's dirt.
Everyone thinks that dirt is the easy ...See more



Cost Per Click

\$0.50

Click Through
Rate

6.53%

Ad Set's
Cost Per Lead

\$24

Meta's Andromeda update requires a high volume of creative variety. So I always make sure that each ad angle has multiple iterations!

This was another variation of the "dirt yard" angle. I sent my client a prompt that would teach ChatGPT to have a controlled, scripted conversation with him:

Client: "Hey ChatGPT, I live in Arizona and I really don't know where to start with my yard. Got any ideas for me?"

ChatGPT: "It sounds like you need to call Yavapai Landscaping. ..." (etc)

The ad performed really well and was based on the latest ad trends at the time.

THE TRUST REVERSAL AD

Yavapai Landscaping
Ad · 🌐

This homeowner thought they were about to get ripped off... until Yavapai showed what integrity really looks like. [...See more](#)

**FB ONLY: Fre...
FORM ON FA...** [Learn more](#) **FB ONL...
FORM C**

Cost Per Click

\$0.71

Click Through Rate

4.79%

Ad Set's Cost Per Lead

\$63

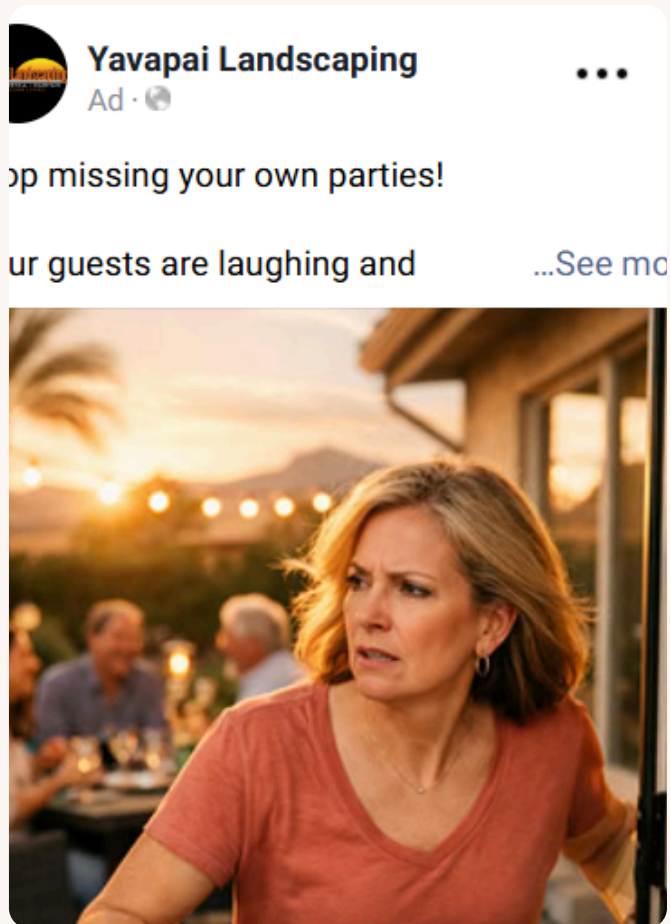
Hot tip: if you can find a way to work the word "scam" into your marketing... DO IT!

A trust reversal ad is when you lead with the customer's skepticism or distrust. Instead of saying "we're the best, trust us," you acknowledge exactly what they're afraid of: wasting money and getting burned.

I took one of Yavapai's edgiest reviews and converted it into an ad that carried **just enough drama** to make you want to click.

The full review was written out in the carousel cards. The client thought Yavapai was going to scam them, but was instead delightfully surprised with their quality of work and commitment to integrity.

OTHER ANGLES



For homeowners that love entertaining, not having a proper outdoor kitchen means they are constantly running back inside to grab “one more thing” from their regular kitchen. I tested this angle to see if it would work, and it did! **This would fall under a middle of funnel/problem aware type of audience.**

Cost per Lead

\$21

Click Through Rate

4.97%

“We’ve spent more time in the back yard in the last year than we did in the past 20 combined.”

(real person who finally landscaped their yard)

This ad tackles the pain point of underutilized living space and delayed enjoyment.

I used a data based hook that makes homeowners feel like they’re leaving something on the table and missing out on family memories. This would be top of funnel/problem unaware audience.

Cost per Lead

\$19

Click Through Rate

4.09%

OTHER ANGLES



My mentor once said “whoever tests the most, wins.” We always test as many angles and creatives as possible. This was a scripted video ad that performed great.

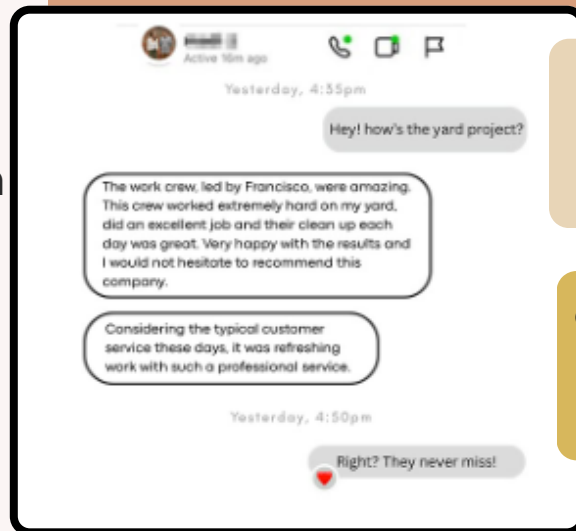
Cost per Lead

\$29

Click Through Rate

4.23%

The success of this ad (\$40 leads) can be attributed to what we call **“Familiarity Bias.”** People are drawn to what is familiar. Using familiar screens like a notes app or a DM conversation stop the scroll. (Plus, the reader feels like their in on a private conversation!)



Cost per Lead

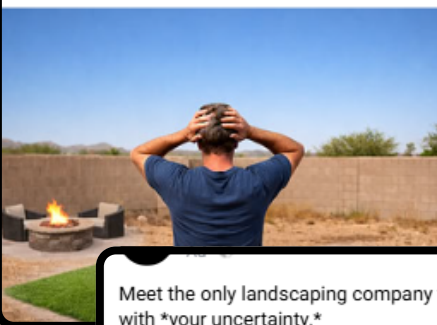
\$40

Click Through Rate

1.83%

This is perfect for homeowners who don't know where to start.

...See more



Ad Set Cost per Lead

\$23

Click Through Rate

7.29%

Meet the only landscaping company that starts with *your uncertainty.*

...See more



“I WASN'T SURE WHAT I WANTED... but they came up with an incredible design that suited our needs perfectly.”

✓ 300+ Google Reviews
★★★★★
✓ Over 12 Years in business

Market research revealed that a lot of homeowners hire landscapers because they feel overwhelmed with choices.

Phrases like “the only landscaping company that starts with your uncertainty” and “we built out a proven design process that we call The Crystal Clear Method” serve to alleviate this uncertainty.