

\$10M Facebook ads

PHASE 1: SETUP – Preparing Your Facebook Ads Infrastructure

(Before you run any ads, you need to set up the foundation properly. This ensures that everything runs smoothly and you're collecting valuable data.)

1. Create a Business Manager Account

(Facebook Business Manager is your control center for everything related to ads.)

- Visit <https://business.facebook.com>
- Click “Create Account”
- Use your business name and professional email address
- This keeps your business assets (pages, ad accounts, pixels) organized and secure

2. Create a Facebook Business Page

(Your business page is the face of your landscaping business on Facebook.)

- Use a name that clearly reflects your services and area (example: “GreenScape Landscaping - Florida”)**
- Add a profile picture (such as your logo)**
- Fill out the description, contact details, business hours, and services**
- Add high-quality before-and-after images of your work**

3. Create Your Facebook Ad Account

(This is where your ads will be managed and billed.)

- Inside your Business Manager, create a new Ad Account**
- Set your currency, time zone, and payment method**

- Assign roles so your team can help manage the ads if needed

4. Set Up the Meta Pixel

(The Pixel helps track actions people take on your website or landing page after clicking your ad.)

- The Pixel collects data such as: who visited, what they clicked, and if they filled out your form
- It helps Facebook optimize your ads by finding more people like your leads
- It also allows you to retarget visitors who didn't convert

Tool Recommendation: Use [Google Tag Manager](#) to install the Pixel without needing to code

5. Create a High-Converting Landing Page

(Instead of sending traffic to your main website, use a focused landing page.)

- A landing page has one goal: get leads (example: “Book a Free Lawn Estimate”)
- It should include:
 - **Headline:** Clear and specific benefit
 - **Short description:** Explain how you help
 - **Before-and-after photos:** Show your work
 - **Form:** Name, phone number, address, and lawn size
 - **Call to action:** “Get My Free Quote”

Tools to Build Landing Pages:

- **GoHighLevel** (recommended for landscapers; also includes CRM, SMS, and automation)

- ClickFunnels (easy to use with drag-and-drop features)

PHASE 2: STRATEGY – The Full Facebook Ads Funnel for Landscapers

The funnel is the path a potential customer takes from first seeing your ad to becoming a paying client.

Funnel Breakdown:

- 1. Awareness Ad (cold audience sees your video or photo)**
- 2. Lead Magnet Offer (free estimate, lawn audit, or seasonal service)**
- 3. Lead Capture Form (on a landing page or Facebook form)**
- 4. Retargeting Ad (remind those who didn't take action)**

5. Lead Follow-up (SMS, email, or phone call to book a job)

This structure allows you to:

- Build trust with new people
- Collect qualified leads
- Follow up automatically
- Convert leads into appointments and sales

PHASE 3: CREATIVES – *What to Post in Your Ads*

Your images and videos are what catch people's attention. For landscapers, visuals matter a lot.

A. Video Ads

(Video ads perform better because they showcase your work and build trust quickly.)

Content Ideas:

- **Time-lapse of a yard transformation**
- **Before-and-after video montage**
- **Owner speaking directly to homeowners:**
“Your yard can go from this to this in 5 days”
- **Equipment in action (e.g., mowing, trimming, pressure washing)**

Tools to Create and Edit Videos:

- **CapCut (free and easy to use)**
- **Adobe Premiere Rush (professional but simple)**
- **InVideo (templates for Facebook videos)**
- **Captions App or Dubs (for adding auto-captions to boost engagement)**

B. Image Ads

(Use clean, eye-catching photos that show results.)

Content Ideas:

- Before-and-after photos with text overlay**
- Seasonal offer banners (e.g., “July Lawn Cleanup Discount”)**
- Clear branding with your logo and phone number**

Tools to Create Image Ads:

- Canva Pro (includes landscaping templates and text overlays)**
- Let's Enhance (to sharpen and upscale images for better quality)**

What to Include in Your Ad Copy:

- Hook: A problem or pain point (“Is your lawn full of weeds and dry patches?”)**

- **Solution: What you offer (“We fix ugly lawns with affordable weekly care”)**
- **Proof: Real photos or testimonial snippets**
- **CTA (Call to Action): What to do next (“Click to Get Your Free Lawn Health Check”)**

PHASE 4: BUILD – Setting Up the Facebook Ad Campaign

Now that you have your assets and creatives ready, it's time to launch the ad.

Campaign Structure:

- **Campaign Objective: Use “Leads” or “Messages” to let Facebook optimize for conversions**
- **Ad Set:**
 - **Target location: Choose your local service area by zip code or city**

- **Age group: 30 to 65+ (homeowners)**
- **Interests: Home Improvement, Landscaping, Gardening, Outdoor Living, Lawn Care**
- **Budget: Start with ₹800–₹1,500 per day (approx. \$10–\$20)**
- **Placements: Manual placements — use Facebook Feed, Instagram Feed, and Stories**

At the Ad Level:

- **Use video or image creatives from Phase 3**
- **Write short, direct captions**
- **Use a call to action button such as “Learn More” or “Get Quote”**

PHASE 5: AUTOMATION – Capturing and Following Up With Leads

Once people click on your ad and fill out your form, you need a fast and consistent system to follow up.

A. Lead Capture Options:

- **Facebook Instant Forms (easy and quick, keeps people on the platform)**
- **Landing Page Forms (better control, can add scheduling and branding)**

B. Automation Tools:

- **GoHighLevel (captures leads, sends automatic SMS and emails, tracks follow-ups)**
- **Make.com or Zapier (connect Facebook leads to Google Sheets, CRM, SMS tools)**

C. Follow-Up Strategy:

- **Send a text message within 2 minutes: “Hi [Name], we got your request! Want to**

schedule your free lawn estimate?"

- **Send an email with:**
 - **Before-and-after project images**
 - **A calendar link to book the appointment**
 - **Your contact number**

PHASE 6: BUDGET – Planning and Scaling Profitably

Initial Budget:

- **Start with ₹24,000–₹45,000 per month (approx. \$300–\$600)**
- **Focus on one to two campaigns targeting specific neighborhoods**

Ideal Target Metrics:

- **Cost Per Lead (CPL): ₹500–₹1,000 (\$6–\$12)**

- **Close Rate:** Aim for 20–30% of leads to book appointments
- **Average Job Value:** ₹40,000–₹2,00,000 (\$500–\$2,500)
- **Customer Lifetime Value (LTV):** Estimate how long each client stays and how much they spend annually

Example:

- Spend \$1250 on ads
- Get 60 leads
- Book 15 appointments
- Close 5 jobs at \$2000 each
- Revenue = \$10,000
- Return on ad spend = 10x

Scaling Tips:

- **Duplicate winning ads to new service areas**
- **Create Lookalike Audiences from converted leads**
- **Test new offers monthly (example: “Backyard Summer Clean-Up”)**

PHASE 7: SALES – Talking to Leads and Booking Jobs

Your ads can get leads, but converting them into paying customers depends on your communication.

Best Practices for Handling New Leads:

- **Call or text within 2–5 minutes of form submission**
- **Speak with confidence and clarity**
- **Ask direct qualifying questions:**
 - **“Are you the homeowner?”**

- “**Do you need lawn maintenance, landscaping, or both?**”
- **Offer two time slots to schedule the quote**
- **Send a confirmation SMS and a calendar invite**

Example Call Script:

“**Hi [Name], this is [Your Name] from [Business Name]. You just filled out our form for a free lawn quote. We’re helping homeowners in [City] this week. Would you prefer a visit on Wednesday or Friday?”**

Final Notes:

To run a \$10M landscaping funnel on Facebook:

- **Use local trust (photos, voice, team) to your advantage**
- **Keep your offer simple and repeatable**

- **Build systems (automation, CRM, tracking) early(MOST IMPORTANT)**

- **Reinvest your ad profits into more locations, better creatives, and team training**

Don't Want to Handle All This Yourself?

We get it—running a landscaping business is already a full-time job. Setting up ad accounts, building landing pages, creating videos, running campaigns, and following up with leads can take time, energy, and expertise.

If you'd rather focus on growing your business while professionals handle your entire Facebook ads system — from strategy to leads — we're here to help.

We specialize in building high-converting Facebook ad funnels specifically for landscapers, including:

- Complete ad account setup
- Video and image ad creation

- Lead-generating landing pages
- Automated follow-up systems (SMS, email, CRM)
- Daily monitoring, reporting, and optimization

Let us build and manage your Facebook ads funnel — so you get quality leads while you focus on doing what you do best.

Reach out to us today to get started.