

• THAT 1 PAINTER · 30+ LOCATIONS

From local jobs to \$600K+/month from paid ads.

How MarketKing added \$600K+ in monthly revenue from paid ads alone — across a 30+ location painting franchise

\$600K+
Monthly revenue from paid ads

1,500+
Leads per month

\$70
Cost per lead

3x
Lead volume growth



Overview

Client: That 1 Painter — 30+ location painting franchise across the U.S.
Service: Residential & commercial painting, franchise growth marketing
Channels: Google Search, Meta Ads, franchise-level tracking & CRM

OUTCOME

Added \$600K+ per month in revenue generated directly from paid ads — scaled from inconsistent local lead flow to 1,500+ qualified leads/month at \$70 CPL, with full attribution across 30+ franchise locations.

The Problem

A growing franchise with 30+ locations — but no unified paid ads system.

Bad ad spend. No tracking. No franchise-level performance visibility.

No centralized tracking

Each location ran ads separately with no unified tracking. No way to measure performance across the franchise or attribute revenue to specific campaigns.

Bad ad spend & no ROI

Budget spread thin across locations with no targeting strategy, generic creatives, and no framework for testing what actually drove booked jobs.

No franchise performance system

No visibility into which locations were growing, which were struggling, or which paid ad tactics were driving results across the network.

Inconsistent lead quality

Leads were unpredictable in volume and quality. No high-converting funnel, no qualification system, and no follow-up to convert inquiries into booked jobs.

Result: 30+ locations, zero unified paid ads system, unpredictable revenue, and wasted spend.

What We Did

MarketKing rebuilt the entire franchise paid ads engine from the ground up

We didn't just run ads — we rebuilt the entire paid revenue system: centralized tracking across all 30+ locations, a consistent brand across the franchise, full-funnel paid campaigns on Google and Meta, and a performance dashboard that showed exactly what was adding revenue.

- **Centralized Attribution** — unified tracking across all 30+ locations — every lead and booked job mapped to its source paid campaign
- **Full-Funnel Paid Campaigns** — Google Search + Meta Ads per market, full UTM stack, call tracking, and CRM synced per location
- **Consistent Brand System** — standardized creative and messaging across the entire franchise network — 3x quality improvement
- **Weekly Testing Cycles** — high-intent seasonal offers tested weekly — scaled to 1,500+ leads/month at \$70 CPL

TRACKING**Centralized attribution**

Unified tracking across 30+ locations — every lead and booked job mapped to its source campaign.

CREATIVE**Consistent brand system**

Standardized creative and messaging across the entire franchise network — 3x quality improvement.

PAID MEDIA**Full-funnel campaigns**

Google Search + Meta Ads per market, full UTM stack, call tracking, CRM synced per location.

RETENTION**Lead management**

High-converting landing pages + automated follow-up sequences for each franchise market.

OPTIMIZATION**Weekly testing cycles**

High-intent seasonal offers tested weekly — scaled to 1,500+ leads/month at \$70 CPL.

REPORTING**Performance dashboards**

Franchise-level reporting — every location tracked individually and benchmarked across the network.

RESULT

What the numbers look like now

\$600K+**Monthly Revenue from Paid Ads**

Scaled from inconsistent local lead flow to a unified \$600K+/month revenue engine added directly from paid ads — across 30+ locations.

1,500+**Leads Per Month**

3x increase in lead volume — driven by full-funnel Google + Meta campaigns with franchise-level targeting across 30+ markets.

\$70**Cost Per Qualified Lead**

High-intent offers and precision paid targeting delivered \$70 CPL at scale across 30+ franchise markets.

3x**Ad Quality Improvement**

Rebuilt creative system delivered 3x quality improvement — consistent brand across the entire franchise network.

What Changed

X FROM

- X 30+ locations running independently — zero unified paid ads system
- X Bad ad spend with no ROI visibility or attribution
- X Inconsistent lead quality — no follow-up system
- X No franchise-level paid performance tracking

✓ TO

- ✓ \$600K+/month added from paid ads — unified engine across all locations
- ✓ 1,500+ leads/month at \$70 CPL — tracked and attributed
- ✓ 3x lead volume growth with consistent brand system
- ✓ Full franchise performance dashboard — every location visible

Wanna be our next success story?

- ✓ Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue
- ✓ Get a clear map of what's broken, what's missing, and how to fix it
- ✓ Walk away with a step-by-step growth plan — whether you work with us or not

Book a Complimentary Audit

\$600K+ 1,500+

monthly revenue from paid ads

leads/month at \$70 CPL