

BLACKROCK LANDSCAPE · FACEBOOK ADS & CRM

Predictable High-Quality Full Backyard Renovation Leads from Meta Ads

How MarketKing helped Blackrock Landscape turn scattered Facebook campaigns into \$100K in sales in just 2 months — with a fully automated tracking and CRM system.

\$100K

Sales in 2 Months

3.7×

CTR Increased

Fully Measurable

ROI

2×

Lead-to-Sale

Overview

Client: Blackrock Landscape (outdoor living contractor, Northern Colorado, USA)

Product: Custom paver patios, outdoor kitchens, fire features, putting greens, and full backyard transformations for homeowners

Outcome: MarketKing rebuilt Blackrock’s Facebook ad campaigns with an integrated CRM and full-funnel tracking system — turning scattered ad spend into **\$100K in sales** within 2 months, with fully measurable ROI.

The Problem

Before MarketKing, Blackrock’s ad campaigns were generating clicks — *but not cash. Marketing spend was growing, but results weren’t measurable.*

Ad Spend Bleeding

Campaigns burned through budget without producing predictable, repeatable sales.

Hot Leads Slipping Away

Leads went cold before any follow-up ever happened.

No Revenue Visibility

No clear view of which ads actually generated real, closed revenue.

Unqualified Leads

Time wasted chasing “just browsing” inquiries that never converted.

Result: the market wasn’t the problem — the problem was marketing built for clicks, not cash.

What We Did

To fix that, MarketKing rebuilt Blackrock’s entire digital marketing engine from the ground up.

No wasted clicks, no guesswork — just qualified homeowners, every time.

AUDIENCE

High-Intent Targeting

Rolled out omnipresent Facebook campaigns targeting serious, ready-to-buy prospects.

TRACKING

Full-Funnel Tracking

Tracked every click, form, and inquiry — full transparency on what drives revenue.

RETENTION

Automated Re-Engagement

Automatically re-engaged cold or lost leads until they booked or purchased.

CREATIVE

Conversion-Driven Creatives

Built trust, urgency, and clear business value into every ad — not generic stock content.

MEDIA STRATEGY

Profit-Focused Optimization

Weekly audits and optimizations focused only on actual profits, not vanity metrics.

PAID MEDIA

Efficient Spend Allocation

Cut wasted ad spend and ensured every dollar delivered a measurable return.

RESULT

What the numbers look like now

\$

\$100K

Sales Generated

From scattered ad spend to \$100K in tracked sales in 2 months

↑

3.7×

CTR Increased

Up from 0.8% to 2.94% through creative rotation and targeting

📈

Fully Measurable ROI Achieved

Every channel, campaign, and creative tracked in real time

↺

2×

Lead-to-Sale Conversion

Doubled with automated CRM follow-up

Creative Transformation

From wasted budget to high-converting assets.

Before MarketKing

Low efficiency

CPL \$305.00 · CTR 0.80%

Professional Pool Installation

BLACKROCK LANDSCAPE

Book Your FREE Design Consultation!

Contact Us (720) 750-2081
www.blackrockcolorado.com

CPL \$298.50 · CTR 0.98%

CPL \$312.00 · CTR 1.00%

After MarketKing

High efficiency

CPL \$100.00 · CTR 2.94%

Trusted by Northern Colorado Families

Family-owned, local, building premium outdoor spaces

Get a Free Proposal

CPL \$92.50 · CTR 2.36%

CPL \$98.00 · CTR 3.05%

What Changed

✗ From:

Ad spend with no predictable ROI

Leads slipping away with no follow-up

No visibility into which ads drove revenue

Unqualified, “just browsing” leads

✓ To:

Every dollar tracked to real revenue

Automated CRM follow-up — no lead lost

Full-funnel visibility on what converts

High-intent, ready-to-buy audience targeting

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

Contact Us →

\$100K+
in new sales,
2 months

3.7×
higher click-through rate

MARKETING

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