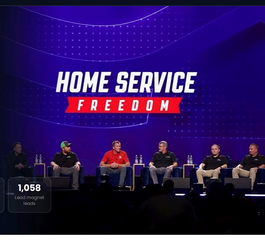
HOME SERVICE FREEDOM · META & GOOGLE ADS

# Every click should make you money — not just noise

How MarketKing filled Home Service Freedom's monthly webinars, built a lead magnet funnel and drove 253+ high-ticket product purchases.

Built for **Tommy Mello** & **Jim Leslie**




| 253+ | 4,500+ | 3,446 | $12.80 | 1,058 |
|---|---|---|---|---|
| high-ticket purchases | Contractors in funnel | Webinar registrations | Per webinar registration | Lead magnet leads |

## Overview

**Client:** Home Service Expert — the team behind Home Service Freedom, led by Tommy Mello and Jim Leslie (U.S., education and community for home service business owners)

**Product:** Home Service Freedom — webinars, lead magnets, a buyers group and live events, including the flagship Freedom 2026, that help home service contractors grow and scale

**Period:** July 2026 — ongoing

> **Outcome:** 253+ high-ticket product purchases since July 2026 (and counting) at 2.5× lower cost per purchase, with 4,500+ contractors brought into the funnel — 3,446 webinar registrations at $12.80 on average and 1,058 lead magnet leads at $14.43.

## The Problem

*Home Service Freedom runs a live webinar almost every month and sells a high-ticket flagship event — but every webinar needs a fresh wave of the right contractors, fast.*

### A new webinar every month

Live webinars ran roughly three weeks apart — August, September and late September. Each one needed its own wave of registrations, with no time for a slow ramp-up.

### A narrow B2B audience

The buyers are owners of HVAC, plumbing, garage door, roofing and electrical companies — not homeowners. Every dollar spent on the wrong audience is wasted.

### A high-ticket event to sell

Freedom 2026 tickets are a considered purchase. Cold traffic rarely buys on the first touch, so the event needs a warm audience of contractors before the offer.

### Two platforms, one funnel

Meta and Google both had to feed the same funnel, with registration and purchase events tracked so budget could follow what was actually working.

> **Result:** *the funnel only works if registrations stay high and the cost per contractor stays low — webinar after webinar.*

## What We Did

MarketKing built a multi-channel acquisition engine around webinars, lead magnets and high-ticket sales.

> *We combined Meta, Instagram, YouTube and Google into one funnel: targeted campaigns fill every live webinar, lead magnets warm contractors up, and omnipresent retargeting moves them toward a high-ticket purchase.*

PAID MEDIA

**Launched campaigns for every webinar**

A dedicated, highly targeted campaign for each live session — August, September and September 29 — aimed at home service business owners and optimized for registrations.

MEDIA STRATEGY

**Combined Meta, Instagram, YouTube & Google**

Instead of relying on one platform, we combined multiple channels to get the most out of every dollar — $12.80 per webinar registration on average.

AUDIENCE

**Built a lead magnet funnel**

Lead magnets warm the audience up for a high-ticket product — 1,058 contractors opted in at $14.43 on average.

RETENTION

**Launched omnipresent retargeting**

Contractors who haven't bought a ticket or product yet aren't lost — we stay in front of them on every platform, so Home Service Freedom feels like it's everywhere.

CREATIVE

**Ran structured creative testing**

ABO and CBO testing for prospecting, remarketing and webinar audiences — winning ads scaled, tired ones replaced before results dropped.

TRACKING

**Connected every platform to HubSpot CRM**

A direct HubSpot connection tracks every click from all marketing platforms — and every dollar that click brings in.

## What the numbers say

Campaigns launched by MarketKing on Meta and Google, July 2026 — today

HIGH-TICKET PURCHASES

**253+**

Purchases of the high-ticket product

Since July 2026 — and counting, campaigns are still running

COST PER PURCHASE

**2.5×**

Lower cost per purchase

Compared to before MarketKing

WEBINAR REGISTRATIONS

**3,446**

At $12.80 per registration on average

Combined Meta and Google webinar campaigns — $44,125 total spend

LEAD MAGNET LEADS

**1,058**

Leads at $14.43 average cost per lead

Meta lead magnet funnel warming contractors up for the high-ticket offer

## Creative Transformation

Before and after — the client's original ads vs. creatives built by MarketKing

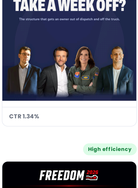
**Before** — Low efficiency




CTR 1.24%




CTR 1.27%




CTR 1.34%

**After MarketKing** — High efficiency




CTR 3.17%




CTR 2.94%




CTR 2.76%

## What Changed

**From**

- Inconsistent flow of high-ticket purchases
- No webinar or lead magnet funnel ads
- High cost per purchase

**To**

- 253+ high-ticket product purchases since July 2026 — and counting
- 4,500+ contractors in the funnel, 3,446 webinar registrations + 1,058 lead magnet opt-ins
- 2.5× lower cost per purchase

## 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

**4,500+**
contractors brought into the funnel since July 2026

**253+**
high-ticket product purchases — and counting