THE FARM DIGITAL CASE STUDY

$690K

CLIENT-REPORTED REVENUE

Our team's six-month Meta Ads + GoHighLevel lead-to-appointment program for Right Choice Landscaping and Concrete.

648

LEADS GENERATED

231

SALES CALLS

$16,588

AD SPEND

PRIOR WORK. CURRENT TEAM.

Selected prior work of our paid-media team, completed before joining The Farm Digital. Revenue is client-reported. Results vary and are not a guarantee of future performance.

Right Choice
at a glance

CLIENT	Right Choice Landscaping and Concrete
MARKET	Salt Lake City, Utah
TYPE	Local contractor
SERVICES	Concrete driveways, pickleball courts, pools, walkout basements
SYSTEM	Meta Ads + GoHighLevel
PERIOD	Six months

THE CHALLENGE

Strong services and word-of-mouth were not producing a predictable pipeline. Referral volume fluctuated, seasonal demand created gaps, and there was no unified path from first inquiry to booked conversation.

WHAT WAS MISSING

- Consistent acquisition
- Offer-specific ads
- Speed-to-lead follow-up
- Appointment tracking
- Revenue visibility

THE OPPORTUNITY

Our goal: connect local homeowner demand with lead capture, prompt follow-up, sales conversations and revenue visibility in one coordinated program.

The lead-to-appointment system

META ADS > LEAD CAPTURE > GHL FOLLOW-UP > SALES CALLS > REVENUE

WHAT OUR TEAM DID

- **Audited and cleaned underperforming campaigns**
- **Built service-specific creative and copy**
- **Layered local targeting with retargeting**
- **Connected follow-up, appointments, and pipeline visibility in GoHighLevel**

WHY THIS MATTERS

We paired demand creation with follow-up and sales tracking. Our focus extended beyond form submissions to the conversations and opportunities those inquiries created.

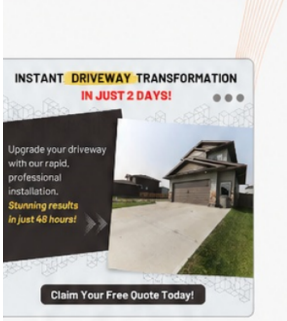
SERVICE-SPECIFIC CREATIVE



PICKLEBALL COURTS



POOL COST



DRIVEWAYS

Performance snapshot

Six months. $16,588 in. $690K reported out.

$690K	648	231	$16.6K
CLIENT-REPORTED REVENUE	LEADS GENERATED	SALES CALLS	AD SPEND

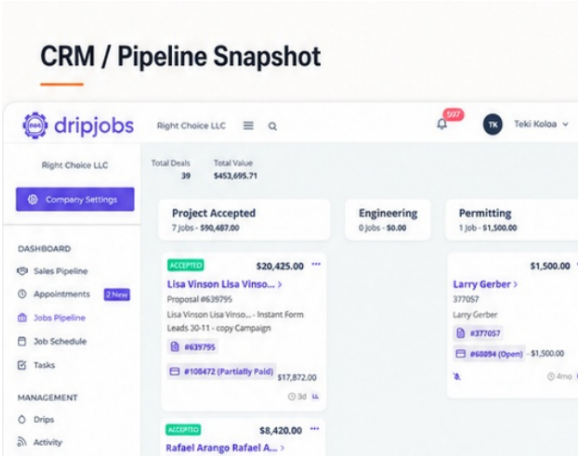
$16,588 AD SPEND > **648** LEADS > **231** SALES CALLS > **$690K** REVENUE

CAMPAIGN BREAKDOWN

CAMPAIGN	LEADS
Walkout Basement	276
Instant Form Leads	186
Tailored Leads	71
Pickleball Court	68
Messenger Leads	47
TOTAL	648

$25.60 blended cost per lead.
$16,588 in ad spend / 648 leads.

PIPELINE VISIBILITY



Right Choice's DripJobs pipeline, showing active projects and job stages.

THE OPERATING PRINCIPLE

Our approach connects creative and local targeting with follow-up and sales activity. Generating the inquiry is only the beginning.

Revenue is client-reported. Sales calls are not closed jobs. Results vary by market, offer, budget, follow-up and sales process.

Our approach in practice

START WITH THE CAMPAIGN FOUNDATION

Our team began by auditing and cleaning up underperforming campaigns. We built the program around Meta advertising and GoHighLevel follow-up, with a clear focus on connecting homeowner inquiries to sales conversations.

GIVE EACH SERVICE A CLEAR OFFER

We developed service-specific creative and copy, including a seasonal pickleball-court promotion, pool-cost messaging and a driveway-transformation offer. Each angle gave the homeowner a specific project to consider and a clear next step toward requesting a quote.

CONNECT REACH WITH FOLLOW-UP

We used local targeting and retargeting to reach relevant homeowners. GoHighLevel supported follow-up, appointment tracking and pipeline visibility, keeping the work focused on what happened after an inquiry arrived.

MEASURE INQUIRIES AND SALES ACTIVITY

Across six months, the program generated 648 leads and 231 sales calls on $16,588 in advertising spend. The client reported $690,000 in revenue. Blended cost per lead was $25.60. We distinguish inquiries, sales calls and revenue because each represents a different part of the customer journey.

LOOK BEYOND THE LEAD COUNT

We pair acquisition with visibility into sales activity. Right Choice's DripJobs pipeline illustrates the job side of that journey: active projects, values and stages. For Conkretely, our plan connects campaign reporting with Housecall Pro job and payment information.

BRING THE APPROACH TO CONKRETELY

We will tailor the program to Conkretely's priority services, local market and capacity. Our proposed scope combines Meta creative, lead qualification, appointment setting and outcome tracking. The performance fee applies to attributable cash collected under the proposal's terms. Historical results illustrate our team's experience, not a revenue forecast.