

Landscape Designer Generates 35 Leads in Their First Month of Advertising

SERVICES

SEO Optimized
Web Redesign

How Crocus Landscaping – a full-service design and build company serving the Greater Vancouver area – turned a modest ad budget into a steady stream of high-quality local inquiries.

About Crocus Landscaping

Crocus Landscaping has been crafting award-winning outdoor spaces across the western Lower Mainland since 2005. Offering end-to-end landscape design, construction, and maintenance – as well as luxury prefabricated pools – the team is known for transforming residential properties into functional, beautiful environments built to last.

Despite two decades of word-of-mouth success and a portfolio of stunning projects across Vancouver, Kerrisdale, West Vancouver, Richmond, and beyond, the business had never run paid digital advertising. Like many established trades businesses, they relied on referrals and organic search – leaving a significant volume of high-intent local buyers untapped.

The Challenge

Entering the paid search landscape for the first time comes with a steep learning curve – especially in a market as competitive as Greater Vancouver. The key obstacles Crocus faced:

- No existing ad account, tracking infrastructure, or baseline conversion data to build from
- The landscape design and build market in Metro Vancouver is highly competitive, with both national chains and boutique studios bidding on the same keywords
- Their website, while visually rich, was not structured to convert paid traffic into inquiries efficiently
- Without proper analytics in place, there was no way to attribute leads to specific campaigns or keywords

“The goal wasn’t just to spend money on ads – it was to build a sustainable, measurable system that would bring in the right clients: homeowners in the Lower Mainland ready to invest in a quality outdoor transformation.”

In the 30 days we achieved:

35

New Leads

\$43

Cost/Lead

\$1,500

Managed Total Ad Spend

Our Approach

2 Google Analytics configuration

Before a single dollar was spent on ads, proper tracking was established. GA4 was configured with goal completions tied to form submissions and phone call clicks – the two primary lead actions on the site. This ensured every conversion could be attributed accurately.

3 Landing page optimization

Paid traffic behaves differently from organic visitors. Dedicated landing pages were refined to match the intent of each campaign – leading with social proof, clear service areas (Vancouver, Richmond, Burnaby, West Van), and a low-friction contact form above the fold.

4 Google Ads campaign build and management

Campaigns were structured around high-intent, geo-targeted keywords specific to the Lower Mainland – capturing homeowners actively searching for landscape designers and contractors in their area. Negative keywords were used aggressively to eliminate wasted spend on non-commercial queries.

4 Conversion rate optimization

Ongoing CRO work ensured the campaign improved week over week. A/B testing of headlines, calls-to-action, and form layouts helped push the cost per lead down without requiring additional budget.

OUR RESULTS

The Results Were Clear

Within the first 30 days of the campaigns going live, Crocus Landscaping received 35 qualified leads – homeowners in Greater Vancouver actively seeking landscape design and build services. At just \$43 per lead on a managed budget of \$1,500, the return was immediate and measurable.

More importantly, the foundation was laid for compounding improvement: with clean analytics, conversion-optimized landing pages, and a well-structured campaign architecture, every subsequent month is poised to perform better than the last.

At an average project value in the thousands, even a 10% close rate on these leads represents a return many multiples above the initial ad investment.

