Home Service Direct Generates 150 Tree Service Leads in 30 Days

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HUNTINGTON BEACH, CA - March 05, 2026 -
Home Service Direct, a digital marketing agency specializing in home service contractors, has reported generating 150 qualified leads for a tree service client within the first 30 days of launching a Facebook advertising campaign. The result marks one of the agency's strongest first-month performances and demonstrates growing demand for paid social media strategies in the residential tree care industry.

The campaign was developed for an established tree care company operating in a competitive metropolitan market with more than a dozen active contractors already investing in digital advertising. Despite entering a saturated landscape, the Facebook ads program generated consistent daily lead volume from the first week of launch. The client reported fully booked crews by the end of the initial 30-day period, a first in the company's history during that time of year.

The tree care sector has seen a significant shift in how homeowners find and hire contractors over the past several years. Industry surveys indicate that more than 80 percent of residential customers now begin their search for tree services online, a trend that has accelerated since 2020. That shift has created new competitive pressure for contractors who have traditionally depended on yard signs, vehicle wraps, and word-of-mouth referrals to fill their schedules.

"Facebook ads are widely misunderstood in the tree service industry because most companies either boost posts with no targeting strategy or hand their budget to a generalist agency that runs the same campaign template for every trade," said Kevin Shea, Founder of Home Service Direct. "We build campaigns around the specific services that carry the highest margins for each client and target homeowners based on property characteristics, not just geography. That is the difference between generating leads and generating revenue."

Home Service Direct's paid social methodology segments campaigns by individual service lines, running dedicated ad sets for tree removal, tree trimming, stump grinding, and emergency storm damage rather than

grouping all offerings into a single campaign. Each ad set receives its own creative, audience targeting, and budget allocation based on seasonal demand patterns and local market conditions. The 150 leads were distributed across three primary service categories, with tree removal and trimming accounting for the largest share of inbound inquiries.

The agency reported that the client's close rate on Facebook-generated leads exceeded 35 percent during the initial month, resulting in more than 50 booked jobs. Average job values for closed work ranged between $800 and $2,400, depending on the service performed, representing significant revenue from a single advertising channel launched less than five weeks prior. The agency noted that the cost per lead remained under $12 throughout the campaign, well below the industry average for paid social in the home services sector.

"The tree care industry is at a turning point where contractors who figure out digital customer acquisition early will have a structural advantage for years to come," said Shea. "Homeowners are making hiring decisions online, and the companies that show up with the right message at the right moment are the ones filling their schedules. This 30-day result is not an anomaly. It is what happens when the strategy matches the market."

Home Service Direct is a digital marketing agency that provides lead generation, search engine optimization, and paid advertising services for home service contractors across the United States. The company specializes in tree service, window and door, land clearing, flooring, and gutter service verticals. For more information, visit www.homeservicedirect.net.

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Home Service Direct

Home Service Direct is a marketing, SEO, web design, and full-service marketing firm dedicated to helping home service professionals.

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