

# Protex Cleaning

Outdoor & Commercial Cleaning · Meta Ads · Sales Infrastructure · Appointment Setting

<b>\$163,326</b>	<b>189</b>	<b>3x</b>	<b>6 Days</b>
Revenue in 60 Days	Qualified Leads	Revenue Growth	Avg. Lead-to-Close

## THE CHALLENGE

Protex Cleaning had strong operational capacity but zero structured sales process. Growth depended entirely on referrals — inconsistent, slow, and impossible to scale. The owner needed a repeatable system to land high-ticket commercial contracts without pulling focus from service delivery.

## OUR APPROACH

### 01 Full-Funnel Sales Infrastructure

We built the entire system from zero: Meta lead-gen ads targeting commercial property managers, a Calendly booking flow, and an automated SMS and email follow-up sequence so no lead ever went cold.

### 02 Before/After Creative Strategy

Dramatic transformation visuals formed every ad — making the ROI of professional cleaning immediately obvious. We tested 8 creative variants in week one and scaled the top two hard.

### 03 Pre-Qualification Layer

Prospects answered 3 questions before reaching the calendar — filtering out low-ticket residential enquiries and surfacing high-value commercial jobs worth the owner's time.

### 04 CRM Automation & Pipeline

GoHighLevel integration with automated deal-stage progression and a follow-up cadence turned cold leads into closed contracts in an average of just 6 days from first contact.

## THE RESULTS

<b>\$163,326</b>	Revenue Generated
<b>189</b>	Qualified Leads Delivered
<b>60 Days</b>	Campaign Timeframe

<b>3x Growth</b>	Revenue vs. Prior Period
<b>6 Days</b>	Average Lead-to-Close

*"Burniston Media built a custom sales infrastructure that generated 189 qualified leads and \$163,326 in revenue for my cleaning business in just 60 days."*

— Jacob — Founder, Protex Cleaning

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