

**ScaleUp Ventures**

WE PROVE IT BEFORE YOU BUY

**Ad Campaign ROI Proposal**

Prepared: January 5, 2026

**LEAD GENERATION CAMPAIGN**

# Paid Ad Campaign for Crawley Mediation Services

Grow your mediation practice with targeted ads that reach parents in Virginia going through custody and divorce situations. *"I've been where you've been. I understand."*

**PREPARED FOR****Rannard Crawley****COMPANY****Crawley Mediation Services, LLC****MARKET****Chester, VA / Virginia (Virtual)****VALID THROUGH****January 31, 2026****1**

## The Opportunity

Based on our conversation, your mediation business has a clear path to growth:

### Current Situation

- Getting clients through referrals only
- No predictable lead flow
- Limited time for organic marketing
- Ready to invest in growth

### After This Campaign

- ✓ Targeted ads reaching your ideal clients
- ✓ Predictable monthly leads
- ✓ Ads work while you work
- ✓ Revenue to fund future growth (app, etc.)

### Why Paid Ads Now?

**January is peak season for divorce and custody cases.** Couples push through the holidays, then make the call in the new year. If we start this week, you'll be in front of those parents while they're actively looking. Wait until February and you miss the wave.

These platforms know when someone is searching for custody help, divorce information, or co-parenting resources. We can target parents in Virginia who are actively dealing with these situations and put your services in front of them at the exact moment they need help.

**Your service saves people thousands in legal fees.** They just need to know you exist.

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Our Commitment



The Lead Delivery Guarantee

If we don't deliver at least 18 leads over 3 months, we refund our management fee.

That's \$2,250 back in your pocket. The ad spend goes directly to Meta (we don't touch it), but our fee? We only keep it if we deliver.

What makes us different from typical agencies:

TRADITIONAL AGENCY	SCALEUP APPROACH
"Trust us, it's working"	Weekly metrics dashboard you can see
Locked into 12-month contracts	Month-to-month after initial 3 months
Hidden fees and unclear spend	You pay ad platforms directly - full transparency
Blame external factors when it fails	Honest assessment and recommendation to stop if needed
Keep your money regardless of results	Refund management fee if we don't deliver leads

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## What You Get

Paid ads take time to learn and optimize. Here's the realistic ramp-up:

### MONTH 1

#### Learning

2-5 leads. Algorithm figuring out your ideal customer.

### MONTH 2

#### Optimizing

~8 leads. Refining what works.

### MONTH 3

#### Running

8-10 leads. Predictable machine.

## What We're Committing To: Leads Delivered

Here's what we project to deliver over the **full 3-month engagement**. This is what we control - qualified leads to your business.

**What's a "lead" exactly?** Someone who fills out a form saying "I need help with custody mediation, call me." You'll get their name, phone number, email, and situation. Real people raising their hand for help.

## CONSERVATIVE

**18**

leads over 3 months

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Lower end of our projections  
**~6 leads/month average**

## EXPECTED

**20**

leads over 3 months

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Based on industry benchmarks  
**~7 leads/month average**

## OPTIMISTIC

**23**

leads over 3 months

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If optimization exceeds expectations  
**~8 leads/month average**

**What This Could Mean For You (Based on YOUR Close Rate)**

Using your **\$750 lifetime value per client**, here's your potential revenue based on how well you convert leads. This depends on YOUR sales ability:

YOUR CLOSE RATE	CLIENTS (FROM 20 LEADS)	REVENUE	VS. \$4,500 INVESTMENT
33% (conservative)	6-7 clients	\$4,500 - \$5,250	Break-even to small profit
40% (average)	7-8 clients	\$5,250 - \$6,000	\$750 - \$1,500 profit
50% (strong closer)	9-10 clients	\$6,750 - \$7,500	\$2,250 - \$3,000 profit

The Honest Math

**We deliver the leads. You close them.** Our job is to get qualified people interested in mediation to contact you. Your job is to convert those conversations into clients.

At a 33% close rate, you need about **6 clients over 3 months to break even**. Every client beyond that is profit. The better you are at closing, the more valuable each lead becomes.

**Important:** Month 1 will be slower as the algorithm learns. Plan on the 3-month ramp-up period before judging results. By Month 3, you should have a predictable lead machine that continues generating opportunities month after month.

4 Your Investment

Here's a package designed to grow your business while staying within your budget:

ITEM	MONTHLY COST
<b>Ad Spend</b> (goes directly to Meta) ~\$187.50/week - you see exactly where this goes	<b>\$750</b>
<b>Campaign Management Fee</b> Setup, creatives, copy, weekly optimization, reporting	<b>\$750</b>
<b>Total Monthly Investment</b>	<b>\$1,500</b>

How This Compares

	TRADITIONAL AGENCY	SCALEUP
<b>3-Month Cost</b>	\$15,000+	<b>\$4,500</b>
<b>Minimum Contract</b>	6-12 months	<b>3 months</b>
<b>Built For</b>	Businesses already big	<b>Businesses ready to grow</b>

Traditional agencies charge \$5,000+/month with long contracts - out of reach for most small businesses trying to grow. We believe you shouldn't have to already be big to get help getting bigger. \$1,500/month means you can actually afford to invest in growth.

What's Included in Management

- Platform:** Meta (Facebook/Instagram) - best for reaching your demographic of 25-45 year olds in Virginia
- Deliverables:** Campaign setup, ad copywriting, 2-4 static image creatives per month, audience targeting, weekly optimization, monthly performance report
- Commitment:** 3-month initial period to allow the campaign to learn, optimize, and scale. This is a discounted rate (normally \$3K/month). After 3 months, we review performance together - if we're delivering leads and you want to continue, the management fee increases by \$250/month.

## Payment Options

### Option A: Split Payments

- \$1,500 now to start
- \$1,500 in 30 days
- \$1,500 in 60 days
- Same total, easier cash flow

### Option B: Test the Waters

- ✓ Pay first month (\$1,500)
- ✓ We launch and run for 30 days
- ✓ If you hate the process, we stop
- ✓ You're out \$1,500, not \$4,500

## 5 Getting Started

If you're ready to move forward, here's what happens next:

STEP	TIMELINE
<b>1. Approve Proposal</b> Confirm you're ready to proceed	<b>Today</b>
<b>2. Onboarding Call</b> Gather assets, define messaging, set up tracking	<b>Within 3 days</b>
<b>3. Campaign Build</b> Create ads, set up audiences, configure landing page	<b>5-7 days</b>
<b>4. Launch</b> Ads go live, leads start coming in	<b>Week 2</b>
<b>5. Weekly Optimization</b> Ongoing refinement based on performance	<b>Ongoing</b>

The Bottom Line

<b>Your Investment:</b>	\$4,500 (3 months)
<b>Our Commitment:</b>	18+ leads or we refund our fee
<b>Your Potential:</b>	6-10 clients → \$4,500-\$7,500

# Ready to Grow Your Practice?

First leads in ~2 weeks. If the numbers don't work, I'll tell you honestly.

**Let's Get Started**

**ScaleUp Ventures** | We Prove It Before You Buy

[scaleupventures.co](https://scaleupventures.co) | Prepared by Calvin Williams Jr.

This proposal is valid through January 31, 2026. Projections are estimates based on industry benchmarks and are not guaranteed. Actual results may vary based on market conditions, ad performance, and close rates.