

# Facebook Ads for Contractors

A Step-by-step guide for creating killer Facebook Ads that bring in new home improvement customers



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**F**rom roofing businesses and *HVAC specialists* to carpet cleaners, restoration pros, and everything in between.

*All of them* are crushing it with Facebook ads.

*And the best part is...*

There's a proven 4-step game plan we follow that's responsible for 99% of their success, and you're going to know how to implement it yourself by the time you're done reading this eBook.

If you've been meaning to kick your marketing efforts into high gear but just don't know where to start...

...then this Facebook advertising for contractor's strategy is going to have you looking like Tim Allen on cloud nine.

Keep that notepad close...you're going to need it.

**Step #1: Create A compelling offer**

## Step #1: Create A compelling offer

Before you get all excited and dive into the Facebook ads manager, the first thing you need to do is come up with a compelling offer.

If you have to read the following sentence 10 times for it to sink in, then I suggest you do:

“When it comes to Facebook advertising for contractors, nothing is more important than having a compelling offer.”

Think of your compelling offer as your foot in the door, and your means to capturing a new lead’s contact information.

The key here is to create an offer so compelling that it gets your ideal prospect to think to themselves...

“Man...this is a no-brainer! I’m going to call them right now.

So, what makes an offer so compelling that it generates new leads for your home improvement services?

A compelling offer ‘checks the box’ on the following three criteria:

- High value

- Low friction
- Attracts the right prospect

Here's how to accomplish each of those.

### **High Value**

A compelling offer has to be highly valuable to your intended audience.

If you're a roofing contractor and want to attract homeowners looking to re-do their roofs, advertising a \$100 discount on a new metal roof that costs thousands of dollars won't get anyone to take action.

It's just not compelling enough.

A free inspection, higher discount, or no payments for a certain period of time would work better in this case.

Think outside the box and try to come up with something worthwhile for the customer.

An example of a well-performing high-value offer comes from one of our customers in the carpet cleaning industry: They offer 1 free couch cleaning with any purchase.

Obviously, they lose money on the free couch cleaning, but it allows them to get their foot in the door and pitch customers on the other services they

offer—more couch cleaning, carpet cleaning, duct cleaning, and even recurring cleaning packages.

What starts off as a free couch cleaning visit oftentimes turns into several hundreds of dollars of added revenue per in-house visit.

Highly valuable offers just plain work. Find one that can work for you.

### **Low friction**

A compelling offer also has to have low friction.

You know the small asterisks and fine print you see on most ads these days?

The ones that say things like, *“only valid with purchases over \$500”* or *“cannot be used on XYZ products?”*

Yeah, everybody hates those, and they add a ton of friction to your offers, making them less enjoyable and harder to pull off.

Try to keep your offer as dead simple as possible so that it’s a no-brainer in your prospect’s eyes.

Any kind of barrier will result in lower conversion rates and an overall less successful Facebook advertising campaign.

For example, think back to the free couch cleaning offer...

If we had forced people to purchase a full-cleaning package that cost a few hundred bucks in order to get the free couch cleaning, it wouldn't have done well.

Instead, we offered the free couch cleaning with *any* purchase. Most people went with the 1-room cleaning at a few bucks, but then our customer was able to upsell them to a full-house cleaning once they were on site.

Long story short—reduce friction, even if it means losing money up front.

### **Attracts the right prospect**

Last but not least, you need an offer that attracts the right prospects.

While giving something unrelated away for free—like a T-shirt, a gift card, or even an iPad—can work, it's usually not the best way to go about attracting the right prospects.

You want to make sure everyone who takes you up on your offer is a potential lifetime customer for your business, and not just someone looking for a quick freebie.

A quick & dirty way to come up with offers that attract the right prospects for your business is to work backward.



For example, in order for someone to get the carpets cleaned in their entire house (your core offering if you're a carpet cleaning business), they need to agree to get one room cleaned first.

Before agreeing to get one room cleaned, they need to know that your team does a good job. Cleaning a couch is less expensive than cleaning a room, so it's a great offer to introduce people to your services.

Tip: This work backward strategy works in literally any industry (ex: new roof installation -> roof repair -> gutters/siding -> estimate -> free inspection), so if you're stuck coming up with an offer that will attract the right prospects, this is a great place to start.

## Step #2: Find the Right Audience

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Most people think this is the hard part, but when it comes to Facebook advertising for contractors, finding the right audience is actually the easy part.

Let me explain.

As a contractor, you're likely bounded by geography.

In other words, you can only book jobs and complete work within a certain territory—specific boroughs, cities, or maybe a few select states.

That means your targeting is pretty much done for you.

No need to mess around with intricate interest targeting—all you've gotta do is use a combination of addresses, zip codes, and radiuses to let Facebook know which areas you want to target with your ads.

For example, if you're trying to capture new *roofing leads* in New York and serve the entire state, all you've gotta do is type in New York, select New York State, and your location targeting is all set:

Locations ⓘ

People who live in this location ▼

United States

📍 New York

📍 Include ▼

Type to add more locations

Browse



If you're a smaller contractor and want to focus on smaller cities, neighborhoods, and boroughs, then enter the zip codes you want to reach with your ads:

Locations ⓘ

People who live in this location ▼

United States

📍 10012

📍 10013

📍 10016

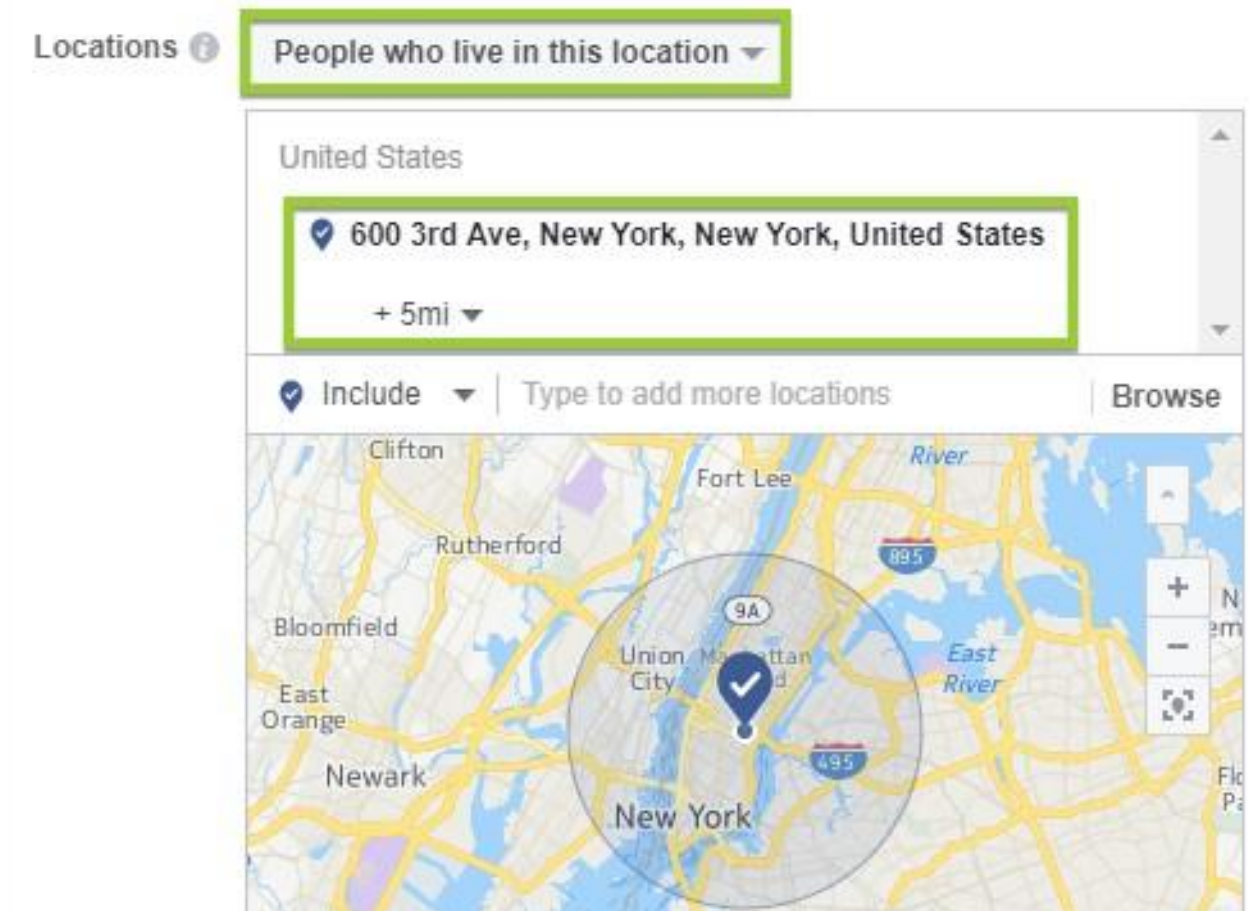
📍 Include ▼

Type to add more locations

Browse



And if you want to target people within a certain distance from your shop or office, then enter your address and select a mile radius that makes sense for you:



The screenshot shows a web interface for selecting a location. At the top, a dropdown menu is set to "People who live in this location", which is highlighted with a green box. Below this, a text input field contains the address "600 3rd Ave, New York, New York, United States", also highlighted with a green box. Underneath the address, a radius selector shows "+ 5mi" with a dropdown arrow. Below the text fields is a map of New York City. A blue location pin is placed in Manhattan, and a grey circular radius is drawn around it. The map includes labels for various areas like Clifton, Rutherford, Fort Lee, Union City, and New York, as well as highways like 9A, 895, and 495. On the right side of the map, there are standard map controls: a vertical zoom slider, a "+" button, a "-" button, and a "Full Screen" icon.

Make sure you select “people who live in” so that you make sure you’re targeting people with a foothold in your current city (and not people that are traveling or passing through).

If you’re going after homeowners, there likely aren’t many under 25 or 30 years old, so setting a minimum age can also help:



Age ⓘ 30 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

From there, you can also try the homeownership behavior targeting option:



Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Home > Home Ownership  
Homeowners

Add demographics, interests or behaviors | Suggestions | Browse

That'll make sure your ads are only seen by homeowners, and that your budget isn't wasted on renters.

It's not a perfect science (Facebook's data isn't 100% accurate), but from our experience, it can help reduce wasted ad spend a little bit,

These targeting options are really all you need in order to get your compelling offer in front of the right prospects.

There's not much more to it than that, and the next piece of the puzzle is a well-crafted Facebook ad that gets your message across and turns viewers into new *contractor leads* for your business.

**Step #3: Craft an awesome Facebook ad**

### Step #3: Craft an awesome Facebook ad

To create an effective Facebook ad, you need to understand which ad types work best, and what kind of ad copy to use in order to turn prospects into new leads for your business.

#### **Ad types**

There are 4 ad types that work extremely well in the home improvement space, and those are banner ads, carousel ads, lead ads, and video/slideshow ads. Here's how each of them works.

#### **Banner ads**

Banner ads are the rectangular ads you're used to seeing in your newsfeed and are the standard when it comes to Facebook advertising.

They've been around since the beginning because they just plain work.

All of the Facebook campaigns we manage for contractors include at least a few banner ads, and yours should too:



**20% OFF!**

*The*  
**LAST ROOF YOU'LL NEED**

**Standing Seam Roofs**

**50-Year Life Expectancy**

**Highest Wind Rating**

**EnergyStar Efficient**

### Standing Seam Metal Roofs

A Standing Seam Metal Roof adds curb appeal and weather resistance to your home all year around. Made of 24 gauge galvalume, these roofs last over 50 years and the metal reflects the sun's rays, which in turn reduces heating costs.

WWW. [ ] .COM [Learn More](#)

## **Lead ads**

Lead ads are great for contractors that have old, outdated websites because you can capture contact information right from the Facebook newsfeed.

In other words, the person seeing your ad never has to leave Facebook. They just click a 'Sign Up' or 'Book Now' button, and they're immediately asked to fill in their name, email, phone number, or whatever other

information you require for your offer (psst...remember to keep it low friction!).

Another reason we love lead ads is that certain form fields come pre-populated.

Being that Facebook already has the name, email, and sometimes even the phone number of their users, they'll automatically fill whatever information they have into the form fields for the user, making it easier for them to sign up to your offer.

This becomes exponentially more awesome for smartphone users—nobody likes filling out forms on their phone.

It takes way too long, and the 'back' button is a simple solution to ease the pain.

Tip: If you don't have a mobile-friendly website, or if you don't have high-converting landing pages, lead ads may be a great place to start.

## **Carousel ads**

Let's face it...sometimes static banner ads are boring.

If you want to capture your prospect's attention and get them interested in your offer, showing them several images and allowing them to swipe left and right to view them all is a great way to do so.

That's exactly what carousel ads allow you to do—tell a story across up to 10 different images.

For the home improvement contractors, we work with, we like to use carousel ads to explain the quality of the service they provide, the benefits of the materials they use, or the rave reviews they received from past customers:



### Let's Get Stone'd Granite and Marble

...

Written by Webrunner Media Group [?] · December 14, 2017 · ✱

"Let's Get Stone'd was recommended to me by a friend years ago and I've used them for two houses now. You can tell the difference when you have a good contractor...I've referred them to others too."

Roman Sharf, Richboro, PA ★★★★★



This allows us to share much more information than a static banner ad ever could and is a great way for contractors to make a strong first impression with their potential prospects.

### **Videos & Slideshows**

Last but not least, we've got video and slideshow ads.

These are the most engaging ad types, for obvious reasons.

If you can put together a short video to show off your work, explain your capabilities, and humanize your business a little bit, you'll be leagues ahead of your competitors that stick to static image ads.

Your video doesn't have to be *Steven Spielberg-esque* either. Just flip open the camera on your smartphone and start talking about the value you bring to your customers.

Once you start to see your Facebook video ads bring in *contractor leads*, then you can invest in something a little more polished.

It still doesn't have to be crazy.

And if you're just too shy to get in front of a camera, then you can use Facebook's built-in slideshow creator to create a short video made up of images and text.

They aren't as engaging as full-blown videos, but we've still seen awesome results using short slideshows to explain the services our home improvement contractors provide for their customers.

### **Types of Facebook Ads for Contractors (Based on objectives)**



# Facebook Ad OBJECTIVES

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

The very first thing to understand about Facebook advertising is that there are different types and formats of Facebook ads, and they're all unique.

Each objective (website clicks, conversions, engagement) is shown to the people in your selected audience that are the most likely to complete the action. While Facebook ads are incredibly cheap, if you pick the wrong objective your cost will go up and your results will go down.

For example, if you select the “Traffic (Website Clicks)” objective, Facebook will show your ads to the people most likely to click on your ad. If

you select the “Conversions” objective, Facebook will show your ads to the people most likely to convert.

Here’s the kicker: only a few of Facebook’s ad objectives are good for contractor marketing.

They are:

- Traffic (Website Clicks)
- Brand Awareness
- Lead Generation
- Engagement (Page Likes, Boosted Posts)

Stay with me and I’ll dive into the details on how each one can benefit your contractor marketing strategy.

### **If You Want to Get More... Website Visits in Your Service Area**

Take out a Facebook Traffic (Clicks to Website) ad.





These ads send people to a designated page on your website, rather than sending them your company's Facebook page.

Pages you might want to send people to:

- **Your homepage** – I used this option recently on a Clicks to Website Ad when I wanted to get people to visit our new website. If you don't have a lot of organic traffic right now because your website is new, this can be a good way to boost visitors in your location.



- **A product or service page** – This can be especially helpful for contractors with seasonal lines of business. For example, HVAC companies can use Clicks to Website Ads to send traffic to their air conditioning tune-up page right before the cooling season and swap it over to a furnace tune-up page right before the heating season. Or maybe if your flooring company now offers bamboo flooring for environmentally-conscious consumers, you can send your Clicks to Website Ad right to your bamboo flooring product page.
- **A promotions page** – I’m a sucker for sales. A lot of people are. For some reason, people flock to sales to buy things they don’t even need—just because it was on sale. Maybe someone wasn’t planning on having their air ducts cleaned this month—that is, until they saw your Click to Website Ad that sent them to your limited-time-only air duct cleaning special page on your website.

### **If You Want to Get More...Website Conversions**

Conversion Facebook ads encourage people to carry out a specific action or purchase your product or service. I.E., conversion ads’ main goal is to

convert users. Facebook offers an option to add a snippet of code—called a Facebook Pixel—to your website’s HTML to track people’s activity on your site, including conversions. A few examples of conversion ads include sending users directly to a contact or product check-out page, sending people to your store, or complete event registration fill-outs.

From our experience, need-based services (HVAC repair, emergency plumbing repair, etc) do not do well with conversion ads. Think about it—if someone’s wading through a foot of water or shivering because the furnace is out, they aren’t going to browse Facebook hoping for an answer to smack them in the face. They’re going to pull out their smartphone and frantically search for the quickest solution.

What does work? Promoting maintenance plans, roofing specials, and other contractor work that isn’t as pressing as a repair job.



For contractors, sometimes people won't fill out a form, but instead pick up the phone and call you. For this reason, it's important you have the proper call tracking set up to get your true return on ad spend.

### **If You Want to Get More...Facebook Business Page Likes**

You finally created a Facebook business page for your contracting business and it has a whopping two likes—you and your mom. Getting likes

to your company's Facebook page shouldn't be your first priority if you're just bursting onto the online marketing scene (I recommend you start with a website optimized for conversions and for search engines), but if you're well established in the search engine results page and you need to compete with other contractors with 1,000s of likes, take out a Page Likes Ad.

### **If You Want to Get More...Likes on Your Posts**

We wrote an entire blog in the past called "Why Nobody Likes Your Facebook Posts." Facebook's newsfeed has an algorithm to determine exactly what content to display in each user's feed. Imagine how overwhelming it would be to see every update from every person, business, and organization you follow!

This is a common misunderstanding about social media among business owners—that if you have 350 followers, all 350 of them will see your posts. In reality, unless you pay to promote your posts, only about 2% of your followers will see them. And they can't like what they don't see!

And here's the bad news: organic post reach is going to continue to decline, which means Facebook is now strictly pay-to-play for contractors. To get more likes, consider a Page Post Engagement Ad.

Types of posts you might want to promote:

- **All of them** – Seriously, put at least a few bucks behind all of your posts or else no one is going to see or engage with them.
- **Awards you've won** – NARI's Contractor of the Year Award, Angie's List Super Service Award, ABC Excellence in Construction, Best of Houzz—doesn't matter what the award is, it just matters that you show your Facebook fans you're a winner.
- **Recent projects** – Before and after photos are one of the best performing ads we've ever run!
- **Recent blog posts** – Yes, you need to be blogging, and then you need to share those blogs. Unfortunately, "If you build it, they will come" only works in cornfields.
- **Testimonials** – People love testimonials and depend on them to make key decisions. These boosted posts have worked very well for our clients in the past.
- **Contests** – Here's an easy way to get engagement—a caption contest. Or a giveaway. Or a raffle. People love to win things; it really doesn't matter what it is. It's the winning that counts.

#### Ad Placement



Facebook gives you several options on where to place your ad – Your choices for placement are:

- Desktop
- Desktop Right Side
- Mobile
- Instagram
- Audience Network (this lets you extend your ad campaigns beyond Facebook to reach your audiences on mobile apps, mobile websites and videos. We use the same Facebook targeting, measurement and delivery to make sure each ad on Audience Network helps you reach your campaign goals at the most cost-effective price.)

- Instant Articles (See more here:  
<https://www.facebook.com/business/help/825186870955247> )
- In-stream Video

If you're not sure, Facebook will recommend using the default placements for your objective:

- **Brand awareness** (including Reach & Frequency buying): Facebook and Instagram
- **Engagement** (including Reach & Frequency buying): Facebook and Instagram
- **Video views** (including Reach & Frequency buying): Facebook, Instagram and Audience Network
- **App installs**: Facebook, Instagram and Audience Network
- **Traffic** (for website clicks and app engagement): Facebook and Audience Network
- **Product catalog sales**: Facebook and Audience Network
- **Conversions**: Facebook and Audience Network

For more information on ad placements, visit:

<https://www.facebook.com/business/help/175741192481247?helpref=related>

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### Setting a Budget and Schedule

Ah, the budget. Here's where you determine how much you are going to spend for your ad. You have two choices: daily budget (how much you spend per day) or lifetime budget (how much you want to spend for the entire campaign).

Not sure how much to spend on your ad? The average Cost Per Click (CPC) is about \$2.93 for home improvement niche. (current as of 2018 Q3)

### **What does Facebook take into consideration when displaying your ad?**

- Creating value for advertisers by helping them reach and get results from people in their target audiences



- Providing positive, relevant experiences for people using Facebook, Instagram or Audience Network

The best way for us to do this is to hold an auction in which both interests are represented. That way, advertisers are reaching people receptive to their ads and users are seeing something they're interested in. This is different than a traditional auction because the winner isn't the ad with the highest monetary bid, but the ad that creates the most overall value.

### **So how does the Facebook ads auction work?**

Facebook advertising space is not determined by the highest bidder, instead, they determine the potential value created by your ad by looking at 3 factors:

- Advertiser bid – this shows how interested/invested you are in having your ad shown

- Ad Quality & Relevance – this is decided by how interested Facebook thinks a person will be in your ad a. Facebook provides a Relevance Score metric for your ads. When the ad relevance is high, Facebook will show your ad more than ads with lower RS metrics. See more here: <https://www.facebook.com/business/help/672330766217827>
- Estimated Action Rates – Facebook calculates this by how likely Facebook thinks a person will take action you are advertising.

Facebook combines those 3 facts into a total value and displays the ad with the highest value. So, if you have a higher quality ad that's more relevant than your competitors, it doesn't matter how much you spend, it will get shown.

How do you decide how much to spend?

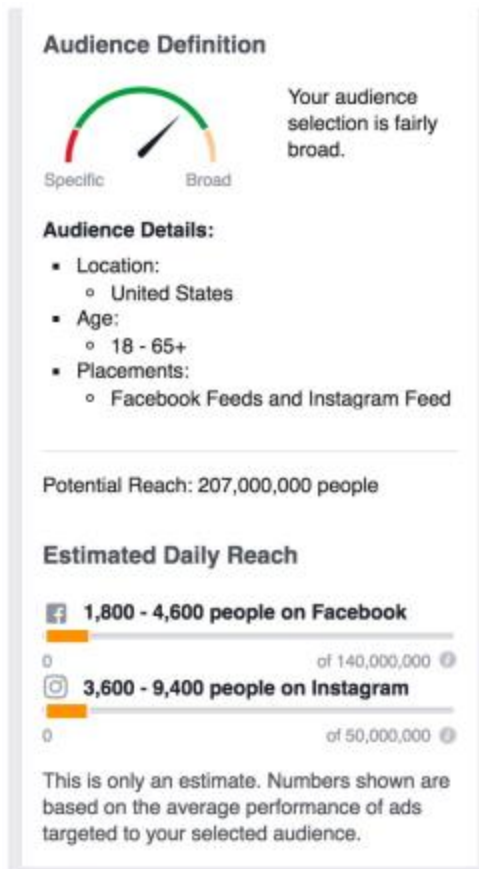
There are two options of Facebook Ad Bidding – Automatic and Manual.

- Automatic Bidding – Facebook decides the bid for you. If you are unsure about how much you want to bid, go with this option.

Facebook spends your set budget to maximize the visibility of your ad based on the 3 factors above.

- Manual Bidding – Here you choose how much you are willing to spend to achieve the action you want (ex: \$5 per click). One note about manual – even if you bid the highest amount, you'll still end up paying the lowest amount possible to get your ad delivered or action taken.

Also taken into account in your ad spending is how many people you want to see your ad. The more you spend, the more will see your ad. Facebook will keep track of it on the right side the Budget & Schedule portion of the creation process. See below:



Like traditional advertising, you need to also factor in the time of year you are advertising. The holiday season will see more competition for ad space than, for example, March. This is something to keep in mind when planning your budget. You may have to pay more to be seen.

## Ad Spend Minimums

Yes, you can run an ad for as little as \$1/day but not every ad will let you do that. Here are the spend minimums:

- If the ad set gets charged for impressions, its daily budget must be at least \$1 a day
- If the ad set gets charged for clicks, Likes, video views, or post engagement, its daily budget must be at least \$5 a day
- If the ad set gets charged for low frequency events like offer claims or app installs, its budget must be at least \$40 a day

For more information on ad spend minimums, visit:

<https://www.facebook.com/business/help/203183363050448>

## **Ad Copy**

With ad types out of the way, it's time to focus on ad copy. Here's a solid strategy you can stick to, regardless of what ad type you choose to go with. It's called the AIDA model, and it stands for Attention/Awareness, Interest, Desire, and Action.



source: Optimonk

### **Attention/Awareness**

The first step to creating ad copy that gets your prospects to take action is to get them to pay attention.

To do this, all you have to do is call out your ideal prospect so that they stop scrolling and continue to read the rest of your ad.

For example, you can use words like:

- Attention homeowners!
- Calling all Philadelphians!
- Got a leaky roof?
- Tired of your boring kitchen?

These examples would likely get homeowners, Philadelphians, people with leaky roofs, and people that would be up for a kitchen remodeling to pay attention.

You can easily adapt the above examples to craft your own opening ad copy that grabs attention.

### **Interest and Desire**

Here's where you get your prospect interested in your message by getting them to relate to certain pain points, and then get them to desire your solution by painting them a beautiful picture of what's to come.

For example, using the boring kitchen example from above, the interest and desire part of your ad copy might look something like this

“Tired of your boring kitchen? You spend countless hours in it each day, slaving away cooking delicious meals for your family...why not make it a room you can enjoy being in? If you've got kitchen countertops and cabinets that look like they came out of a 70s movie, then it's time for an upgrade. Not only will you enjoy cooking again, but you'll also add a ton of resale value to your home!”

You may find that a little over the top, but Facebook is a social platform after all—it's okay to have a little fun with it.

Get your prospect interested, get them to desire your solution, and then you can work on getting them to take action.

### **Action**

Sticking with the kitchen renovation example, your call to action might be something like:

“And the best part is...for a limited time, you can take advantage of our 0% interest financing over 12 months! Book your free estimate below while you still can!

There you have it. Two simple sentences that display urgency, position your offer, and guide your prospect to take action.

It doesn't have to be more complicated than this.



Step #4: Retarget the heck outta lost traffic

#### Step #4: Retarget the heck outta lost traffic

The last step in the process is to make sure you're getting the most bang for your marketing buck.

Truth is, even if you've followed the first 3 steps of this Facebook advertising for contractors gameplan to the letter, the majority of people that see your ad just won't take you up on your offer.

That's totally normal and nothing to get worked up over.

The solution—in order to get more people to claim your offer and become a new lead for your business—is to implement retargeting.

Retargeting is just a fancy term used to explain the act of showing someone another ad if they didn't take action the first time around.

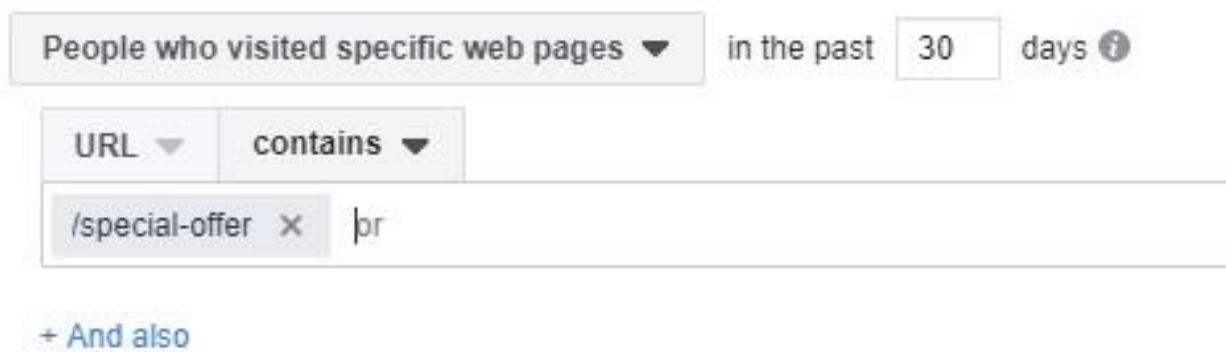
The topic of retargeting has been covered extensively around the web, so rather than sit here and reinvent the wheel, just give these a read:

- [Facebook's Pixel Implementation Guide](#)
- [How to Setup Facebook Conversion Tracking](#)
- [Facebook Custom Conversions – A Beginner's Guide](#)

Once you're more familiar with Facebook's pixels and custom conversions, here's what you'll need to do...

First, you'll need to create a custom audience of everyone that saw your landing page (ie: the page where you capture contact information in exchange for your special offer).

The audience settings would look something like this, but with the URL of your actual landing page:

A screenshot of the Facebook Audience Settings interface. The top section shows a dropdown menu with the text "People who visited specific web pages" and a downward arrow. To its right is the text "in the past" followed by a text input field containing "30" and the word "days" with an information icon. Below this, there are two more dropdown menus: "URL" and "contains", both with downward arrows. Underneath these is a text input field containing "/special-offer" followed by a close button (X) and the text "or". At the bottom left of the form is a blue link that says "+ And also".

People who visited specific web pages ▼ in the past 30 days ⓘ

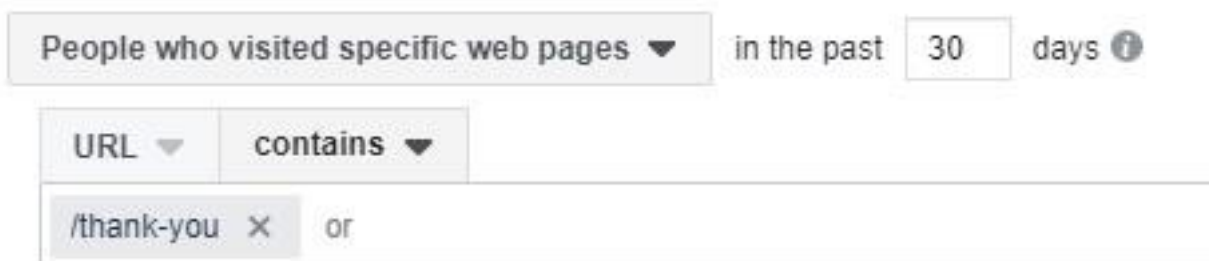
URL ▼ contains ▼

/special-offer X or

[+ And also](#)

Then, you'll want to create another custom audience of everyone that saw the thank you page for your offer. In other words, a custom audience of everyone that saw the page immediately after submitting their contact information.

The audience settings would look something like this, but with the URL of your actual thank you page:

A screenshot of the Facebook Audience Settings interface, similar to the one above. The top section shows a dropdown menu with the text "People who visited specific web pages" and a downward arrow. To its right is the text "in the past" followed by a text input field containing "30" and the word "days" with an information icon. Below this, there are two more dropdown menus: "URL" and "contains", both with downward arrows. Underneath these is a text input field containing "/thank-you" followed by a close button (X) and the text "or".

People who visited specific web pages ▼ in the past 30 days ⓘ

URL ▼ contains ▼

/thank-you X or

These two custom audiences are all you need to do some basic retargeting.

To get a second chance at turning a website visitor into a new lead for your business, all you have to do now is use the following settings when creating a new ad set:

- In the 'includes' section, select your custom audience made up of people that saw your landing page
- In the 'excludes' section, select your custom audience made up of people that saw your thank you page

What this does is it tells Facebook to only show ads to people that saw your landing page, but not those that ended up actually submitting your form.

Tip: When retargeting, make sure you use a different ad than you did the first time around. Things like testimonials, videos of happy customers, and even some more promotional messages can work really well.

Remember, these people are already aware of your offer—they just need that extra push to finish what they started.

Facebook advertising for contractors doesn't have to be complicated, and this 4-step gameplan is living proof.

Yes, you can get more advanced than this if you have aggressive growth goals.

But this strategy is a perfect place to start.

To quickly recap...

- Come up with a compelling offer that attracts the right prospect and that's high value, with low friction.
- Follow the simple targeting settings mentioned in this article, and test using the advanced behavioral targeting settings once you feel comfortable.
- Choose 1 or 2 ad types to test and use the AIDA principle to craft strong ad copy that gets your prospects to take action.
- Leverage custom audiences to retarget people that saw your offer but didn't take action the first time.

That's really all there is to it, and implementing a Facebook ads strategy like this can literally transform your home improvement business!

# Special Offer

**I have created a swipe file of 50 actual contracting ads that real people have put on Facebook to grow their business.**

**In Addition, I have also developed a check list to simplify the Facebook ads posting process.**

**You can get both Swipe File and the Ads Check List for only \$47**

Want to work with me?

## Want to work with me?

I recognize your construction business needs leads. I've spent 5 years doing just that for hundreds of clients and I know how important lead generation is to contractors. That's why I'm recommending to anyone willing to listen to put as much of their ad budget as possible into Facebook marketing.

## THEN, WORKING CLOSELY TOGETHER, I WILL TAKE CARE OF:

- **Strategy:** I build out a complete campaign strategy for your Facebook marketing campaign.
- **Facebook Ad Copy:** I only create copy that converts.
- **Images:** Design images that are click-worthy!
- **Pixel Deployment:** Tracking pixels give us the data we need.
- **Campaign Setup:** Setting up and managing your ad in the Business Manager.
- **Daily Monitoring:** I work on your campaign daily to get you the best cost per conversion.



- **Pre-Launch Website Review:** Review customer-facing landing pages, copy and layout to make sure your Facebook ads will work to convert.
- **Laser-Focused Targeting:** Targeting that attracts your ideal prospect.
- **Reporting:** Reporting to show you exactly how it is all working.

## HERE'S HOW IT WORKS

### GOAL SETTING

- You answer questions about your business, your target market, and your goals so I get to know your business before our call.
- On our call, we solidify your goals in real time.
- If we're a good fit, you make a \$500 non-refundable deposit to start working on your campaign.
- Once your deposit is received, we get to work on your strategy.

### COLLABORATION

- You'll get a timeline for you to see your campaign process from beginning to end.
- You'll get your own private Google Drive Folder to keep all ad copy and images in one safe place. This is where we will work together.
- I let you know what I need from you to make it easy for us to get all your ducks in a row for your campaign to launch and stay on track. You send all the items on that list.
- We discuss the images, ad copy and other material I put in your Drive Folder when I ask so that you can see exactly what we are presenting in your ads to your ideal prospects.

## **REVIEW**

- I'll research your best prospect and target audience so we get at exactly who we are targeting and get only the best people who are most likely to contact you. You will also get a detailed report of my research findings of your prospects in your folder.

- I'll write your ad copy, design your images and review your landing pages to make sure they're supporting your launch instead of costing you new leads.
- You'll review the copy and images I have sent you and let me know what your thoughts are so that we make sure that you're happy with your copy and images and it speaks to your ideal client.
- We review the target demographics I suggest determine who is our best audience to market to so that we launch your campaign putting your best foot forward.

## **ADS SETUP**

- I develop your campaigns and ad sets to be optimized for conversion.
- We review the ads I create and get your feedback prior to campaign launch. That way, you know you are being presented well and we're ready to go live!
- Once your ads go live I monitor Facebook's response to make sure everything launches smoothly.

## MANAGEMENT

- Every day I review your campaign to make sure you are getting the best results for your Facebook advertising budget.
- I apply my secret sauce of ad set management; the peel and stick, to your ads to constantly improve your ads and increase conversions.
- I am constantly working to optimize what is working and what isn't so that you're not wasting any budget.

## REPORTING

- I update your results weekly in a Google Sheet in your Folder so that you always know how your campaign is doing.
- We'll talk often so you are always informed about your campaign performance.
- We'll get on a call 3 days after your campaign launches to talk about early results. That way, you have an understanding campaign and our next steps.

## **WHAT YOU'RE REALLY GETTING IS...**

**EXPERTISE:** With over 5 years of marketing and Facebook advertising for contractors where I am placing my bet for 2019 and beyond as the go-to platform for home improvement Facebook ads, HVAC Facebook ads and ads for commercial contractors and home builders as well.

**CONFIDENCE:** Facebook ads can create more questions than answers, like “am I doing this right?” We will work out all the kinks before the campaign goes live, making sure you get you the best results possible.

**GROWTH:** Working together with your Facebook ads campaign can double or even triple your leads, I've seen it happen. I don't take on a lot of clients for these campaigns and that makes me 100% committed to adding top line revenue to your business.

**PEACE OF MIND:** You can stop sweating your Facebook metrics. I'll do it every day and tweak or improve things without you having to even think about it.

**EASE:** Facebook advertising for contractors isn't easy. There's a lot going on under the hood, but I'll take all of that off your hands so you can keep

building the world. Working together, you'll have more time to focus on your business without having to worry about Facebook.

## **BUT AREN'T FACEBOOK ADS RISKY?**

## **HOW DO YOU KNOW YOU'LL GET RESULTS?**

*NO, THERE ARN'T ANY GUARANTEES WITH FACEBOOK*

But I do a lot of the heavy lifting behind the scenes to get us as close to perfect as possible. My clients succeed because focusing on nothing but Facebook advertising for contractors gives me an advantage over other agencies.

Here are a few secrets I deploy to improve the chances your campaign will be a huge success:

**Secret #1:** Know your ideal prospect...WELL! If we know your ideal prospect inside and out, it helps me create a strategy that speaks only to them. Ad copy and images will make your prospect feel like we created the ad specifically for them, which we did!

**Secret #2:** Make sure your sales process works. The idea is to help prospects find out how you can help them by teaching and educating, not selling. Sales are made because someone knows, likes, and trusts you.

**Secret #3:** Pay attention to what the numbers are telling you. We create many Facebook ad designs and then implement my peel and stick process to get the best ad in front of your prospects at all times. This gets you best results and for the lowest investment.

## I CAN INTERPRET THE DATA AND TELL YOU WHAT WE NEED TO TWEAK TO GET THE BEST RETURN USING LESS MONEY

### WHAT KIND OF RESULTS SHOULD YOU EXPECT?

No guarantees, but here are some recent results with a current client:

Account Overview									
Campaigns									
Ad Sets									
Ads									
Columns: Performance Breakdown Export									
	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	People Taking ...
<input type="checkbox"/>	[04/23/2017] Promoting http...	Active	2,408 Link Clicks	19,250	84,336	\$0.56 Per Link Click	\$1,356.16	Ongoing	1,621
<input type="checkbox"/>	Post: "Save \$500 through November 15th!"	Active	154 Post Engagements	8,676	13,301	\$1.95 Per Post Engagement	\$300.94	Oct 31, 2017	151
<input type="checkbox"/>	Ongoing Website Promotion htt...	Active	21 Link Clicks	1,246	2,893	\$3.12 Per Link Click	\$65.58	Ongoing	18
<input type="checkbox"/>	Post: "Sophisticated bathroom with make-up bar in Palos"	Recently Completed	2,549 Post Engagements	27,686	48,267	\$0.29 Per Post Engagement	\$750.00	Oct 22, 2017	2,291
<input type="checkbox"/>	Post: "Counter flip in New Lenox"	Recently Completed	1,858 Post Engagements	25,247	39,566	\$0.32 Per Post Engagement	\$600.00	Oct 24, 2017	1,722

### ARE FACEBOOK ADS RIGHT FOR YOU?

Honestly, this service isn't for everyone. I only have a few spots per quarter in this campaign because I want to make sure each campaign kicks ass.

So read the following carefully and make sure this is right for you:

- You have a proven construction business that you want to market.
- You have a website or landing page that converts leads into clients or customers.
- You have a service or product that costs \$2,000 or more.
- You know who your dream prospect is (and I don't mean something like "women ages 19-65").
- You want to work together to get results, but are not a micromanager. You trust that I'm the expert and trust the process. I will communicate with you when things need to be tweaked.
- You are ready to invest in your construction business' growth and understand that there is no guarantee with Facebook ads, but by working together we dramatically increase your chances of success.



- You're open to professional feedback and take action on making changes to get better results. If we need to tweak your landing pages or copy to get better results, it's important that you don't take feedback personally.

### **THIS IS NOT FOR YOU IF:**

- Investing money in Facebook ads is going to put a strain on your budget and make you worry about your finances.
- You expect instant, overnight results. Facebook ads take time to perfect, even when done by a pro because your business and your audience are unique.
- Micromanagers; you need to trust that I am an expert at this and what we're doing is setting you up for long-term success even though we're not seeing immediate results in the first week or two.
- You need to have an offer and know without a doubt who you want to walk through your digital doors. You'll get even better results with a well-performing, proven service or program.

- You think Facebook ads will save your business. Facebook ads require a well-formulated strategy and needs to be part of your overall plan. While it can certainly bring many leads through your doors, Facebook ads alone will not convert them to sales. That's what your sales page, website, presentation skills, and follow up skills are for.

I KNOW IT CAN BE SCARY INVESTING IN FACEBOOK ADS WHEN THERE'S NO GUARANTEE THAT THEY'LL WORK IMMEDIATELY. YOU MIGHT BE THINKING, "IT'S TOO HARD," OR "IT'S TOO RISKY."

But that's a tragic mistake and here's why...

Everything about this Package is designed to dramatically increase your chances of success.

One of my clients invested in working with me and together we spent \$650 on ads for a \$26,000 return with a new kitchen remodel. That's a 3900% return on his investment.

These are the kind of results that you can't get on your own.

(If you can, then you definitely shouldn't hire me.)

I've spent 3 years testing and tweaking what works for Facebook ads, on top of 5+ years of construction marketing knowledge. I've been doing contractor Facebook ads for a long time and only work with contractors and other construction companies on Facebook.

Now I get to help you avoid those same mistakes and jump headfirst and get some of the best results you've seen with your ads, even if you've worked with other agencies or specialists before.

## **BE MY NEXT FACEBOOK ADS SUCCESS STORY**

You've got a great home improvement business you want to market. You run a fantastic commercial construction company, you are an electrician, plumber, home builder, or major remodeler and you want to generate more leads. You've put so much work into it to get it to this point. It'd be a shame to leave money on the table when it counts.

Facebook ads are the most cost-effective way to generate leads for contractors... but only if you do them right.

If you don't do them right, they're a flat-out waste of money. Let me take your Facebook ads off your hands and give you far, far better results than you could achieve on your own.

**Ask yourself this:**

**HOW WILL YOUR BUSINESS BE DIFFERENT YOU DEVELOP LEADS THAT CONVERT WITH HALF AS MUCH STRESS?**

What will you do with all the extra revenue your ads bring in?

- Hire another team member?
- Get a new truck or work van?
- Put another truck on the street?

**LET'S GET YOU THE KIND OF RESULTS THAT YOU'VE READ ABOUT ON THIS PAGE.**

*You decide. The ball is in your court. I'd love to help your business be a huge success.*

**Facebook advertising is, in my own opinion, the single biggest growth opportunity for home improvement contractors right now.**

# Special Offer

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## Concluding Remarks

**T**hanks so much for taking the time to look through this eBook. As I've mentioned, there's so much to know on Facebook – we'd love to help as much as we can if there are any questions or tips, you'd like us to know. And if you spot anything that's changed about Facebook Ads since we've published, we'd be grateful for the heads up. Things move fast!



Thanks for your time

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