

## **Lean Instagram & Facebook Ads for Service Businesses in Jamaica**

This guide teaches Jamaican service business owners how to run very cheap, highly targeted Instagram and Facebook ads to get real clients using as little as JMD 1,000.

This method works best for service businesses such as barbers, cleaners, car washes, tutors, real estate agents, beauty professionals, contractors, and freelancers.

### **What You Need Before Running Ads**

1. A real service business (or a clear service you offer)
2. A short video (30 seconds to 1 minute max)
3. An Instagram Business account
4. WhatsApp Business with a working number
5. JMD 1,000–3,000 ad budget

### **Step 1: Create Your Video (Most Important)**

Your ad video does NOT need to be fancy.

You can either:

- Record yourself doing the actual service
- Or talk directly to the camera explaining the service

Rules:

- 30 seconds to 1 minute ONLY
- Clear lighting
- Clear voice
- State the service, location, and how to contact you

### **Step 2: Set Up Instagram & WhatsApp Business**

- Convert your Instagram page to a Business account
- Create or use WhatsApp Business
- If possible, use a NEW number dedicated to business
- Connect WhatsApp Business to Instagram properly

### **Step 3: Upload Your Video to Instagram**

Upload the video as a Reel or Post.

Write simple caption text that MATCHES what you said in the video.

Example:

'Barber in Kingston doing clean fades. Book now on WhatsApp.'

#### **Step 4: Boost the Post (Lean Ads Method)**

Tap 'Boost Post'

Choose Goal:

- Messages (recommended)
- Website visits (optional)

Audience:

- Location: Corporate Kingston or nearby areas
- Age: Based on your service

Budget:

- Start with JMD 1,000
- Run for 3–5 days

#### **Real Campaign Proof (Jamaica)**

These are REAL results from Jamaican campaigns targeting Corporate Kingston.

## Manage ads ⓘ

Most recent ▾

Status ▾

Goal ▾

### In review

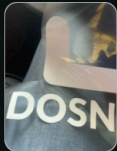


Views	2,349
Website visits	146
Spend	\$3.22 of \$6.00
Audience	Corporate Kingston
<a href="#">View insights</a>	

Delete

Learn more

### Completed • Feb 7, 2026



Views	991
Messaging conversations started	31
Spend	\$6.00 of \$6.00
Audience	Corporate Kingston
<a href="#">View insights</a>	

Delete

Boost again

### Completed • Jan 17, 2026



Views	4,729
Website visits	261
Spend	\$5.90 of \$6.00
Audience	Corporate Kingston
<a href="#">View insights</a>	

Delete

Boost again

Note...



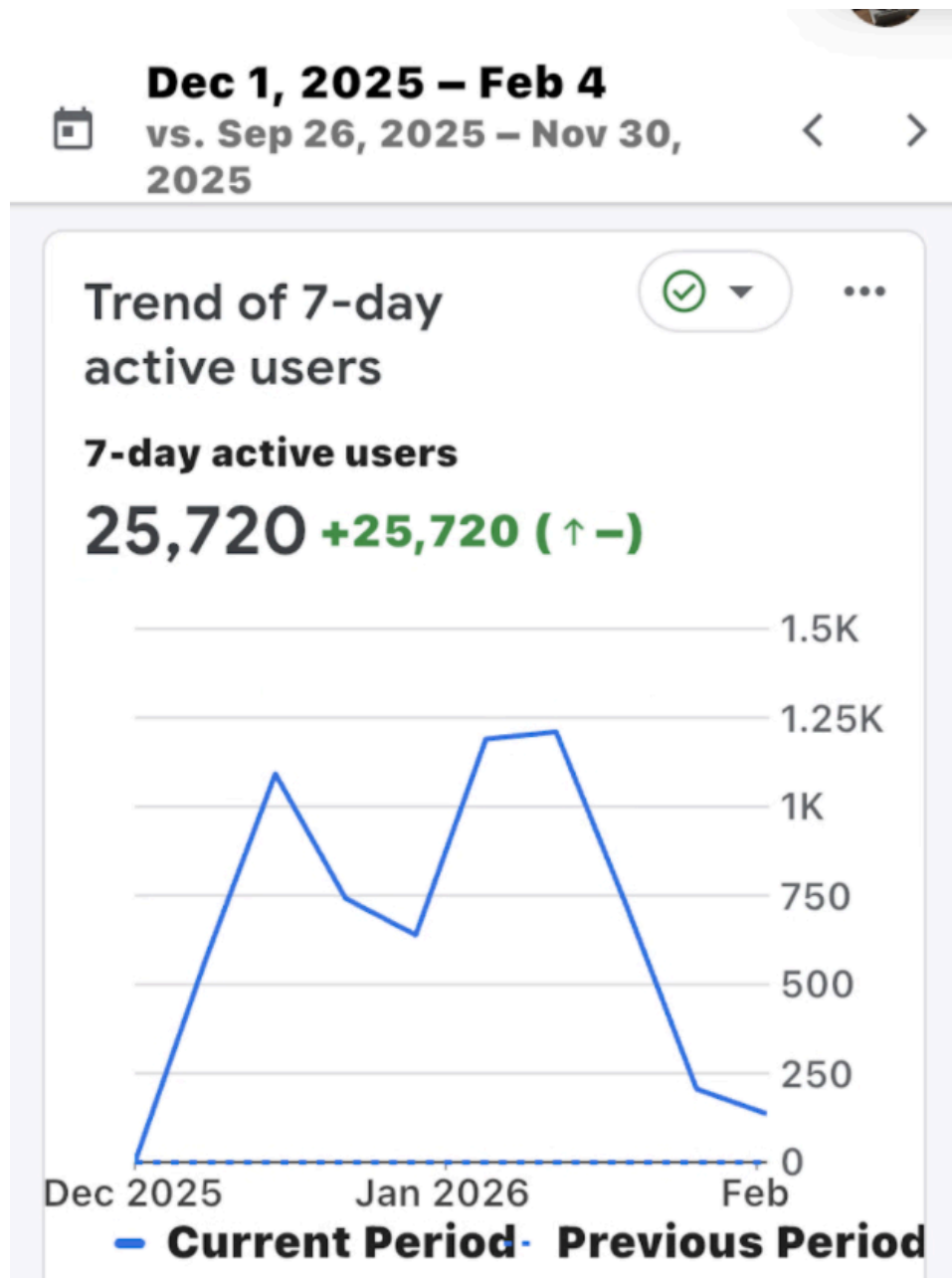
**dosnineco** ⚙

Dosnine media

14 posts 121 followers 0 following

Dosnine is a real estate demand intelligence platform where buyers and renters submit exactly what they want... [more](#)

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#### Why This Works in Jamaica

- Jamaicans prefer WhatsApp over websites
- Local targeting keeps ads cheap
- Video builds trust fast
- Even small budgets get results

#### Final Advice

Do NOT overthink this.  
Post the video.  
Boost it.

Answer WhatsApp messages fast.

Consistency beats perfection.