

## **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  
[View insights](#)

**Delete** **Learn more**

**Completed** • Feb 7, 2026

 Views 991  
Messaging conversations started 31  
Spend \$6.00 of \$6.00  
Audience Corporate Kingston  
[View insights](#)

**Delete** **Boost again**

**Completed** • Jan 17, 2026

 Views 4,729  
Website visits 261  
Spend \$5.90 of \$6.00  
Audience Corporate Kingston  
[View insights](#)

**Delete** **Boost again**

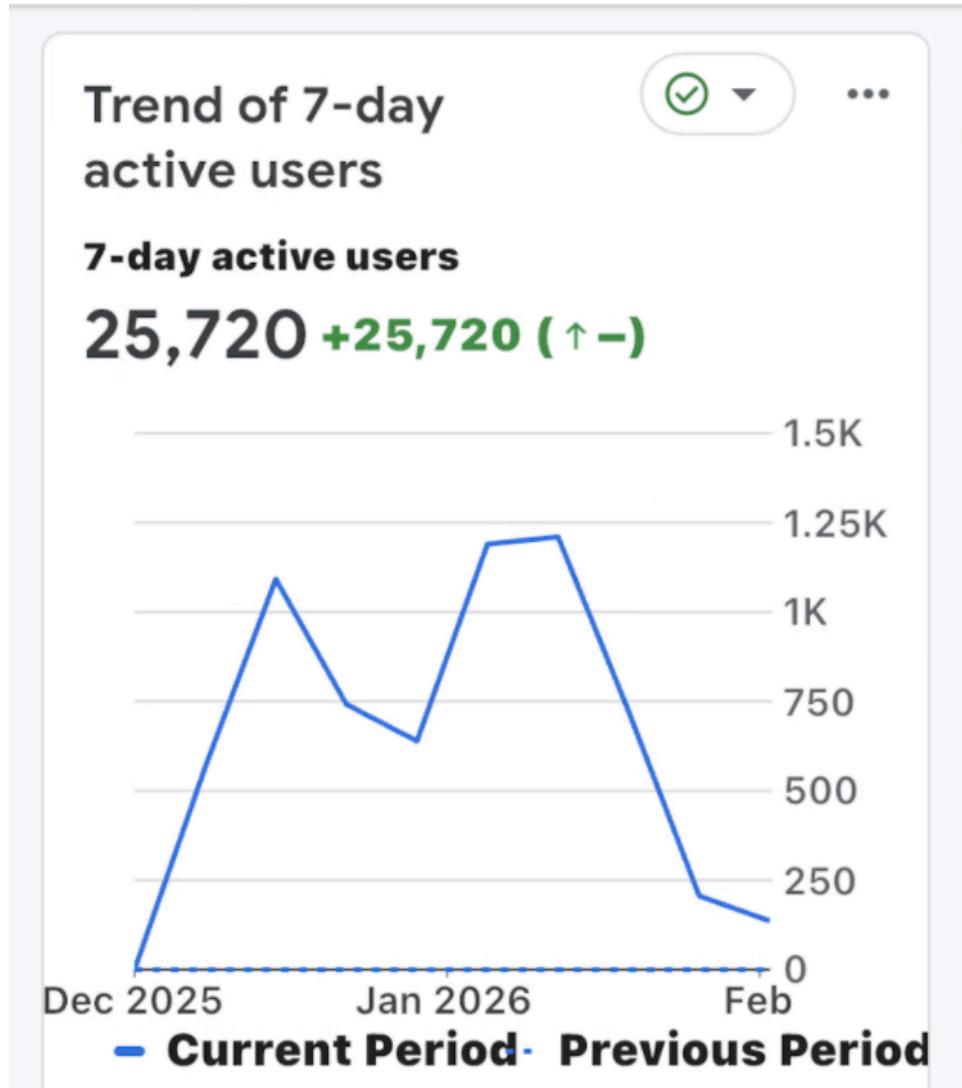
Note...

**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](#)

[dosnine.com](http://dosnine.com)

**Dec 1, 2025 – Feb 4**  
vs. Sep 26, 2025 – Nov 30,  
2025



### 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.