Intro to Meta Ads

Facebook and Instagram Ads help you get in front of homeowners before they start searching. These ads show up in people's feeds while they're browsing photos, videos, and stories.

How to use it:

- Use eye-catching visuals (before/afters, short videos)
- Target people in your service area
- Test a couple of images or messages to see what works best

Why it's useful:

You can inspire homeowners, show off your work, and stay top-of-mind.

Other platforms to consider include: YouTube Ads (part of Google Ads) , Reddit Ads, Spotify Ads & Pinterest Ads

DIGITAL ADVERTISING CHECKLIST

SET UP BASICS	• Create Google Ads and Meta Business Manager accounts • Install tracking tags (Google Tag + Meta Pixel) • Optional: Set up a dedicated landing page for lead generation	
GOOGLE ADS	**Select Your Ad Type:** • Search Ads: text ads that show when people search for your services • Display Ads: image/banner ads shown on websites across the internet • Local Services Ads (if available): pay-per-lead ads for local contractors • Video Ads (YouTube): short videos to educate or showcase your work	• Choose relevant keywords • Use location-based targeting • Write clear, specific ad copy • Monitor CPC and adjust bids
FACEBOOK & INSTAGRAM ADS	**Select Your Ad Type:** • Image Ads: single photo with a simple message • Video Ads: short clips showing projects or tips • Carousel Ads: multiple images for before/after or step-by-step • Reels Ads: short vertical videos for high engagement • Lead Ads: built-in forms for easy inquiries • Story Ads: full-screen vertical ads	• Choose strong visuals • Target local homeowners • Test 2–3 variations • Monitor engagement and cost per result
BUDGET & MEASURE	• Start with a small daily budget • Track leads weekly • Pause underperforming ads • Shift budget to what works	