



**WEB SEARCH
PROFESSIONALS**

The Contractor's No-BS Facebook Ads Playbook

*Stop Wasting Ad Spend and
Start Tracking the Calls,
Quotes, and Jobs That
Actually Make You Money*



MORE CALLS



MORE QUOTES



MORE JOBS



MORE PROFIT

Presented by

Web Search Professionals



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414-234-5624



Who This Guide Is For

Built for local contractors who want cleaner lead tracking and better ROI from Facebook ads.

This guide is for plumbing, roofing, electrical, HVAC, general contracting, and home-service businesses that run (or plan to run) Facebook ads and want more qualified local leads with accurate reporting they can trust.



Why Facebook Ads?



Massive Reach

Get in front of thousands of local homeowners.



Hyper-Local Targeting

Reach the right people in the right neighborhoods.



24/7 Visibility

Your business stays visible day and night.



Budget Control

Set your budget and scale with confidence.



Fast Testing

Test offers, copy, and audiences quickly.

Why Call Tracking Matters



Most high-intent customers call—especially when they need service now. If you're not tracking those calls, you're missing valuable insights and likely wasting ad spend.

Call tracking closes that gap and turns phone calls into measurable results.

Call Tracking Helps You Know

- ✓ Which ad drove the call
- ✓ Which service generated the lead
- ✓ Which calls were qualified
- ✓ Which campaigns deserve more budget
- ✓ Whether calls are being answered



Best Fit Industries



Plumbing



Roofing



Electrical



HVAC



General Contracting












Home Services



Build the Right Foundation



1 | Before You Start

 Facebook personal account	 Business email	 Website URL	 Website login	 Meta Business Manager access
 Payment method	 Call tracking account (CallRail, etc.)	 3–4 hours for setup	 Someone ready to answer calls	

2 | Set Up Business Manager

- 1 Create account at business.facebook.com.
- 2 Verify your email.
- 3 Use your real business name.

3 | Create Your Ad Account

- 1 Go to Business Settings.
- 2 Click Accounts.
- 3 Select Ad Accounts.
- 4 Click Create New Ad Account.
- 5 Choose the correct time zone and currency.
- 6 Add a payment method and set Admin access.



Do Not Boost Posts

Boosted posts are not a real lead-generation strategy. They lack proper targeting, tracking, and optimization—which means wasted ad spend and poor results.

4 | Install the Meta Pixel









Pro Tip Verify with Meta Pixel Helper.

Install the Meta Pixel Helper browser extension and test your website to ensure the pixel is firing correctly.

Track Every Call and Build Your First Campaign

1 Set Up Call Tracking

Most contractor leads call. Call tracking shows you which ads are driving real conversations and jobs.

-  Create a local tracking number ✓
-  Forward to your main business line ✓
-  Record calls ✓
-  Track which ad generated the call ✓
-  Send call data back to Facebook ✓
-  Test the number ✓

Calls Worth Tracking

-  **Plumbing** *"My sink is backed up and I need help."*
-  **Roofing** *"I have a leak and need a new roof."*
-  **Electrical** *"My breaker keeps tripping."*
-  **HVAC** *"My AC isn't cooling and it's hot."*
-  **Remodeling** *"I want to remodel my kitchen/bathroom."*

2 Connect Call Tracking to Facebook




3 Build Your First Campaign








4 Best Starting Objectives

-  **Leads**
Collect leads through forms on Facebook or Instagram.
-  **Website Conversions**
Track actions on your website like form submissions or bookings.
-  **Calls**
Drive more phone calls from people ready to hire.

 **Budget Note**
Start with \$20-\$40 per day per service area and let campaigns run 5-7 days before major changes.

Offers, Targeting, and Ad Copy That Convert

1 CHOOSE THE RIGHT OFFER

PLUMBING	ROOFING	ELECTRICAL	HVAC	REMODELING
				
Same-day water heater estimate	Free storm damage roof inspection	Panel upgrade estimate	AC diagnostic \$0 trip charge	Free project consultation
Fast relief. High intent.	'Timely and 'high value.	Safety + value conversation.	Solves today's problem.	Starts the planning process.

2 BUILD YOUR AD SET

				
REALISTIC SERVICE RADIUS	EXCLUDE ZIP CODES YOU DO NOT SERVE	HOMEOWNERS FIRST	AGE 30-65+	MATCH AUDIENCE TO SERVICE
Stay within 10-25 miles to control costs and close more jobs.	Prevent wasted spend on areas outside your service territory.	Focus on people most likely to own the property and hire you.	Primary decision makers for home improvement projects.	Homeowners for remodeling, property owners for trade services.

3 THE CONTRACTOR AD FORMULA



PRO TIP
Specific beats generic.
Name the service, benefit, and area you serve.

4 HOOK EXAMPLES BY TRADE

	PLUMBING "Running out of hot water every morning?"		ROOFING "Noticed shingles in your yard after the last storm?"		ELECTRICAL "Breaker keeps tripping?"		HVAC "AC running all day but your house still feels hot?"
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Creative and Landing Pages That Drive Leads

1 Creative That Works



Before-and-After Photos



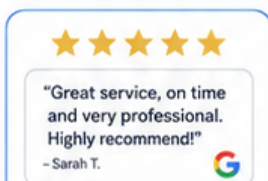
Branded Trucks



Uniformed Team Photos



Short Technician Videos



Customer Review Graphics



Job-Site Photos

3 Landing Pages That Convert

**Heating System
Repair You Can Count On**
Fast. Reliable. Local.

CALL NOW

Full Name

Phone Number

Email

Service Needed

GET A FREE ESTIMATE

✓ Clear Headline

✓ One Service Focus

✓ Local Trust Signals



✓ Reviews / Testimonials



"Excellent service and great communication. Will use again!"
- Mike R.

✓ Simple Form

✓ Click-to-Call Button

✓ Strong CTA

2 Avoid These



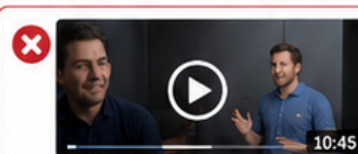
Generic Stock Photos



Overloaded Coupon Graphics



Dark / Blurry Photos



Long Cold-Audience Videos

4 Best CTA Examples

GET A FREE ESTIMATE

SCHEDULE YOUR INSPECTION

REQUEST A QUOTE

BOOK A DIAGNOSTIC

CALL NOW

5 Pre-Launch Checklist

- ✓ Pixel verified
- ✓ Call tracking tested
- ✓ Campaign objective correct
- ✓ Service area set
- ✓ Ad copy reviewed
- ✓ Creative previews correctly on mobile
- ✓ Landing page and form tested
- ✓ Someone ready to answer the phone



Measure, Improve, and Get Help

Track the right metrics. Fix what's broken. Get better results.

1. KEY METRICS TO WATCH

 <p>CPM Cost Per 1,000 Impressions Shows how much you pay to get your ad seen.</p>	 <p>CTR Click-Through Rate Measures how often people click your ad.</p>	 <p>CPC Cost Per Click What you pay each time someone clicks your ad.</p>	 <p>CPL Cost Per Lead What you pay for each lead or call.</p>	 <p>FREQUENCY How often the same people see your ad. Too high = ad fatigue.</p>	 <p>CONVERSION RATE The % of clicks that turn into leads or calls. Higher is better.</p>	 <p>ROAS Return On Ad Spend Revenue generated for every dollar you spend.</p>
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2. WHAT THE NUMBERS MEAN


PROBLEM	SOLUTION
Low CTR = weak hook or creative →	 Test a new image or opening line.
High CTR but no leads = landing page issue →	 Simplify page or form.
High CPL = offer or audience problem →	 Test a stronger offer.
High frequency = audience fatigue →	 Refresh creative.
Many calls, few booked jobs = call handling issue →	 Review recordings.

3. THE 7 MISTAKES THAT DRAIN CONTRACTOR AD BUDGETS


<p>1 </p> <p>No pixel (you can't retarget).</p>	<p>2 </p> <p>No call tracking (you miss leads).</p>	<p>3 </p> <p>Targeting too broadly.</p>	<p>4 </p> <p>Killing campaigns too early.</p>	<p>5 </p> <p>No testing (creatives, offers, audiences).</p>	<p>6 </p> <p>Sending traffic to your homepage.</p>	<p>7 </p> <p>Setting it and forgetting it.</p>
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4. WANT WEB SEARCH PROFESSIONALS TO HANDLE THIS FOR YOU?


We help contractors run high-performing Facebook and Google Ads that generate calls, not just clicks. Our team handles ad strategy, call tracking, reporting, SEO, and landing pages—so you can focus on running your business while we bring in steady, qualified leads.



Book a 30-Minute Complimentary Consult
Give us 30 minutes. Get a plan that can change your next 30 days.

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