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Marketing for Service Businesses

The complete guide to winning customers with paid ads, a good page and a good follow up

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

This course pulls together everything needed to understand and run marketing for a service business: how paid ads work, which channel to use, how to turn clicks into enquiries, how to track and follow up, and how to judge the cost.

Who it is for

Owners of service businesses, marketers, and anyone who wants the full picture of how local lead generation works.

What you will be able to do

- Understand how paid ads, pages, tracking and follow up fit together
- Choose between Google, Meta and local search with confidence
- Build landing pages that turn visits into enquiries
- Track enquiries and know which ads bring customers
- Plan a budget and a first 90 days

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	Foundations: how it all fits
2	Choosing your channels
3	Landing pages and conversion
4	Tracking, CRM and follow up
5	Costs, quality and local

CHAPTER 1

Foundations: how it all fits

How to Do Paid Ads for a Service Business

> **The short answer.** To do paid ads for a service business, start with Google Search if people already look for what you do, add Meta to reach people earlier with finished work, send each ad to a matching landing page with a short form, track calls and forms, and budget at least about £500 a month so there is enough data to learn from. Judge on cost per enquiry and cost per sale.

Why service businesses are different

Service customers buy on trust, in a local area, often after a phone call. There is no basket. The ad has to earn a conversation, so proof, local relevance and a fast response matter more than clever creative.

Which platform first?

Situation	Start with	Why
People search for what you do	Google Search	Captures existing demand
Visual, considered work	Meta	Shows finished work to the right people early
Urgent trade work	Google Search and Local Services Ads	Calls at the moment of need
Events and venues	Meta plus Google for booking searches	Demand creation and capture

Budget

About £500 a month in ad spend is the practical floor, with £1,000 or more recommended, because below that there is not enough data for the platforms to learn from. Management fees are separate and quoted case by case.

Pages, offers and forms

One offer per campaign, a page that repeats the promise, real photos, reviews with a source, and a short form. Ask a qualifying question or two.

Common mistakes

1. Sending all traffic to the home page.
2. Boosting posts instead of building campaigns.
3. No call tracking, so phone leads vanish.
4. Judging after a week.
5. Choosing a Traffic objective instead of Leads.

What results can look like

Real accounts: a media wall installer reached 1,737 tracked conversions at £16.05 blended, and a clinic reached 388 at £25.64 over 15 months. Yours depends on your market and offer.

The Best Ads for Service-Based Businesses

> **The short answer.** The best ads for a service-based business are Google Search ads for people already looking, followed by Meta ads showing finished work to local buyers, with retargeting to bring visitors back. For urgent trades, add Local Services Ads. The right order depends on whether your customers are searching now or need to be reached earlier.

A starting order by business type

Business type	Start with	Then add
Urgent trades (plumbing, electrics, roofing)	Google Search and Local Services Ads	Meta for planned work
Home improvement installers	Google Search and Meta together	Retargeting
Clinics and practices	Google Search by condition	Careful Meta awareness
Beauty and aesthetic clinics	Consultation-led Search	Meta education
Venues, restaurants, hotels	Google for bookings, Meta for events	Retargeting

Why this order

Search captures demand that already exists, so it tends to pay back fastest. Meta adds reach and creates demand. Retargeting is cheap because the audience has shown interest.

Budget

About £500 a month is a practical floor, with £1,000 or more recommended. Split it so Search has enough to learn from before adding Meta.

The common mistake

Running everything at once on a small budget so nothing gets enough data. Earn the second channel by proving the first.

Who Can Help My Service Business Grow? Your Options

> **The short answer.** To grow a service business and generate leads, you can hire a paid ads specialist, an agency or a freelancer, or do it yourself. A specialist suits you if you want one accountable person running Google and Meta, an agency if you need many services, a freelancer for a single platform, and doing it yourself only if spend is small and you have time to learn. Start by knowing your cost per sale.

Your four options

Option	Best for	Watch out for
Paid ads specialist	Accountable, hands-on Google and Meta	Limited capacity, so ask how many accounts
Agency	Many services under one roof	Account run by juniors
Freelancer	One platform, flexible	Tracking and pages left to you
Do it yourself	Small, simple accounts	Time cost and tracking mistakes

Are you ready?

Paid growth needs three things: an offer that sells, capacity to handle more enquiries and enough budget to learn, about £500 a month at least. If one is missing, fix that first.

Know your numbers first

What is a customer worth, how many enquiries become sales, what is your margin? The lead cost calculator works it out in a minute and tells you what you can afford per lead.

How to choose

Use the six questions in how to choose a marketer: who runs the account, real figures, tracking, reporting, account ownership, and no guarantees.

Want the full course?

This is a free sample of **Marketing for Service Businesses**. The full course has 5 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-for-service-businesses and you will hear first when it launches.