EDWARD EATON MARKETING • PDF COURSE

Meta Ads for Home Improvement

Showing finished work to local homeowners and turning interest into quotes

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

Meta Ads put finished projects in front of local homeowners before they search. This course shows how to do it well.

Who it is for

Home improvement and trades owners, and marketers who run their ads.

What you will be able to do

- Understand what Meta does for home improvement
- Create photos and video that sell
- Build lead forms that filter
- Understand costs per lead and per job
- Follow up quotes so fewer go cold

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	Strategy and creative
2	Forms and follow up
3	Costs

CHAPTER 1

Strategy and creative

How to run Meta ads for a home improvement business

> **The short answer.** To run Meta ads for a home improvement business, show finished local projects, make one clear offer, target homeowners in your area broadly, use a short form with a qualifying question, reply within minutes and track quotes and booked jobs, not just leads. Pair it with Google Ads for people already searching.

What Meta does for home improvement

Google catches people searching. Meta reaches homeowners who are not yet searching but might be inspired by a finished kitchen, roof or extension, and retargets those who looked but did not enquire.

Make one clear offer

"Free design visit", "Fixed price quote" or "Book a survey" works better than vague promises. State the area and the next step.

Show real finished work

Real photos and short videos of recent local jobs beat stock images. See creative that works.

Targeting

Target homeowners in your service area with broad settings and let the creative pull in the right people. Exclude areas you do not serve.

Forms and follow up

Use a short form with one or two qualifying questions, then reply within minutes. See what to ask on the form and quote follow up.

Measure what matters

Track quoted and booked jobs, not just leads. A media wall installer using Google and Meta together saw Meta leads at £17.01 and Google at £15.46 across a blended £16.05, with both tracked to conversions. See the case study.

A worked example (illustrative)

A windows installer runs a £600 a month Meta campaign with three finished install photos, a "free design visit" offer and a form asking the property type and timing. It gets 30 leads at £20 each. The team phones within 10 minutes, books 9 visits and wins 3 jobs worth £4,000 each. Cost per job is £200 in ad spend. The form questions and the fast call did most of the work.

Common mistakes

- Running stock photos.
- No qualifying question on the form.
- Waiting until the next day to call.
- Judging only on cost per lead.

First month plan

1. Install the Pixel and Conversions API.
2. Launch two or three creatives with one offer.

3. Review after two weeks and cut the weakest.
4. Follow up every quote. See quote follow up.

Photos and video that work in Meta ads for home improvement

> **The short answer.** The best Meta creative for home improvement shows finished local projects, honest before and after photos, short process clips, a homeowner testimonial and a clear offer. Use real photos and video, keep the first line strong and refresh creative as cost per lead rises.

Finished results

Bright, well framed photos of completed jobs. A conservatory in the evening light, a finished kitchen, a new roof. Mention the town.

Before and after

Honest before and after images show the change. Keep them real and consistent in angle.

Process clips

A 15 second clip of the install, the team or a time lapse builds trust and shows you are real.

Testimonials

A short video or quote from a local customer, with permission, with the job type and town.

The offer

Put the offer and next step on the creative or in the first line: "Free design visit. Blackpool and the Fylde."

How to make it

- Use your phone, good light and a steady hand.
- Ask permission before posting customers' homes.
- Keep text short and readable without sound.

See creative testing on a small budget.

A worked example (illustrative)

A garage conversion firm tests a gallery of finished conversions against a time lapse of one build. The time lapse is cheaper per lead because it shows the process and feels real. It then makes more clips from other jobs. Illustrative.

Common mistakes

- Stock images.
- Poor lighting.
- Showing addresses.
- No clear offer.

Want the full course?

This is a free sample of **Meta Ads for Home Improvement**. The full course has 3 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/meta-ads-for-home-improvement-course and you will hear first when it launches.