

Digital Ads (Google / Meta) Plan

Home & Repair Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a digital-ads plan — Google search (high-intent near-me service searches) and Meta for awareness/retargeting, with local targeting, offers, and cost-per-lead targets tied to job margin — so ad spend brings profitable booking calls. Use it to run paid ads. For organic search use the Google Business Profile & Local SEO tool.

Purpose of this tool & output

Paid ads that bring booking calls

How the output is used

Use it to run paid ads that bring booking calls — a Google/Meta ads plan focused on local intent and cost per booking.

Important cautions

Set cost-per-lead targets against job margin PLUS repeat/lifetime value (a first job that becomes a loyal household is worth more); Google near-me search intent converts best. Follow up leads within minutes.

Companion documents

- Local Marketing Plan
- Google Business Profile & Local SEO
- Aggregator Strategy (Urban Company etc.)
- Social Media & Content Plan
- Society & Community Marketing
- Lead-to-Booking Conversion

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.