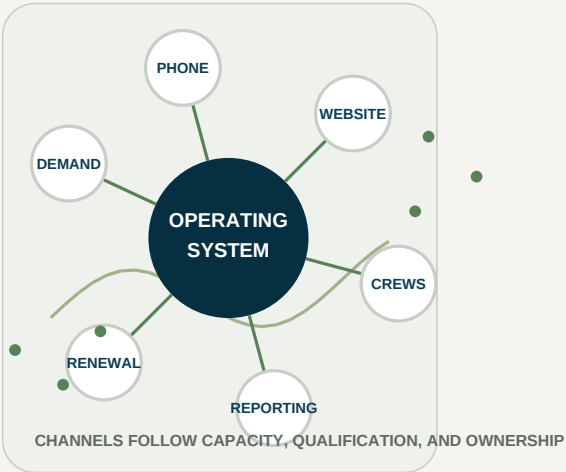


PAID SOCIAL

# Facebook Ads for Higher-Value Design-Build Jobs

A paid social playbook that sells the consultation before it tries to sell the installation.



## THE CONSTRAINT

A beautiful project photo can attract attention and still produce weak enquiries. Design-build ads fail when the offer, project range, qualification, and follow-up leave every homeowner to decide whether they are a fit.

### USE THIS WHEN

Use this when you have strong project photography, defined project minimums, and consultation capacity.

### DO NOT START HERE

Do not run broad lead ads if the estimator cannot respond quickly or the company has no way to screen project fit.

## Inputs to gather before the first meeting

- 1 Target project types and minimum scope
- 2 Approved project photography and video
- 3 Consultation availability
- 4 Landing page or lead-form qualification

# The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

## 01 Build the project argument

Choose one job type such as patios, outdoor kitchens, pools, retaining walls, or full-property design. Show the finished work, the problem it solved, and the process that made it possible.

## 02 Sell the next step

Offer a design consultation, project-fit review, or planning call. Do not ask a cold prospect to buy a six-figure build from an ad.

## 03 Qualify before the calendar

Ask about property type, project category, timing, decision-makers, and expected investment range. Keep the questions direct and explain why you ask.

## 04 Match the page to the ad

Carry the same project type, image style, proof, process, and call to action onto the landing page. A generic homepage wastes the attention the ad paid for.

## 05 Follow up while intent is fresh

Send an immediate confirmation, assign a human owner, and use a short call and message sequence. Stop automatically when the prospect books, declines, or fails qualification.

# Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

**01**

Qualified consultation cost

**02**

Consultations booked

**03**

Show rate

**04**

Signed design agreements

## Thirty-day rollout

**WEEK 1**

select project and create the offer.

**WEEK 2**

build creative, page, and qualification.

**WEEK 3**

launch with controlled budget.

**WEEK 4**

cut weak creative and review booked consultations.

### Stop and scale rules

- One campaign sells one project category and one next step.
- Exclude existing customers and won opportunities from prospecting.
- Ad spend is separate from management and must match consultation capacity.

### Launch checklist

- ☐ Project minimum stated
- ☐ Photography approved
- ☐ Landing page matched
- ☐ Calendar capacity confirmed
- ☐ Follow-up owner assigned
- ☐ Won jobs excluded

**One playbook fixes one constraint. We run the whole growth**

**system.** AI, website and reporting from \$2,000/mo. Ad spend is excluded.

**BOOK A GROWTH AUDIT**