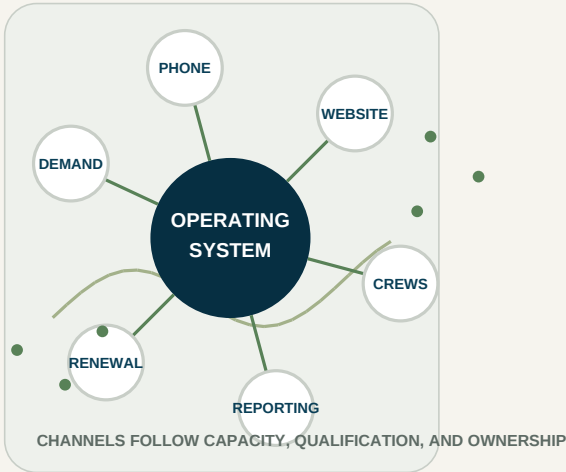


PAID SEARCH

Call-Only Campaigns for the Spring Rush

A phone-first campaign for services that can be qualified and scheduled without a long browsing journey.



THE CONSTRAINT

Call campaigns create immediate demand. They also expose every weakness in answer coverage, qualification, territory control, and schedule visibility. The phone must be an operating system, not a ringing device.

USE THIS WHEN

Use this for urgent or familiar services with staffed phone coverage and a clear booking path.

DO NOT START HERE

Do not run phone-first campaigns when calls roll to voicemail during advertised hours.

Inputs to gather before the first meeting

- 1 Call coverage by hour
- 2 Qualification script
- 3 Live schedule visibility
- 4 Call tracking and outcome stages

The five-step playbook

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

01 Choose call-suitable services

Use services a buyer understands quickly, such as cleanups, mowing, irrigation repair, tree work, or snow. Complex design-build work usually needs a richer page first.

02 Match ads to staffed hours

Run the campaign when trained people or approved overflow can answer. After-hours coverage must follow the same qualification rules.

03 Keep the script short

Confirm service, location, timing, property type, and next step. The goal is a booked estimate or clear decline, not a ten-minute intake.

04 Route to the live schedule

Give the call handler current availability, territory, and estimator ownership. Do not promise a date the branch cannot deliver.

05 Review recordings and outcomes

Listen for wrong-service terms, weak questions, pricing confusion, and handoff failures. Change ads and intake together.

Measure the operating result

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

01

Answer rate

02

Qualified call rate

03

Booked calls

04

Cost per booking

Thirty-day rollout

WEEK 1

select services and staffed hours.

WEEK 2

test script, routing, and tracking.

WEEK 3

launch controlled coverage.

WEEK 4

review recordings and booked outcomes.

Stop and scale rules

- No campaign runs without answer coverage.
- The call handler sees territory and availability.
- Record booked, unqualified, missed, and lost outcomes.

Launch checklist

- ☐ Staffed hours confirmed
- ☐ Overflow tested
- ☐ Script approved
- ☐ Schedule visible
- ☐ Tracking active
- ☐ Recording review assigned

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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