

Forum:[Hack Forums](#)

Thread: [FB ads for Local Service Contractor Business](#)

MrStunsy - March 28, 2018, 10:50 am

I have my website and fb page currently setup. I'm looking to get more phone calls to my local power washing business. Just looking for some insight from a reputable FB ads pro. Currently I am sending traffic to my website via fb ads. I have a quote form page that potential clients can fill out to get a free quote on the site. I just ran my 1st ad and with \$5 spent I got 6 clicks (no calls). I plan to setup a retargeting pixel once I drive more traffic to the site. My demographic is females (because they run the households) within 10 miles that are age 40-65+ Does that sound about right? I'm new to the fb ads game. 6 clicks and no calls or quote fill out forms kind of sucks with 200 impressions. Please point me in the right direction thanks

PhoenixFire69 - April 16, 2018, 12:34 pm

Hello!

So First off what most people don't realize is that facebook has an "Audience Insights" Tool that you can use to see what your target market likes. Once you find who and what your competition is marketing to (ex. Say you look up people with the interest in a specific car cleaner / popular car wash/ and you can see what city in your state has the better likely hood of your target market living there.) From there on you can mix it up a bit and start creating custom audiences, and using those custom audiences as the "meat and potatoes " or your ad, and make a time lapse video of you washing a car and then add comment below to have your car looking this good.

This is a very brief and broad reply. Your golden key is audience insights.

GL!!!

OG503 - April 22, 2018, 10:57 am

Im no expert by any means but I would personally go out farther than 10 miles. I'd use specific zip codes for your area out to like 30+ miles or however far your willing to travel with your equipment. I'd also consider targeting men as well. I don't have any experience in power washing so maybe most of your leads & clients are women. But if not your cutting out a shit ton of your potential local customers. Gotta be very sure before cutting out an entire gender to advertise to. That's just my 2 cents. Good luck with your ads! I'm currently trying to learn more about Facebook advertising as well.