

FREE GUIDE · 2026 EDITION

The Facebook Ads Blueprint

The complete, teach-from-zero playbook for generating predictable, qualified leads at low cost for any local business with Facebook & Instagram ads.

Written for owners of HVAC, plumbing, roofing, electrical, dental, med-spa, legal, cleaning, landscaping and every other local business that earns money one customer at a time.

\$1.4M+	192,000+	\$7.47	10+
ad spend managed	qualified leads	blended cost / lead	local niches

HOW THIS GUIDE IS BUILT

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Three parts: first the **problem** that's costing you leads right now, then the **proof** this fixes it, then exactly **how you do the same**.

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REFERENCE

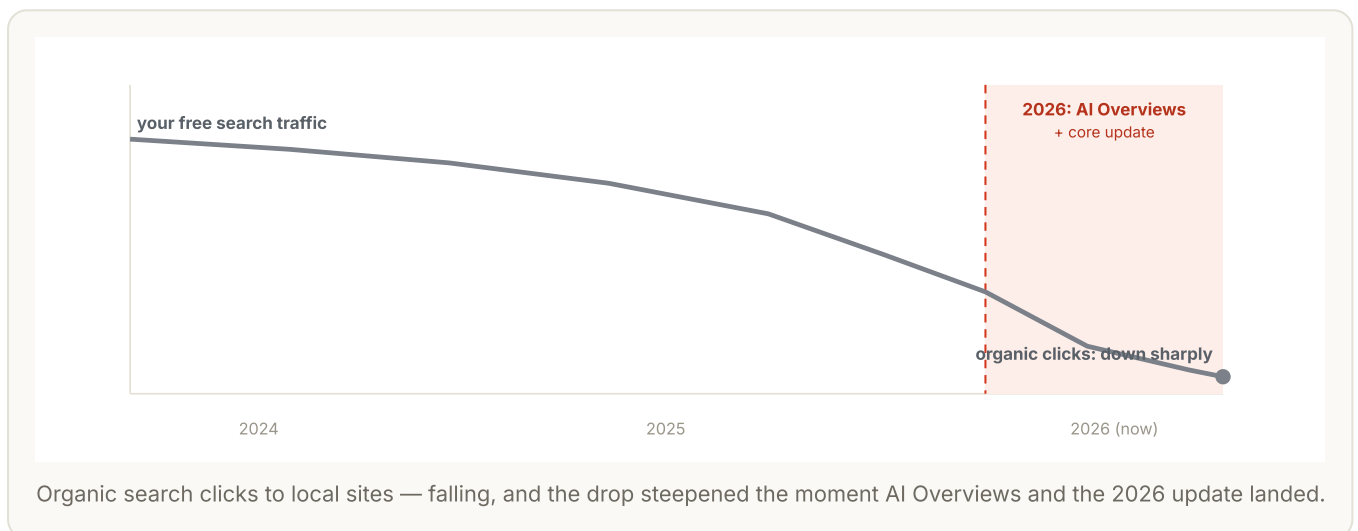
- FAQ** Questions owners always ask
- Plain-English glossary

Your organic leads are drying up — right now

This is not a "someday" warning. It is already happening to local businesses this quarter: less free traffic from search, fewer inbound calls, a quieter pipeline. If you still depend on ranking and word-of-mouth alone, the floor is moving under you.

WHAT'S HAPPENING THIS YEAR

On **21 May 2026** Google rolled out another core update, and **AI Overviews** now answer searches directly on the results page. Where they appear, clicks to the top organic result have dropped by about **58%**. People get their answer without ever visiting a local website. **The traffic isn't slowing — it's already gone for many local sites, immediately.**



When the free traffic falls, the leads fall with it — and you feel it in the calendar within weeks, not years. The businesses that keep their pipeline full are the ones that stopped waiting on search and moved to a channel they control.

Worried your numbers are already slipping? Get a straight read on where your leads are really coming from before it costs you a quarter.

[Book a 30-min consult · \\$50](#)

Why Meta is where local leads moved

As organic dried up, local owners did the only sensible thing: they moved their lead generation to a channel where the volume and cost are predictable and under their control. That channel, overwhelmingly, is paid ads — and the leading platform for local is Meta.

Why paid, why now

- **It's immediate.** You can be in front of buyers today, not in three to six months of SEO that an update can erase overnight.
- **It's controllable.** You set the budget, the area, and the offer. More budget, more leads — a dial you turn.
- **It's independent of Google.** A core update doesn't touch it.

Why Meta specifically

Facebook and Instagram reach local homeowners and decision-makers by **who they are and where they live** — and in 2026 Meta's AI (Advantage+) has become unusually good at finding *qualified* local leads for almost any service: HVAC, plumbing, roofing, dental, legal, cleaning, beauty, solar, you name it. It keeps getting better at it, quarter after quarter, which is exactly why more local budget flows to Meta every year.

THE BOTTOM LINE

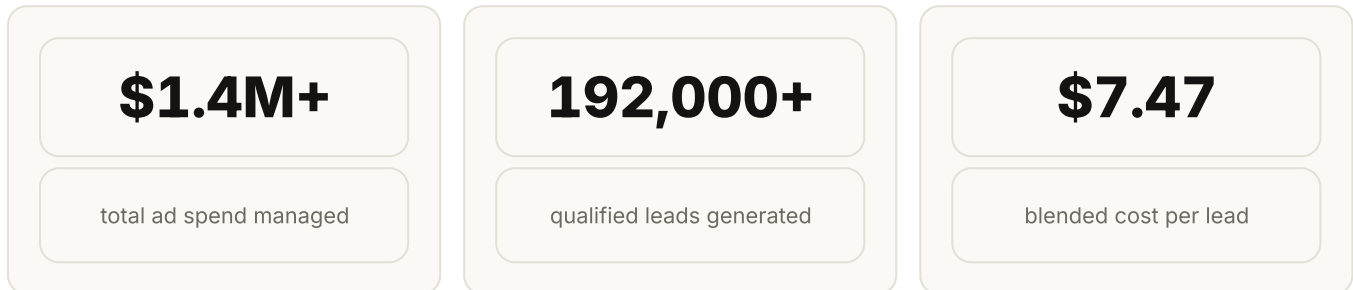
Organic is shrinking and you can't control it. Meta is growing, you can control it, and it is now the most reliable way for a local business to keep qualified leads coming in. The rest of this guide is the proof — and then the exact playbook.

Not sure Meta is right for your niche? We've run it across 10+ local industries. Ask us on a quick call.

[Book a 30-min consult · \\$50](#)

What this system has produced

Before we teach you the structure, here is the evidence that it works — at every budget level, across very different local businesses. These are real accounts we have run; the dashboards are the proof, the figures are operator benchmarks, and client names are withheld for privacy.



Across the case studies on the next pages, the same structure delivered leads from roughly **\$5 to \$25 each** depending on the industry — a fraction of what those businesses would pay for the same work through agencies, directories, or shared-lead services. Whether the budget is \$11,000 or \$487,000, the machine is identical; only the scale changes.

Tier	Examples	Spend range	What it shows
Large	4 multi-location brands	\$200K-\$500K	The structure scales to thousands of leads a month.
Local	6 single-market businesses	\$10K-\$50K	The same structure works on a small-business budget.

HOW TO READ THE DASHBOARDS

Each screenshot is a real Meta Ads Manager view. The three pink columns are the ones that matter: **Results** (leads), **Cost per result** (your cost per lead), and **Amount spent**. The bottom row totals the whole account.

Want results like these for your business? The fastest path is a 30-minute look at your account with us.

[Book a 30-min consult · \\$50](#)

Four large-budget case studies

When a business has multiple locations and a real budget, this structure turns into a lead factory. These four spent \$224K–\$487K and generated tens of thousands of qualified leads each.

1 • HVAC — multi-location, 8 states

A regional HVAC group was buying shared leads that three competitors also received. We rebuilt the account into one structured campaign per region, separated audiences into their own ad sets (broad Advantage+, retargeting, lookalikes, interest), and verified every lead with a one-time passcode. Spreading budget across audiences let the cheapest ones — often the broad Advantage+ set — scale on their own.

\$487K **76,000+** **~\$6.40**
 SPENT LEADS COST / LEAD

Off.:	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input type="checkbox"/>	Broad//Advantage+	8872 Leads (Form)	\$5.63 Per lead (form)	\$420.00 Daily	\$49,949.36	2,448,498	1,275,259
<input type="checkbox"/>	Retargeting//Site 30d	7773 Leads (Form)	\$5.92 Per lead (form)	\$312.00 Daily	\$46,016.16	2,106,967	1,074,983
<input type="checkbox"/>	Lookalike 2%//Bookers	9125 Leads (Form)	\$6.21 Per lead (form)	\$455.00 Daily	\$56,666.25	2,434,117	1,217,058
<input type="checkbox"/>	Prospecting//Homeowners	8195 Leads (Form)	\$6.50 Per lead (form)	\$486.00 Daily	\$53,267.50	2,154,834	1,056,291
<input type="checkbox"/>	Interest//AC and Heating	7266 Leads (Form)	\$6.78 Per lead (form)	\$365.00 Daily	\$49,263.48	1,883,160	905,365
<input type="checkbox"/>	Engaged//Video 50%	8533 Leads (Form)	\$5.63 Per lead (form)	\$398.00 Daily	\$48,040.79	1,740,608	906,566
<input type="checkbox"/>	Local//Service-area	8956 Leads (Form)	\$5.92 Per lead (form)	\$512.00 Daily	\$53,019.52	2,598,996	1,326,018
<input type="checkbox"/>	Lookalike 1%//Leads	8026 Leads (Form)	\$6.21 Per lead (form)	\$441.00 Daily	\$49,841.46	2,282,118	1,141,059
<input type="checkbox"/>	Broad//Statewide +AI	9294 Leads (Form)	\$6.50 Per lead (form)	\$560.00 Daily	\$60,411.00	2,594,974	1,272,046
Results from 9 ad sets		76,040 Leads (Form)	\$6.13 Per lead (form)		\$466,475.52 Total Spent	20,244,272 Total	10,174,645 Meta accounts

Real Ads Manager view — exclusive, phone-verified leads instead of shared ones.

What we did

- **One structured campaign per region** instead of a single national blob — so each market's budget and learning stayed clean.
- **Separated audiences into their own ad sets** (broad Advantage+, retargeting, lookalikes, interest) and let the cheapest — usually broad Advantage+ — scale on its own.
- **OTP verification on every lead** to end the shared-lead problem; these became exclusive, phone-verified contacts.
- **Weekly creative refresh** across all regions to keep frequency low and cost per lead falling.

WHAT YOU CAN COPY

Running multiple locations? Don't pool everything into one campaign. One campaign per region, each with its own budget, is what lets a big account scale to tens of thousands of leads without the strong markets subsidising the weak ones.

PART 2 — THE PROOF

2 · Roofing & storm restoration, 5 markets

Roofing is seasonal and competitive. We layered storm/recent-hail targeting on top of broad and retargeting audiences, refreshed creative constantly to beat fatigue, and pushed budget to whichever market had active demand that week. Result: a steady stream of inspection requests even out of peak season.

\$312K **40,800** **~\$7.66**
 SPENT LEADS COST / LEAD

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input checked="" type="checkbox"/>	Storm//Recent-hail ZIPs	4759 Leads (Form)	\$6.74 Per lead (form)	\$420.00 Daily	\$32,075.66	1,451,387	755,930
<input checked="" type="checkbox"/>	Broad//Advantage+	4171 Leads (Form)	\$7.09 Per lead (form)	\$312.00 Daily	\$29,572.39	1,249,889	637,698
<input checked="" type="checkbox"/>	Retargeting//Quote starts	4896 Leads (Form)	\$7.43 Per lead (form)	\$455.00 Daily	\$36,377.28	1,442,398	721,199
<input checked="" type="checkbox"/>	Lookalike//Closed jobs	4397 Leads (Form)	\$7.77 Per lead (form)	\$486.00 Daily	\$34,164.69	1,275,753	625,369
<input checked="" type="checkbox"/>	Interest//Homeowners 35+	3899 Leads (Form)	\$8.12 Per lead (form)	\$365.00 Daily	\$31,659.88	1,117,144	537,088
<input checked="" type="checkbox"/>	Prospecting//Roof age	4579 Leads (Form)	\$6.74 Per lead (form)	\$398.00 Daily	\$30,862.46	1,032,189	537,598
<input checked="" type="checkbox"/>	Local//+25mi	4805 Leads (Form)	\$7.09 Per lead (form)	\$512.00 Daily	\$34,067.45	1,541,513	786,486
<input checked="" type="checkbox"/>	Engaged//Video	4307 Leads (Form)	\$7.43 Per lead (form)	\$441.00 Daily	\$32,001.01	1,352,536	676,268
<input checked="" type="checkbox"/>	Lookalike 1%	4987 Leads (Form)	\$7.77 Per lead (form)	\$560.00 Daily	\$38,748.99	1,536,438	753,155
Results from 9 ad sets		40,800 Leads (Form)	\$7.34 Per lead (form)		\$299,529.81 Total Spent	11,999,247 Total	6,030,791 Meta accounts

Real Ads Manager view — demand-led budget across five markets.

What we did

- **Storm and recent-hail ZIP targeting** layered on top of broad and retargeting audiences — chasing demand where the weather created it.
- **Demand-led budget shifting** — money moved each week to whichever of the five markets had active storm activity.
- **Constant creative refresh** because roofing audiences fatigue fast; fresh angles kept delivery cheap.
- **Retargeting quote-starters** who didn't finish — the cheapest inspection requests in the account.

WHAT YOU CAN COPY

In any seasonal trade, build a dedicated ad set for the demand spike (storms, heatwaves, cold snaps) and an always-on broad set for the rest of the year — then move budget toward the spike as it happens.

Run multiple locations? This structure is exactly how multi-location brands scale leads. Let's map yours.

[Book a 30-min consult · \\$50](#)

PART 2 — THE PROOF

3 · Dental implants — DSO group, 12 clinics

High-ticket dental has a higher cost per lead, but each booked implant case is worth thousands, so the maths still wins easily. We used a Higher-intent instant form with a qualifying question to filter tyre-kickers, retargeted website visitors, and built lookalikes from actual patients. Cost per lead sat around \$12 — and the cost per *booked case* made it one of their best channels.

\$269K **21,300** **~\$12.62**
 SPENT LEADS COST / LEAD

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input type="checkbox"/>	Broad//Advantage+	2486 Leads (Form)	\$11.11 Per lead (form)	\$521.00 Daily	\$27,619.46	1,249,749	650,910
<input type="checkbox"/>	Retargeting//Site 14d	2177 Leads (Form)	\$11.67 Per lead (form)	\$438.00 Daily	\$25,405.59	1,073,778	547,845
<input type="checkbox"/>	Lookalike//Patients	2556 Leads (Form)	\$12.24 Per lead (form)	\$486.00 Daily	\$31,285.44	1,240,501	620,250
<input type="checkbox"/>	Interest//Missing teeth	2296 Leads (Form)	\$12.81 Per lead (form)	\$394.00 Daily	\$29,411.76	1,098,273	538,369
<input type="checkbox"/>	Prospecting//50+ HHI	2035 Leads (Form)	\$13.38 Per lead (form)	\$507.00 Daily	\$27,228.30	960,772	461,909
<input type="checkbox"/>	Engaged//IG	2390 Leads (Form)	\$11.11 Per lead (form)	\$463.00 Daily	\$26,552.90	888,056	462,529
<input type="checkbox"/>	Local//+20mi	2509 Leads (Form)	\$11.67 Per lead (form)	\$520.00 Daily	\$29,280.03	1,324,888	675,963
<input type="checkbox"/>	Lookalike 1%	2248 Leads (Form)	\$12.24 Per lead (form)	\$470.00 Daily	\$27,515.52	1,162,955	581,477
<input type="checkbox"/>	Broad//AI expand	2603 Leads (Form)	\$12.81 Per lead (form)	\$540.00 Daily	\$33,344.43	1,322,142	648,108
Results from 9 ad sets		21,300 Leads (Form)	\$12.10 Per lead (form)		\$257,643.43 Total Spent	10,321,114 Total	5,187,360 Meta accounts

Real Ads Manager view — qualified, higher-ticket leads filtered at the form.

What we did

- **Higher-intent form + a qualifying question** ("are you considering implants?") to filter tyre-kickers before they reached the clinic.
- **Lookalikes built from actual implant patients**, not just leads — so Meta found people who truly resemble buyers.
- **Retargeted website visitors** who'd browsed the implant pages — warm, high-intent, cheapest to convert.
- **Measured cost per *booked case*, not cost per lead** — a \$12 lead is trivial when a case is worth thousands.

WHAT YOU CAN COPY

For high-ticket services, accept a higher cost per lead and do two things: filter hard at the form, and judge the channel on cost per *booked job*. Cheap leads that never close are the expensive ones.

PART 2 — THE PROOF

4 · Med-spa & aesthetics chain, 9 locations

Beauty and aesthetics live on Instagram. We led with short Reels-style video, retargeted engagers and bookers, and gave each location its own broad Advantage+ set so the algorithm could find the right women near each clinic. Cheap, high-volume bookings at scale.

\$225K **30,900** **~\$7.27**
SPENT LEADS COST / LEAD

Off.:	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input type="checkbox"/>	Broad//Advantage+	3604 Leads (Form)	\$6.40 Per lead (form)	\$312.00 Daily	\$23,065.60	1,233,454	642,423
<input type="checkbox"/>	Retargeting//Bookers	3159 Leads (Form)	\$6.72 Per lead (form)	\$261.00 Daily	\$21,228.48	1,060,363	541,001
<input type="checkbox"/>	Lookalike//High-LTV	3708 Leads (Form)	\$7.05 Per lead (form)	\$343.00 Daily	\$26,141.40	1,224,995	612,497
<input type="checkbox"/>	Interest//Skincare	3330 Leads (Form)	\$7.38 Per lead (form)	\$289.00 Daily	\$24,575.40	1,084,527	531,630
<input type="checkbox"/>	Prospecting//Women 28-55	2953 Leads (Form)	\$7.71 Per lead (form)	\$331.00 Daily	\$22,767.63	949,442	456,462
<input type="checkbox"/>	Engaged//Reels	3468 Leads (Form)	\$6.40 Per lead (form)	\$356.00 Daily	\$22,195.20	877,280	456,916
<input type="checkbox"/>	Local//+15mi	3639 Leads (Form)	\$6.72 Per lead (form)	\$300.00 Daily	\$24,454.08	1,307,704	667,195
<input type="checkbox"/>	Lookalike 1%	3262 Leads (Form)	\$7.05 Per lead (form)	\$340.00 Daily	\$22,997.10	1,148,706	574,353
<input type="checkbox"/>	Broad//IG-first	3777 Leads (Form)	\$7.38 Per lead (form)	\$360.00 Daily	\$27,874.26	1,306,197	640,292
Results from 9 ad sets		30,900 Leads (Form)	\$6.97 Per lead (form)		\$215,299.15 Total Spent	10,192,668 Total	5,122,769 Meta accounts

Real Ads Manager view — video-led, location-by-location at scale.

What we did

- **Short Reels-style video led the account** — beauty and aesthetics convert on motion, not static images.
- **Each of the 9 locations got its own broad Advantage+ ad set**, so the AI found the right women near each clinic.
- **Retargeted engagers and past bookers** with offer-led creative for repeat and referral volume.
- **Offer-first creative** (free consult, limited new-client spots) to drive the booking, not just awareness.

WHAT YOU CAN COPY

If your service is visual and lives on Instagram, lead with short vertical video and give every location its own broad Advantage+ set. Let the AI place it near each clinic — you just keep the creative fresh.

High-ticket service? We'll show you how to filter for quality, not just cheap leads.

[Book a 30-min consult · \\$50](#)

Six local case studies (\$10K–\$50K)

You do not need a giant budget. The exact same structure works for a single-location business spending a few thousand a month.

5 · Plumbing — single metro

One city, one owner, a modest budget. Broad Advantage+ plus a small emergency-radius ad set produced same-day service calls at about \$6.50 each. The retargeting set cleaned up the rest.

\$42K **6,480** **~\$6.53**
 SPENT LEADS COST / LEAD

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input checked="" type="checkbox"/>	Broad//Advantage+	757 Leads (Form)	\$5.75 Per lead (form)	\$79.00 Daily	\$4,352.75	256,044	133,356
<input checked="" type="checkbox"/>	Retargeting//Site 30d	662 Leads (Form)	\$6.04 Per lead (form)	\$68.00 Daily	\$3,998.48	219,696	112,089
<input checked="" type="checkbox"/>	Lookalike 2%/Buyers	778 Leads (Form)	\$6.33 Per lead (form)	\$84.00 Daily	\$4,924.74	253,852	126,926
<input checked="" type="checkbox"/>	Prospecting//Homeowners	698 Leads (Form)	\$6.63 Per lead (form)	\$92.00 Daily	\$4,627.74	224,647	110,121
<input checked="" type="checkbox"/>	Interest//Core	619 Leads (Form)	\$6.92 Per lead (form)	\$40.00 Daily	\$4,283.48	196,489	94,465
<input checked="" type="checkbox"/>	Engaged//Video 50%	727 Leads (Form)	\$5.75 Per lead (form)	\$75.00 Daily	\$4,180.25	181,750	94,661
<input checked="" type="checkbox"/>	Local//Service-area	763 Leads (Form)	\$6.04 Per lead (form)	\$61.00 Daily	\$4,608.52	271,089	138,310
<input checked="" type="checkbox"/>	Lookalike 1%/Leads	684 Leads (Form)	\$6.33 Per lead (form)	\$88.00 Daily	\$4,329.72	237,896	118,948
<input checked="" type="checkbox"/>	Broad//Wide +AI	792 Leads (Form)	\$6.63 Per lead (form)	\$56.00 Daily	\$5,250.96	270,668	132,680
Results from 9 ad sets		6,480 Leads (Form)	\$6.26 Per lead (form)		\$40,556.64 Total Spent	2,112,131 Total	1,061,556 Meta accounts

Real Ads Manager view — single-metro plumbing.

What we did

- **A broad Advantage+ set** carried most of the volume at the lowest cost.
- **A tight emergency-radius ad set** caught burst-pipe and no-hot-water jobs nearby — the highest-intent, same-day work.
- **Retargeting** mopped up the people who didn't finish the form the first time.
- **OTP verification + instant follow-up** so the owner only called real, reachable homeowners.

WHAT YOU CAN COPY

One city, modest budget? You only need two or three ad sets: a broad set for volume, a tight emergency-radius set for urgent jobs, and retargeting. That covers most local demand without overcomplicating anything.

PART 2 — THE PROOF

6 · Garage door repair — suburban metro

A small account on a modest budget. The broad set carried most of the volume; a tight local-radius set caught nearby same-day jobs. Steady leads under \$7, on autopilot once it matured.

\$28K **4,120** **~\$6.77**
SPENT LEADS COST / LEAD

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input checked="" type="checkbox"/>	Broad//Advantage+	481 Leads (Form)	\$5.96 Per lead (form)	\$79.00 Daily	\$2,866.76	168,632	87,829
<input checked="" type="checkbox"/>	Retargeting//Site 30d	421 Leads (Form)	\$6.26 Per lead (form)	\$68.00 Daily	\$2,635.46	144,805	73,880
<input checked="" type="checkbox"/>	Lookalike 2%/Buyers	494 Leads (Form)	\$6.57 Per lead (form)	\$84.00 Daily	\$3,245.58	167,297	83,648
<input checked="" type="checkbox"/>	Prospecting//Homeowners	444 Leads (Form)	\$6.87 Per lead (form)	\$92.00 Daily	\$3,050.28	148,071	72,583
<input checked="" type="checkbox"/>	Interest//Core	394 Leads (Form)	\$7.18 Per lead (form)	\$40.00 Daily	\$2,828.92	129,766	62,387
<input checked="" type="checkbox"/>	Engaged//Video 50%	462 Leads (Form)	\$5.96 Per lead (form)	\$75.00 Daily	\$2,753.52	119,718	62,353
<input checked="" type="checkbox"/>	Local//Service-area	485 Leads (Form)	\$6.26 Per lead (form)	\$61.00 Daily	\$3,036.10	178,594	91,119
<input checked="" type="checkbox"/>	Lookalike 1%/Leads	435 Leads (Form)	\$6.57 Per lead (form)	\$88.00 Daily	\$2,857.95	157,030	78,515
<input checked="" type="checkbox"/>	Broad//Wide +AI	504 Leads (Form)	\$6.87 Per lead (form)	\$56.00 Daily	\$3,462.48	178,478	87,489
Results from 9 ad sets		4,120 Leads (Form)	\$6.49 Per lead (form)		\$26,737.05 Total Spent	1,392,391 Total	699,803 Meta accounts

Real Ads Manager view — garage door repair.

What we did

- **A simple broad + local-radius split** — the broad set found volume, the radius set caught nearby same-day repairs.
- **One strong offer** ("same-day spring & opener repair, free quote") across a single image and a short video.
- **OTP-verified instant form** so a one-person operation never wasted a call on a dead number.
- **Minimal day-to-day management** once it exited the learning phase — a few minutes a week.

WHAT YOU CAN COPY

Small accounts run almost on autopilot once the broad set learns. Set it up correctly, leave it two weeks, then check in weekly — don't fiddle daily.

Single location, small budget? This is exactly who this structure is for. Start with a call.

[Book a 30-min consult · \\$50](#)

PART 2 — THE PROOF

7 · Pest control — 3-county service area

Seasonal mosquito and general-pest demand. A seasonal ad set rode the spring spike while the broad set ran year-round. Sub-\$6.50 leads across the board.

\$34K **5,210** **~\$6.49**
 SPENT LEADS COST / LEAD

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input checked="" type="checkbox"/>	Broad//Advantage+	606 Leads (Form)	\$5.71 Per lead (form)	\$79.00 Daily	\$3,460.26	203,544	106,012
<input checked="" type="checkbox"/>	Seasonal//Mosquito	533 Leads (Form)	\$6.00 Per lead (form)	\$68.00 Daily	\$3,198.00	175,714	89,650
<input checked="" type="checkbox"/>	Retargeting//Quote	625 Leads (Form)	\$6.30 Per lead (form)	\$84.00 Daily	\$3,937.50	202,963	101,481
<input checked="" type="checkbox"/>	Interest//Homeowners	562 Leads (Form)	\$6.59 Per lead (form)	\$92.00 Daily	\$3,703.58	179,785	88,129
<input checked="" type="checkbox"/>	Lookalike//Customers	498 Leads (Form)	\$6.88 Per lead (form)	\$40.00 Daily	\$3,426.24	157,166	75,560
<input checked="" type="checkbox"/>	Local//+18mi	585 Leads (Form)	\$5.71 Per lead (form)	\$75.00 Daily	\$3,340.35	145,232	75,641
<input checked="" type="checkbox"/>	Prospecting//Pets	614 Leads (Form)	\$6.00 Per lead (form)	\$61.00 Daily	\$3,684.00	216,705	110,563
<input checked="" type="checkbox"/>	Engaged//Video	550 Leads (Form)	\$6.30 Per lead (form)	\$88.00 Daily	\$3,465.00	190,384	95,192
<input checked="" type="checkbox"/>	Broad//AI	637 Leads (Form)	\$6.59 Per lead (form)	\$56.00 Daily	\$4,197.83	216,382	106,069
Results from 9 ad sets		5,210 Leads (Form)	\$6.22 Per lead (form)		\$32,412.76 Total Spent	1,687,875 Total	848,297 Meta accounts

Real Ads Manager view — pest control.

What we did

- **A seasonal "mosquito" ad set** ramped up for the spring/summer spike, then eased off — riding demand instead of fighting it.
- **An always-on broad set** kept general-pest leads flowing through the off-season.
- **Retargeting quote-viewers** and a customer lookalike rounded out the cheapest volume.
- **Tight 3-county targeting** so no budget leaked outside the service area.

WHAT YOU CAN COPY

Match your ad sets to your demand curve: a seasonal set that scales with the spike, plus an always-on broad set so you never go fully dark between seasons.

PART 2 — THE PROOF

8 · Personal injury law — local firm

Legal leads cost more everywhere — but one signed case is worth a fortune. A Higher-intent form and tight accident-related targeting kept cost per lead around \$25, well within a firm's economics.

\$49K **1,940** **~\$25.05**
 SPENT LEADS COST / LEAD

Off...	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input type="checkbox"/>	Broad//Advantage+	227 Leads (Form)	\$22.04 Per lead (form)	\$140.00 Daily	\$5,003.08	196,199	102,186
<input type="checkbox"/>	Retargeting//Site	198 Leads (Form)	\$23.17 Per lead (form)	\$115.00 Daily	\$4,587.66	168,046	85,737
<input type="checkbox"/>	Interest//Accident	233 Leads (Form)	\$24.30 Per lead (form)	\$128.00 Daily	\$5,661.90	194,567	97,283
<input type="checkbox"/>	Lookalike//Signed cases	209 Leads (Form)	\$25.43 Per lead (form)	\$134.00 Daily	\$5,314.87	172,002	84,314
<input type="checkbox"/>	Prospecting//Injury	185 Leads (Form)	\$26.55 Per lead (form)	\$120.00 Daily	\$4,911.75	150,206	72,214
<input type="checkbox"/>	Local//County	218 Leads (Form)	\$22.04 Per lead (form)	\$110.00 Daily	\$4,804.72	139,267	72,534
<input type="checkbox"/>	Engaged//Video	228 Leads (Form)	\$23.17 Per lead (form)	\$130.00 Daily	\$5,282.76	207,167	105,697
<input type="checkbox"/>	Lookalike 1%	205 Leads (Form)	\$24.30 Per lead (form)	\$125.00 Daily	\$4,981.50	182,472	91,236
<input type="checkbox"/>	Broad//AI	237 Leads (Form)	\$25.43 Per lead (form)	\$145.00 Daily	\$6,026.91	207,110	101,524
Results from 9 ad sets		1,940 Leads (Form)	\$24.01 Per lead (form)		\$46,575.15 Total Spent	1,617,036 Total	812,725 Meta accounts

Real Ads Manager view — personal injury law.

What we did

- **A Higher-intent form with a screening question** to filter for genuine, recent cases — quality over volume.
- **Tight accident-related targeting** and retargeting of site visitors who'd read the practice areas.
- **Careful, policy-compliant copy** — general language ("injured in an accident?"), never personal-attribute claims.
- **Fast intake follow-up**, because in legal the first firm to call usually signs the case.

WHAT YOU CAN COPY

If your job value is high, a \$25 lead is cheap — one signed case pays for hundreds. Judge the channel by case value and signed-case cost, not the cost-per-lead number on the dashboard.

Higher-value service? We'll size the right cost-per-lead target for your economics.

[Book a 30-min consult · \\$50](#)

PART 2 — THE PROOF

9 · Solar installation — sunbelt metro

Mid-ticket and consultative. Interest targeting around energy bills plus retargeting produced consultation requests near \$14 each — strong for an offer that closes in the thousands.

\$38K **2,710** **~\$14.10**
 SPENT LEADS COST / LEAD

Off.:	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input checked="" type="checkbox"/>	Broad//Advantage+	317 Leads (Form)	\$12.41 Per lead (form)	\$118.00 Daily	\$3,933.97	192,841	100,438
<input checked="" type="checkbox"/>	Retargeting//Quote	277 Leads (Form)	\$13.04 Per lead (form)	\$95.00 Daily	\$3,612.08	165,388	84,381
<input checked="" type="checkbox"/>	Interest//Energy bills	325 Leads (Form)	\$13.68 Per lead (form)	\$107.00 Daily	\$4,446.00	190,979	95,489
<input checked="" type="checkbox"/>	Lookalike//Installs	292 Leads (Form)	\$14.31 Per lead (form)	\$124.00 Daily	\$4,178.52	169,033	82,859
<input checked="" type="checkbox"/>	Prospecting//Homeowners	259 Leads (Form)	\$14.95 Per lead (form)	\$100.00 Daily	\$3,872.05	148,014	71,160
<input checked="" type="checkbox"/>	Local//Sunbelt	304 Leads (Form)	\$12.41 Per lead (form)	\$90.00 Daily	\$3,772.64	136,689	71,192
<input checked="" type="checkbox"/>	Engaged//Video	319 Leads (Form)	\$13.04 Per lead (form)	\$112.00 Daily	\$4,159.76	203,909	104,035
<input checked="" type="checkbox"/>	Lookalike 1%	286 Leads (Form)	\$13.68 Per lead (form)	\$105.00 Daily	\$3,912.48	179,142	89,571
<input checked="" type="checkbox"/>	Broad//AI	331 Leads (Form)	\$14.31 Per lead (form)	\$128.00 Daily	\$4,736.61	203,462	99,736
Results from 9 ad sets		2,710 Leads (Form)	\$13.51 Per lead (form)		\$36,624.11 Total Spent	1,589,457 Total	798,861 Meta accounts

Real Ads Manager view — solar installation.

What we did

- **Interest targeting around energy bills and homeownership** — people already feeling the pain solar solves.
- **A free-consultation offer** as the hook, since solar closes over a conversation, not a click.
- **Retargeting quote-requesters** with social proof to keep them warm through a longer decision.
- **Lookalikes from completed installs** to find more homeowners who actually buy.

WHAT YOU CAN COPY

For mid-ticket, consultative offers, sell the *free consultation*, not the product — then let retargeting and social proof do the closing over the days that follow.

PART 2 — THE PROOF

10 · Home cleaning service — single city

A small, fast-moving local service. Broad plus "busy parents" interest and a tight radius produced some of the cheapest leads of any niche — about \$5.40 — on a \$14K budget.

\$14K **2,660** **~\$5.40**
 SPENT LEADS COST / LEAD

Off..	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input type="checkbox"/>	Broad//Advantage+	310 Leads (Form)	\$4.75 Per lead (form)	\$56.00 Daily	\$1,472.50	91,176	47,487
<input type="checkbox"/>	Retargeting//Site	272 Leads (Form)	\$5.00 Per lead (form)	\$44.00 Daily	\$1,360.00	78,658	40,131
<input type="checkbox"/>	Interest//Busy parents	319 Leads (Form)	\$5.24 Per lead (form)	\$63.00 Daily	\$1,671.56	90,697	45,348
<input type="checkbox"/>	Local//+10mi	287 Leads (Form)	\$5.48 Per lead (form)	\$49.00 Daily	\$1,572.76	80,365	39,394
<input type="checkbox"/>	Lookalike 2%	254 Leads (Form)	\$5.72 Per lead (form)	\$58.00 Daily	\$1,452.88	70,153	33,727
<input type="checkbox"/>	Prospecting//Households	299 Leads (Form)	\$4.75 Per lead (form)	\$52.00 Daily	\$1,420.25	65,000	33,854
<input type="checkbox"/>	Engaged//Reels	313 Leads (Form)	\$5.00 Per lead (form)	\$60.00 Daily	\$1,565.00	96,904	49,440
<input type="checkbox"/>	Lookalike 1%	281 Leads (Form)	\$5.24 Per lead (form)	\$47.00 Daily	\$1,472.44	85,161	42,580
<input type="checkbox"/>	Broad//AI	325 Leads (Form)	\$5.48 Per lead (form)	\$64.00 Daily	\$1,781.00	96,635	47,370
Results from 9 ad sets		2,660 Leads (Form)	\$5.18 Per lead (form)		\$13,768.39 Total Spent	754,749 Total	379,331 Meta accounts

Real Ads Manager view — home cleaning.

What we did

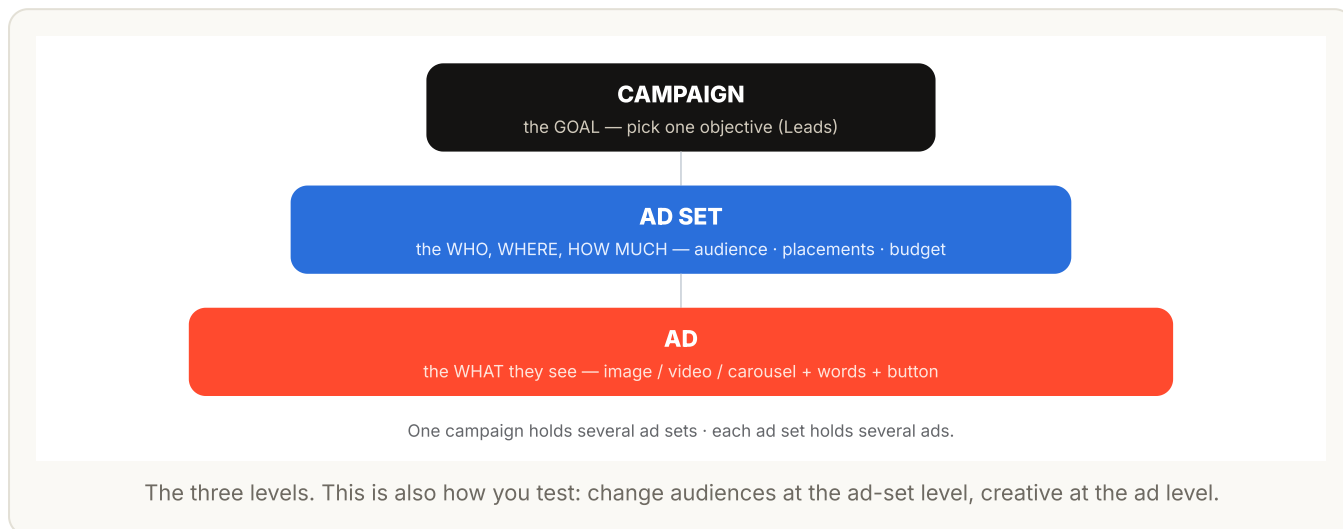
- **Broad Advantage+ plus a "busy parents" interest set** — the people most likely to pay for time back.
- **A simple, specific offer** ("\$40 off your first clean, free quote in 60 seconds") that lowered the barrier to a yes.
- **A tight local radius** so the cleaners weren't driving across the city for one job.
- **OTP form + instant text** to lock the booking while interest was hot.

THE PATTERN

Different niches, budgets and cost per lead — but the **same structure** every time: leads objective, ABO budgets, separated audiences, verified forms. That structure is the rest of this guide.

How Facebook ads actually work (3 levels)

Every result you just saw was built on one simple shape. Master this and the rest is detail. Each ad account has three layers, like a filing cabinet.



- **Campaign (the goal):** you choose one objective — for local, always *Leads*. It answers "what do I want?"
- **Ad set (the who/where/how much):** the audience, the placements, and the budget. Each different audience usually gets its own ad set.
- **Ad (the what):** the actual image, video or carousel plus the words and the button. You run several per ad set.

THE GOLDEN RULE

Test **audiences** at the ad-set level and **creative** at the ad level — never both at once, or you'll never know which change worked.

The account blueprint: how many of everything

The question every owner asks: how many campaigns, ad sets and ads should I run? These are the numbers Meta's own algorithm rewards.

Level	How many	Why
Campaigns	Start with 1-2 ; grow to 3-10	One per objective / service / area, each with its own budget.
Ad sets per campaign	3-5	The testing sweet spot. 10+ small ad sets learn slowly and cost more.
Ads per ad set	3-5	Enough for Meta to find a winner; it actively delivers ~6.
Budget per ad set	\$50-\$60/day to start	Enough to exit the learning phase quickly.

THE LEARNING PHASE — THE RULE BEHIND THE NUMBERS

Each ad set needs about **50 conversions in a rolling 7-day window** to exit Meta's learning phase and stabilise (on 2026 Advantage+ campaigns, **~25/week**). Below that, results stay jumpy and expensive. That's why you don't over-split: every ad set must be funded enough to hit the threshold.

Worked example: 1 Leads campaign × 4 ad sets (4 audiences) × 4 ads each = **16 ads tested at once**, at \$59/day × 4 = **\$236/day**. Each ad set can exit learning, and you have real choice at every level.

Test vs Scale: keep a Test campaign (new audiences/creatives) separate from a Scale campaign (proven winners). Editing an ad set resets it to learning — so testing in its own campaign keeps your scaled winners running smoothly.

If you're brand new: your first 30 days

Don't launch nine campaigns on day one. Start lean, let Meta learn, then expand from proof.

The minimum viable launch

- **1 campaign** — objective Leads.
- **2–3 ad sets** — your best-guess audiences (a broad Advantage+ set, an interest set, a slightly different area/age).
- **3 ads each** — ideally a single image, a video and a carousel, so you learn which format your market responds to.
- **Budget** — \$50–60/day per ad set if you can; tight budget? Start with one ad set at \$30–50/day and 3 ads.

When	What you do
Week 1–2	Launch and leave it alone . Let each ad set approach ~50 conversions and exit learning.
Week 3	Pause the weakest ad and audience. Add a retargeting ad set (page/video/site engagers) — your cheapest leads.
Week 4	Scale the winner ~20%. Write 2–3 fresh ads to challenge your best.
Month 2	Add a second campaign for a different service or area, with its own budget.

MINDSET

The first two weeks always look worse than where the account settles. That is the algorithm learning, not the strategy failing.

What to expect for your budget

The question every owner asks first: "if I spend this much, how many leads do I get?" Here is an honest planning range, based on a typical home-services cost per lead of **\$6–\$7** once the account matures.

Daily budget	~Monthly spend	Est. leads / month	Est. booked jobs*
\$30 / day	~\$900	~130–150	~20–35
\$60 / day	~\$1,800	~260–300	~40–70
\$120 / day	~\$3,600	~520–600	~80–140
\$300 / day	~\$9,000	~1,300–1,500	~200–350

*Booked jobs assume a 15–25% book rate, which depends almost entirely on how fast and how well you follow up (see the follow-up script later in this guide).

How to read this for your business

- Cost per lead varies by niche.** Cleaning and pest can run ~\$5; HVAC and plumbing ~\$6–8; solar ~\$14; legal and dental ~\$12–25. Higher-ticket niches cost more per lead but need far fewer to profit.
- Start where one job pays it back.** If a single job is worth \$300+, even \$60/day pays for itself with a couple of bookings a week.
- The early weeks cost more.** Expect the first two weeks above these numbers (learning phase), then they settle into range.
- Budget to your capacity.** Only buy as many leads as your team can actually call back fast. Unworked leads are wasted money.

Not sure what budget fits your numbers? We'll size it to your job value and capacity in 30 minutes.

[Book a 30-min consult · \\$50](#)

The campaign: choose Leads

Meta asks for one goal before anything else. For a local business chasing calls and bookings, it is *Leads*. Here is the exact screen, with each part's role.

The screenshot shows the Meta Ads campaign creation interface. At the top, there is a 'Create new campaign' button and a 'New ad set or ad' title. Below this, there is a 'Choose a buying type' dropdown menu set to 'Auction'. The main section is 'Choose a campaign objective', which lists several options: Awareness, Traffic, Engagement, Leads (selected), App promotion, and Sales. The 'Leads' option is highlighted with a blue border and a blue radio button. To the right of the objectives, there is a graphic of a map with a compass and a dotted line path. Below the objectives, there is a 'Continue' button highlighted in blue, and a 'Cancel' button. At the bottom, there is a 'About campaign objectives' link and a status bar that reads 'Create campaign → Choose objective. Leads is selected and Continue activates.'

- **Buying type — Auction:** leave as Auction (the standard). Reserved buying is for big brand campaigns, not local leads.
- **Objective — Leads:** tells Meta to optimise toward people likely to *complete a form*, and unlocks the instant lead form and budget controls used next.
- **Why not Awareness/Traffic:** those buy impressions and clicks that never pick up the phone.

Lead Ads vs Conversion Ads

Lead Ads — usually your choice

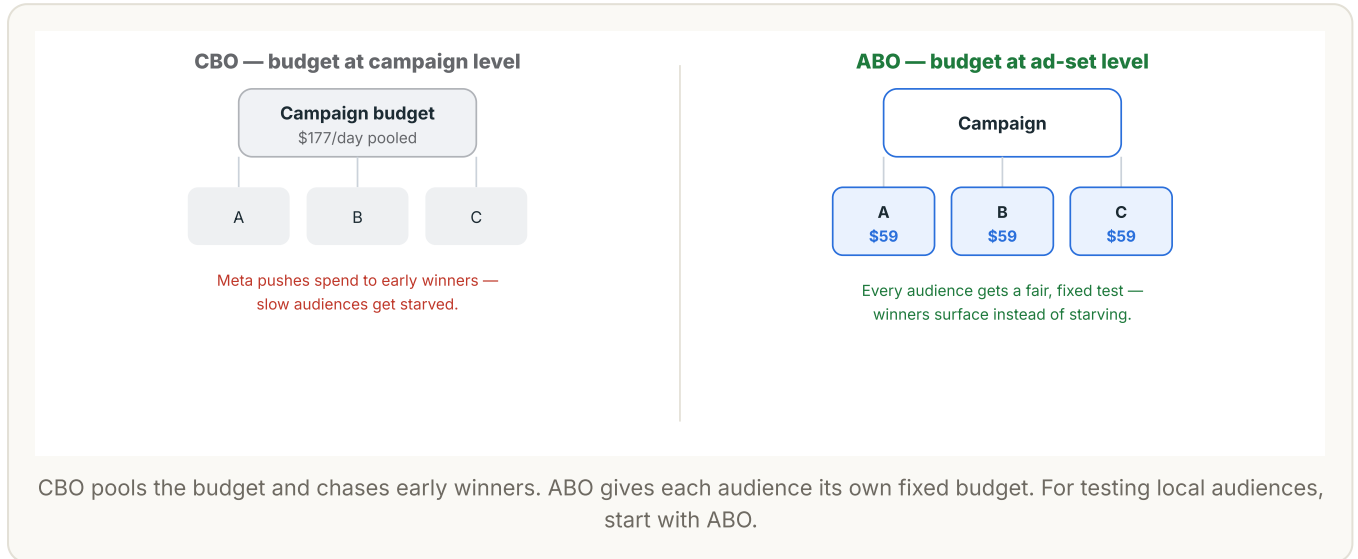
Collect contact info inside Facebook/Instagram. Pre-filled form, no leaving the app, lowest cost per lead. Best for local service leads, quotes, bookings.

Conversion Ads

Send people to act on your website. Depends on your page speed; often higher cost. Best for big-ticket / high-intent offers.

The campaign: budget — CBO vs ABO

Now the decision that shapes everything: where the budget lives. Meta gives you two ways, and for testing local audiences, one wins.



The diagram says it all: with CBO, Meta spends where it sees early wins and a slow audience can starve before it proves out. With ABO, you protect every audience with its own budget — the right default while you're still finding your winners.

Use ABO when...	Use CBO / Advantage+ when...
You're testing new audiences and creatives.	You already know your winners and want to scale them.
You want each audience to get a fair, fixed test .	You're happy for Meta's AI to chase the best performer .
Your budget is small and easily skewed.	Your budget is large and you trust the data.

THE SIMPLE RULE

ABO to find winners, CBO to scale them. Most local accounts should start everything on ABO, prove what works over a few weeks, then graduate the proven winners into a CBO/Advantage+ campaign and let the AI press the gas.

In Ads Manager: name it, then choose Ad set budget (ABO)

The screenshot shows the Facebook Ads Manager interface for a campaign named "AC Repair - Houston". The interface is divided into several sections:

- Campaign name:** "AC Repair - Houston" with a "Create template" button.
- Campaign details:**
 - Buying type: Auction
 - Campaign objective: Leads
 - Link: Show more options
- Budget:**
 - Budget strategy: **Ad set budget** (selected over Campaign budget). A green "Advantage+ on" badge is present.
 - Text: "With ad set budget, you'll set a budget for each ad set in the next step. Derek runs his lead ad set at \$99.00 USD/day, with a max daily spend of \$103.25 and a max weekly spend of \$413.00." Link: About ad set budgets.
 - Campaign bid strategy: Highest volume
 - Budget scheduling: None selected
 - Ad scheduling: Run ads all the time
 - A/B test: Off
- Special Ad Categories:**
 - Text: "Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country." Link: About Special Ad Categories.
 - Categories: Select the categories that best describe what this campaign will advertise. (Dropdown menu)

On the right side, there is a "Campaign score" of 100, indicating that the recommended setup is being used. Below that, there is a toggle for "Advantage+ leads campaign" which is turned "On".

Below the screenshot, a yellow callout box contains the text: "Name the campaign, then under Budget strategy choose **Ad set budget (ABO)**."

- **Campaign name:** use a findable convention — *Service – City – Objective*, e.g. "AC Repair – Houston – Leads". Future-you (and any teammate) will thank you.
- **Budget strategy → Ad set budget (ABO):** the key choice. Each audience gets its own fixed budget so none gets starved.
- **Special Ad Category:** leave it off unless you're in housing, employment, credit or politics (see the compliance chapter) — it restricts targeting.

BUDGET TIPS THAT SAVE MONEY

Set a sensible **spend cap** so a runaway day can't drain the account, name everything consistently from day one, and resist raising budgets in the first two weeks — let each ad set finish learning before you touch it.

This budget choice is where most accounts quietly leak money. We'll audit yours in 30 minutes.

[Book a 30-min consult · \\$50](#)

The ad set: audience, conversion & placements

Inside the campaign, the ad set is where you set *who* sees the ad, *what counts* as a result, and *where* it runs. Three cards, three jobs.

Card 1 — Audience: who sees it

The screenshot shows the 'Audience' configuration card in Facebook Ads Manager. At the top, there is a green checkmark icon and the word 'Audience'. To the right, there is a green button that says 'Advantage+ on'. Below this, a message states: 'We'll automatically reach people most likely to respond. Suggestions can be changed to controls to limit ads to specific audiences. [About audiences](#)'. A prominent green box contains a recommendation: 'You could get 8.4% lower cost per result with Advantage+ audience'. This box includes a brief explanation and a 'Use recommended setup' button. Below the recommendation, there is a dropdown menu for 'Use a saved audience' which is currently set to '2026 Audience - Houston AC Repair'. The configuration details are as follows:

- Locations:** Inclusion: Houston, TX (+15 mi radius); Exclusion: None
- Age:** 35-65
- Gender:** All
- Detailed targeting:**
 - People who match:** Interests: Home improvement, Air conditioning, Homeownership, Energy efficiency. Behaviours: Homeowners, Recently moved (last 6 months)
 - And must also match:** Homeowners

 An information box at the bottom of the configuration area states: 'Your detailed targeting inclusions selection is a suggestion.' At the very bottom of the card, there is a link to 'Remove saved audience'. A yellow banner at the bottom of the entire interface reads: 'Local homeowners, tight radius, age band, interest guardrails on top of Advantage+ audience.'

- **Location + small radius:** your service area only — every dollar reaches someone who can book you.
- **Homeowners + age band:** the people who can authorise the job.
- **Advantage+ audience:** let Meta's AI expand intelligently from your guardrails. Often the cheapest set.

PART 3 — HOW YOU DO THE SAME

Card 2 — Conversion: what counts as a result

This card decides what Meta counts as a "result" and is your biggest quality control.

The screenshot displays the Meta Ads Manager interface for configuring an ad set. The 'Conversion' card is the primary focus, showing the following settings:

- Ad set name:** AC Repair — Houston
- Conversion location:** Instant forms
- Facebook Page:** [Redacted]
- Performance goal:** Maximise number of leads

Additional features and notifications on the right side of the interface include:

- Opportunity score:** 100 (Applying recommendations and publishing this campaign can help increase your score.)
- Advantage+ leads campaign:** On
- Notification:** Using Campaign budget could lower your cost per result by 4.6%. (Distribute your budget to the best opportunities across your campaign. Using Campaign budget will turn Advantage+ on for Budget.)
- Estimated audience size:** 1,240,000 - 1,680,000

A status message at the bottom of the card reads: "Conversion location set to Instant forms with OTP verification."

- **Instant form:** the form opens in-app, pre-filled — no slow website, far less friction.
- **OTP verification:** every lead confirms a real phone number, so junk and competitor fills don't count.
- **One qualifying question:** filters intent without hurting completion.

PART 3 — HOW YOU DO THE SAME

Placements — where it runs

Placement controls

- ▶ **Feeds** Get high visibility for your business with ads in feeds
- ▶ **Stories, Status, Reels** Tell a rich, visual story with immersive, full-screen vertical ads
- ▶ **In-stream ads for reels** Reach people before, during or after they watch a reel
- ▶ **Search results** Get visibility for your business as people search
- ▶ **Marketing messages** Send a marketing message to people on WhatsApp when they are most likely to engage
- ▶ **Apps and sites** Expand your reach with ads in external apps and websites

Skippable ads
Included

Feeds
We recommend **square (1:1)** images and **vertical (4:5)** videos.

Close

Advantage+ Placements on; low-intent surfaces trimmed.

- **Advantage+ Placements (default):** lets Meta put your ad wherever it performs — Feed, Stories, Reels, Marketplace.
- **Trim low-intent surfaces:** switch off Audience Network rewarded video, where cheap accidental taps waste budget.
- **Give both shapes:** a square/4:5 version and a 9:16 version, so nothing gets cropped badly.

THAT'S THE AD SET

Audience (who) + Conversion (what counts) + Placements (where) + the budget you set in Chapter 10. Build 3–5 of these per campaign, each a different audience.

Targeting the wrong people is the #1 local-budget killer. Let's pressure-test your audiences.

[Book a 30-min consult · \\$50](#)

Instant form vs landing page

There are two ways to capture the lead. If you're new, test both — they behave very differently.

	Instant form (in Facebook)	Landing page (your site)
Cost per lead	20–30% cheaper	Higher
Conversion rate	~12.5%	~10.5%
Lead quality	Lower per lead (easy to submit)	~5.7% higher (more effort = intent)
Best for	Volume, cold audiences, quick quotes	High-ticket: consultations, demos

- **If you're new:** run the same offer two ways — one ad set to an instant form, one to a landing page — and compare.
- **Judge by cost per *qualified* lead and booked jobs**, not raw lead count. Cheap leads that never answer cost more than they look.
- Most local businesses start on the instant form for volume and add a landing page for their highest-ticket service.

IF YOU USE A LANDING PAGE

It must load in under ~2 seconds on mobile with a short form. A slow page throws away the clicks you paid for — the #1 reason landing pages underperform.

The lead form, five stages

If you run the instant form (most should start here), build it in five stages. The first one decides your lead quality.

Create form

- Form type**
- Intro
- Questions
- Privacy policy
- Ending

Form name
The name you choose will only be seen in Ads Manager.
AC Repair — Houston Lead Form

Form type
Customise your form to your goal. Your choice can affect volume and cost per lead.

- More volume**
A form that's quick to fill out and submit on mobile.
- Higher intent**
Adds a review step so people confirm their info.
 Require leads to verify their phone number with a one-time passcode.
- Rich creative**
Integrates images, about-us, product detail and reviews.

Flexible form delivery
Let Meta adjust form elements based on who is most likely to respond.

- Optimized**
Meta tailors the form to each person for maximum performance.
- Manual**

Save draft Next

Form builder — Higher intent selected, one-time-passcode verification on.

- **1 • Form type — Higher intent + OTP:** adds a review step and verifies a real phone number. The single biggest junk filter, and why a cheap lead can still be qualified.
- **2 • Intro:** a short greeting/headline that sets the expectation ("same-day service, free estimate").
- **3 • Questions:** prefilled name/email/phone + one short qualifying question. Keep it brief — every field lowers completion.
- **4 • Privacy policy:** a link to your policy + Facebook's disclaimer. Required, builds trust.
- **5 • Ending:** a "thanks, you're all set" screen with a next action (visit site / call now) to keep the lead warm.

FORM BEST PRACTICES

Name the form so you can reuse it across campaigns. Keep total fields to the essentials plus **one** qualifying question — every extra field drops completion by a few percent. And add a tracking parameter (UTM) so you always know which ad produced each lead. A draft form can be edited freely; a published one must be duplicated to change.

The ad: formats & how to judge them

Creative is the single biggest lever on cost per lead. Test the formats, then let the numbers — not your taste — pick the winner.

Single image

Fast and cheap to make, loads instantly. A great baseline — always have one running.

Video (15–30s)

Builds trust and earns engagement that lowers delivery cost. Hook in the first 3 seconds.

Carousel (2–10 cards)

Sweet spot 3–5 cards. Great for multiple services, before/after, or step-by-step.

Flexible / Advantage+ creative

Upload up to 10 assets; Meta auto-builds image, video and carousel variations and finds the best combo (2026).

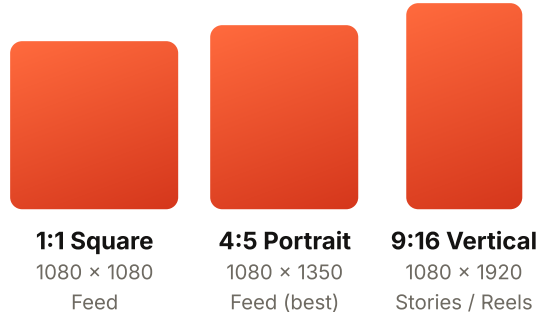
Metric	What it tells you	Look for
Hook rate	3-sec views ÷ impressions — does the first frame stop the scroll?	Higher
Hold rate	ThruPlays ÷ impressions — are they watching?	Higher
CTR (link)	Does the ad earn the tap?	~1–3%+ for local
Cost per lead	The bottom line for this ad	Lower
Frequency	How often the same person sees it	Under ~3–4

THE ONLY RULE THAT MATTERS

Judge a creative on **cost per result**, not likes. The ugly ad that books jobs beats the beautiful one that doesn't.

Creative sizes & dimensions

Give Meta the right shapes and your ad never gets cropped badly. Three aspect ratios cover everything — export at 1080px on the short side and you're safe.



Format	Aspect / size	Notes
Image — Feed	1:1 (1080×1080) or 4:5 (1080×1350)	4:5 takes more screen on mobile — usually the winner.
Image — Stories/Reels	9:16 (1080×1920)	Full-screen vertical.
Video — Feed	1:1 or 4:5	15–30s ideal; up to 60s. MP4 / MOV.
Video — Reels/Stories	9:16 (1080×1920)	Up to ~90s; hook in the first 3s.
Carousel	1:1 (1080×1080) per card	2–10 cards; sweet spot 3–5.

- **Always supply two shapes:** a 4:5 (or 1:1) for Feed and a 9:16 for Stories/Reels, so one ad covers every placement cleanly.
- **Safe zones (vertical):** keep key text and your logo ~14% from the top and ~20% from the bottom — Meta's buttons and captions sit there.
- **Keep text light on the image itself:** let the headline and primary text carry the words; heavy on-image text can dampen delivery.
- **Files:** JPG/PNG for image, MP4/MOV for video — highest quality, 1080px on the short side.

The offer: half your result lives here

You can have perfect targeting and a beautiful ad, but if the offer is weak, nobody fills the form. For local businesses, the offer is often the single biggest lever on cost per lead — and it's free to improve.

The local-offer formula

[Clear outcome] + [Remove the risk] + [Reason to act now]

- **Clear outcome:** what they actually get — "cool home today", "leak fixed", "brighter smile". Not your features.
- **Remove the risk:** "free estimate", "no call-out fee", "no obligation", "satisfaction guaranteed". This is what gets the cold lead to raise their hand.
- **Reason to act now:** "same-day slots", "this week only", a seasonal hook, or a small incentive (\$X off the first service, free inspection). Urgency turns a "maybe later" into a lead today.

Examples by niche

HVAC: "Same-day AC repair + free estimate. Honest, upfront pricing — book this week."

Roofing: "Free roof inspection after the storm. No obligation, no pressure — slots filling fast."

Dental: "Free implant consultation + 3D scan. Limited new-patient spots this month."

Cleaning: "\$40 off your first clean. Book a free quote in 60 seconds — same-week availability."

KEEP IT HONEST

Only promise what you can deliver. A specific, true offer ("free estimate, same-day") beats a vague or exaggerated one every time — and it keeps you out of trouble with Meta's ad policies.

Writing the ad: 5 + 5 + 5 + 1

Meta's Flexible / Advantage+ creative doesn't want one perfect line — it wants *options*, then tests the winning combination per person. So for every ad, give it five of each.

Element	How many	Limit	Its job
Primary text	5	~125 chars	The main caption above the image
Headline	5	~40 chars	The bold line under the image
Description	5	~30 chars	The small supporting line
Call to action	1	—	The button (next chapter)

Make each of the five a **different angle**, not five rewrites of one sentence.

5 primary texts (example — any local service)

Problem: "AC not cooling in this heat? We can be there today — honest, upfront pricing, no surprise fees."

Offer: "Same-day repair + a free estimate. Get your home cool again without the runaround."

Urgency: "Booking up fast this week. Grab a same-day slot before they're gone."

Trust: "Licensed local techs your neighbours already trust. Fixed right the first time."

Social proof: "Hundreds of local homeowners served. See why they call us first — free estimate today."

5 headlines · 5 descriptions

Headlines: "Same-Day AC Repair" · "Free Estimate Today" · "Honest, Upfront Pricing" · "Fast Local Help" · "Book In 60 Seconds"

Descriptions: "No surprise fees" · "Licensed & local" · "Same-day service" · "Free estimate" · "Fixed right, first time"

The CTA button: which, and how to test

The button is small but it sets the expectation. The right one depends on how warm your audience is.

"Learn More" is the safest default — the most-used button, low commitment, works on almost any ad and especially cold audiences. Start there. But it isn't always the winner; higher-commitment buttons can pull more serious leads once people are warmer.

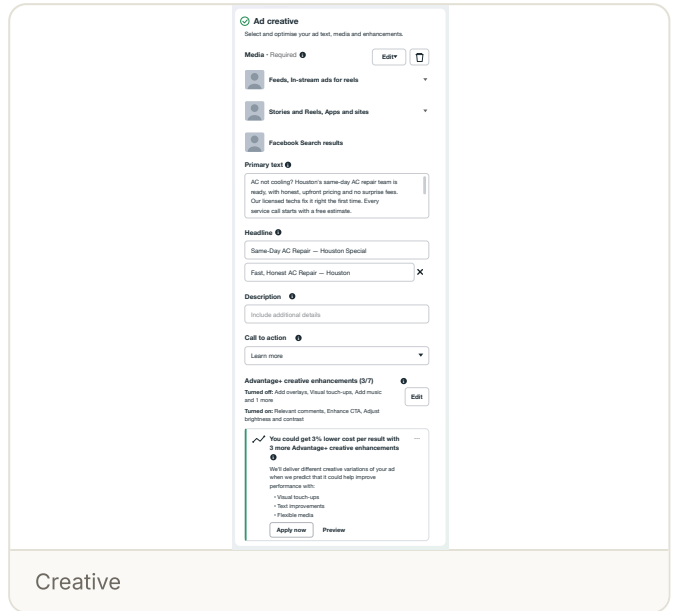
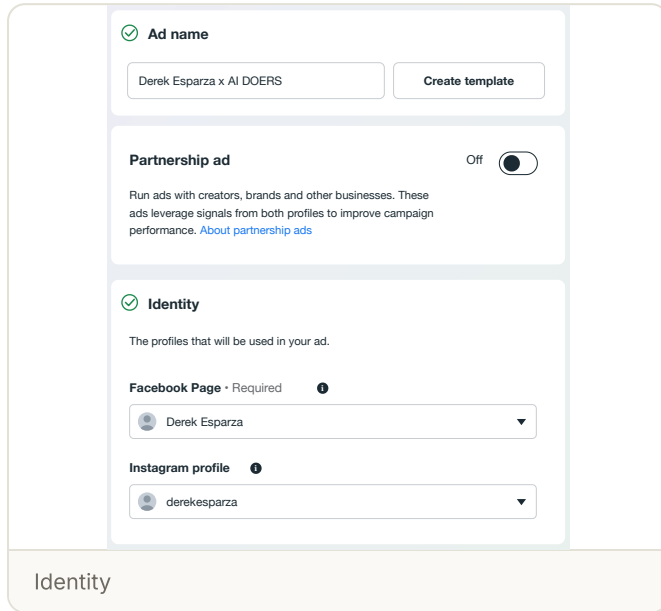
Stage	Audience	Buttons that work
Awareness	Cold — don't know you	Learn More , Watch More
Consideration	Warming up	Book Now , Get Quote, Contact Us
Conversion	Ready to act	Sign Up, Get Quote, Message Us, Call Now

How to test it

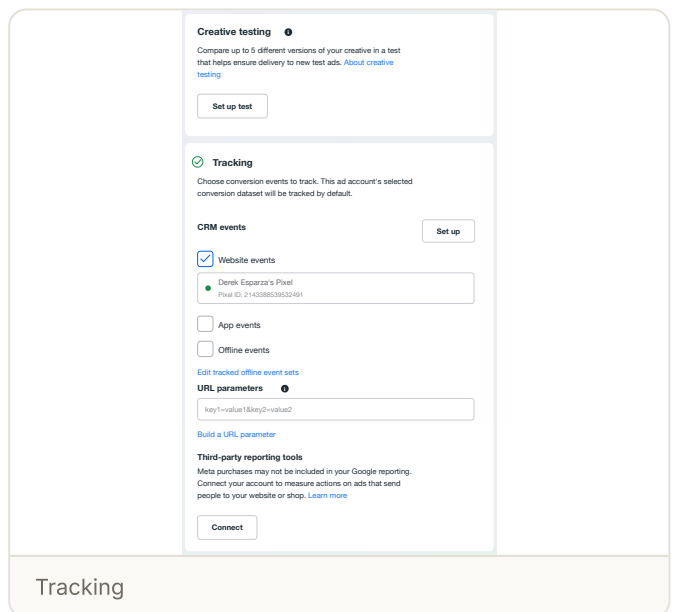
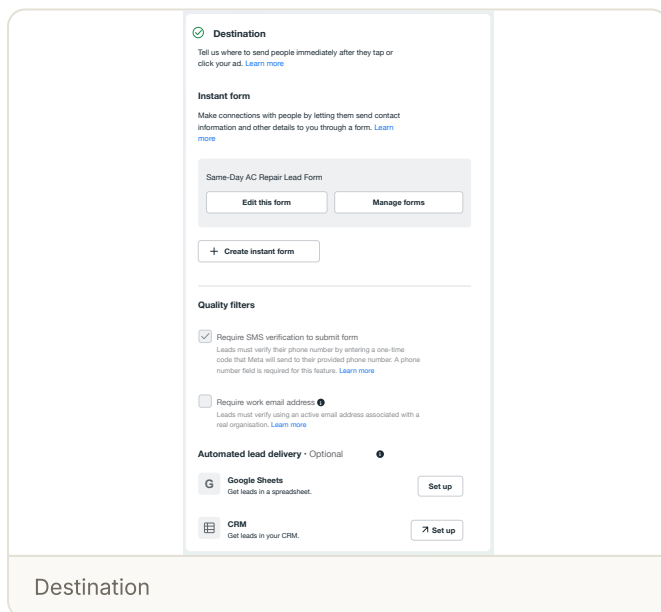
Run the **same ad in two or three ad sets**, each with a different CTA — *Learn More* vs *Book Now* vs *Get a Free Quote* — and let cost per lead pick the winner. Test two head-to-head at a time so the result is clean. Service businesses often find Book Now or Get Quote pull higher-intent leads once an audience is converting.

Assembling the ad, part by part

At the ad level, four pieces get wired. Each quietly decides whether a click becomes a real, attributed lead.



- **Identity:** the Facebook Page the ad runs from — your real name, photo and reviews. The first trust signal a stranger sees; a credible Page lifts CTR before a word is read.
- **Creative:** the image/video plus the 5+5+5 text and the button. Where the offer is made — and the engagement it earns lowers your future delivery cost.



- **Destination:** the instant form (or page) the click opens, where the OTP-verified lead is captured. The difference between a contact you can call and a number that never answers.
- **Tracking:** the pixel + conversion events that attribute every lead to the exact ad, audience and creative — so you scale winners with confidence, not guesses.

Automation, tracking & auto follow-up

A lead you don't measure and don't call fast is a lead you wasted. Wire the back end before you scale spend — and let automation do the heavy lifting.

Tracking

Install the Meta pixel and conversion events so every lead is attributed to the exact ad, audience and creative. Feed that conversion data back to Meta and its AI finds more people like the ones who actually booked.

CRM & automated follow-up

Sync every lead straight into a CRM and trigger an **instant** text or email the moment it arrives, then route it to the right person. This is where most local businesses leak money — leads sit for hours and go cold.

SPEED-TO-LEAD IS NON-NEGOTIABLE

Businesses that contact a new lead within the **first hour** are several times more likely to qualify it. Automate the first touch so it happens in *seconds*. This single habit often doubles the value of the same ad spend.

Let the 2026 AI help

Turn on Meta's **Advantage+** automation (placements, audience, creative) and predictive budget tools. Used on top of a clean structure, they make a good account cheaper — they just can't fix a broken one.

Most owners lose half their leads after the form. We'll wire the automation and follow-up with you.

[Book a 30-min consult · \\$50](#)

The follow-up script that books the lead

Speed-to-lead is the highest-ROI habit you have — but only if you know what to say. Here is the exact 5-touch sequence. Automate touch 1; have a human do the calls.

1 Within 1–5 minutes — TEXT (automated):

"Hi [Name], thanks for reaching out to [Business] about [service]. We can get someone out [today / this week]. What's the best number and time to reach you?"

2 Within 10 minutes — CALL:

"Hi [Name], it's [You] from [Business] — you just asked about [service]. Quick question so I can help fast: [is it an emergency / what's happening]? Great, I can get someone out [time] — does that work?"

3 +1 hour if no answer — TEXT:

"Tried calling, [Name] — still happy to help with [service]. Reply with a good time and I'll lock it in for you."

4 Day 2 — EMAIL: short, with a couple of reviews or before/after photos and a one-tap booking link. Subject: "Your [service] quote — [Business]".

5 Day 4 — TEXT (last nudge):

"Hi [Name], still want to get your [service] sorted? We have a couple of slots open [this week] — want me to hold one?"

THE RULES

Speed beats polish. A clumsy call in 5 minutes beats a perfect one in 5 hours. Lead with *their* problem, keep it human, and stop chasing politely after touch 5 — then drop them into a monthly nurture list.

Leads coming in but not booking? The fix is almost always the follow-up. We'll set the automation up with you.

[Book a 30-min consult · \\$50](#)

Reading the numbers · testing like a pro

Meta shows dozens of metrics. For a local lead account, a handful decide whether you're winning — and a few rules keep your testing clean.

Metric	What it means	How to use it
Cost per lead	What each lead costs	Your headline number — watch the trend
Cost per <i>qualified</i> lead	Cost per lead that answers & wants the work	The real scoreboard — track in your CRM
CTR (link)	Creative resonance	Low CTR = creative problem, not audience
Frequency	Times one person saw it	Over ~3-4 → refresh creative

Five testing rules

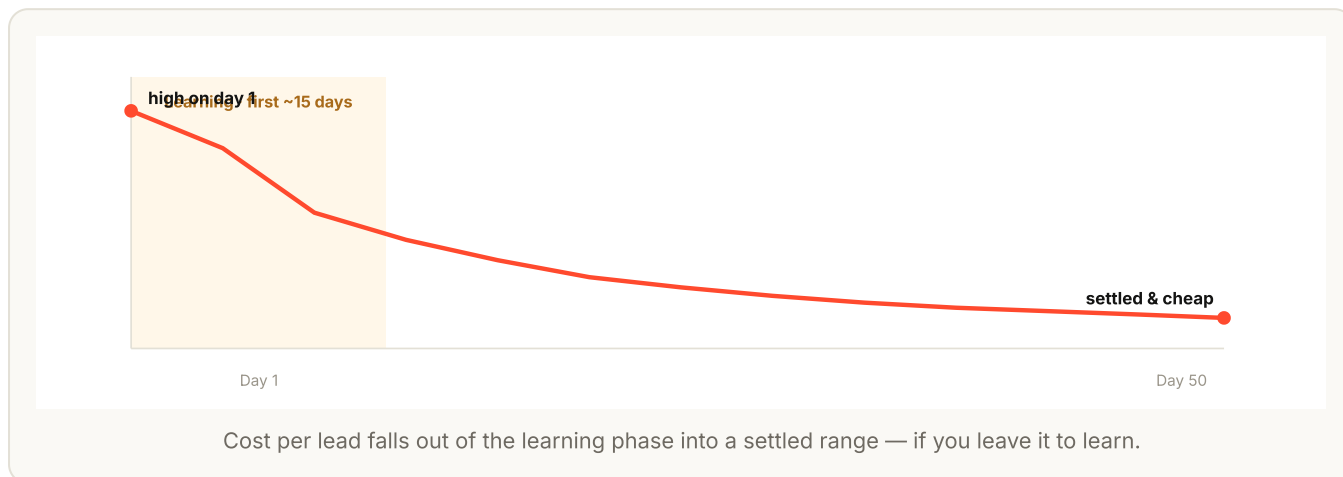
- 1 **Change one thing at a time** — audience OR creative, never both.
- 2 **Fund each test to learn** — enough budget to approach ~50 results.
- 3 **Give it 1-2 weeks** — editing resets learning; resist daily tinkering.
- 4 **Decide on cost per qualified lead**, after the ad set exits learning — not day-two noise.
- 5 **Separate Test and Scale** so experiments never reset your winners.

THE JUDGEMENT RULE

A \$5 lead that books nothing loses to a \$12 lead that books one in three. Always tie the numbers back to booked jobs and revenue.

After launch · scaling to many campaigns

The day you publish, nothing is optimised yet. Judge the account on day 50, not day 5 — then scale what works.



Then scale. Once a campaign produces leads at a cost you're happy with, repeat it: run 3, 5, up to 9–10 campaigns, each chasing a different service or area, each with its **own budget**. Separate budgets mean a strong campaign is never starved to feed a weak one — exactly how the large case studies reached tens of thousands of leads.

- **Raise budgets ~20% at a time** — big jumps reset learning and spike cost per lead.
- **Add campaigns, don't just inflate one.**
- **Keep fresh creative flowing** — even winners fatigue.

Ready to scale past one campaign? We'll build the Test/Scale structure with you so it doesn't break.

[Book a 30-min consult · \\$50](#)

The 2026 Meta updates you must know

Meta's platform changed a lot heading into 2026. The theme is more AI automation — which amplifies a good structure but won't fix a bad one.

- 1 **Advantage+ automation is the default** for new campaigns — Placements, Audience and Creative. For most local accounts, leave these on.
- 2 **Advantage+ Leads campaigns are now global** — Meta's AI lead campaign type is available to everyone.
- 3 **Learning threshold dropped to ~25/week** on Advantage+ — smaller local budgets now exit learning faster.
- 4 **Predictive Budget Allocation** shifts spend to top segments in real time (8–15% better returns in early tests).
- 5 **Advantage+ Creative AI** generates video from a single image and spins up variations automatically — cutting production cost up to ~40% (plus AI dubbing, AI music, persona images).
- 6 **Opportunity Score (0–100)** rates how many of Meta's recommendations you've applied — treat it as a checklist, not gospel.

HOW TO USE THE AUTOMATION

Turn the Advantage+ tools **on**, but keep the discipline in this guide: ABO for testing, OTP-verified forms, tight local targeting, judging by cost per qualified lead. Automation makes a well-built account cheaper — and a badly-built one fail faster.

Compliance: the rules that bite certain niches

Most local services run with no special restrictions. But a few industries are regulated by Meta, and if you're in one, you must know this before you build — it changes your targeting.

Special Ad Category

If your ad is about **Housing (real estate / mortgages / rentals), Employment (hiring), Credit/Finance (loans), or Social Issues, Elections & Politics**, Meta requires you to declare a **Special Ad Category**. That setting **removes** targeting by age, gender, ZIP-radius and many detailed interests. Plan around it: lean on a **broad audience + Advantage+**, which do the heavy lifting when fine targeting is off.

If you are...	What applies
Real estate / mortgage / rentals	Housing category — no age/gender/ZIP targeting. Broad + Advantage+.
Lending / financial services	Credit category — same restrictions.
Hiring / recruiting	Employment category — same restrictions.
Most home services / health / beauty	No special category — full targeting available.

Always-on compliance

- **Privacy policy link** on every lead form (required, and covers GDPR/CCPA).
- **Accept the Lead Ads Terms** the first time you create a form for a Page.
- **No personal-attribute claims** — phrase generally ("AC not cooling?") rather than asserting traits ("Are you struggling with..."). Important for legal and medical especially.
- **Be honest in the offer** — exaggerated or misleading claims get ads rejected and accounts flagged.

Mistakes to avoid · your launch checklist

The mistakes that burn local budgets

- 1 One bloated campaign and ad set**
 - nothing tested fairly.
- 2 No phone verification**
 - fake and competitor fills count as wins.
- 3 Targeting too wide**
 - paying to reach people who'll never book.
- 4 Editing the budget in week one**
 - resetting the learning phase.
- 5 One ad per ad set**
 - give Meta 3-5 to optimise between.
- 6 Slow follow-up**
 - letting leads go cold instead of calling within the hour.
- 7 Judging too early and quitting**
 - killing on day 5 what settles cheap by day 50.

Your launch checklist

- Objective = **Leads**; structure = **1 campaign** → **3-5 ad sets** → **3-5 ads**.
- Budget at **ad-set level (ABO)**, ~\$50-60/day each.
- Audiences **local**, at least one broad Advantage+; instant form with **Higher intent + OTP**.
- Each ad has **5 primary texts, 5 headlines, 5 descriptions, 1 CTA** (start on Learn More).
- Two-plus formats live (image + video); **pixel + CRM + instant follow-up** wired.
- Committed to **leave it to learn for two weeks**.

Questions owners always ask

How much should I start with?

\$50–\$60/day per audience if you can; if budget is tight, one ad set at \$30–\$50/day with 3 ads. Scale only once it's working.

When will I see my first leads?

Often within day 2–4. But judge the account on day 50, not day 5 — the first two weeks are the learning phase and always look worse than where it settles.

Do I need a website?

No. Instant forms capture leads right inside Facebook with no website at all. A fast landing page only helps for high-ticket offers (consultations, big installs).

Will this work in a small town?

Yes — often better. Smaller audiences are cheaper and less contested. Just keep the budget modest so you don't over-saturate a small area (watch frequency).

What if I get junk or fake leads?

Use the Higher-intent form with one-time-passcode verification and one qualifying question. That filters most junk. Always judge by *qualified* leads and booked jobs, not raw count.

How long until leads get cheap?

Typically 2–6 weeks as each ad set exits the learning phase and you trim losers and scale winners.

Can I run this myself, or do I need an agency?

This guide is the whole system — many owners run it themselves. If you'd rather have it built right the first time or you're short on time, that's exactly what a consultation is for.

Plain-English glossary

Every term in this guide, in one place.

Campaign	The top level — where you pick your goal (objective).
Ad set	The middle level — audience, placements and budget live here.
Ad	The bottom level — the actual image/video + words + button.
Objective	What you tell Meta to optimise for. For local: Leads.
ABO	Ad Set Budget Optimization — budget set per ad set. Best for testing.
CBO	Campaign Budget Optimization (Advantage+ budget) — one pooled budget. Best for scaling proven winners.
Learning phase	The early period (~50 conversions / 7 days) while Meta figures out who converts. Don't edit during it.
Advantage+	Meta's AI automation for audience, placements, creative and budget.
Lookalike	An audience Meta builds to resemble your existing customers or leads.
Retargeting	Showing ads to people who already engaged (site, video, page, past leads).
Instant form	A lead form that opens inside Facebook/Instagram, pre-filled, no website needed.
OTP	One-time passcode — verifies the lead's phone number is real.
CPL	Cost Per Lead — what each lead costs you.
CTR	Click-Through Rate — clicks ÷ impressions. Creative resonance.
CPM	Cost per 1,000 impressions — your auction price.
CPC	Cost Per Click.
Frequency	Average times one person saw your ad. Keep under ~3-4.
Hook rate	3-second views ÷ impressions — does the first frame stop the scroll?

WHEN YOU WANT A SECOND PAIR OF EYES

Don't let the organic decline cost you another quarter.

You've seen the proof and the playbook. If you'd rather have it built right the first time — or just want an honest read on where your leads are leaking — book a focused, one-on-one consultation. We'll look at where your money is actually going and tell you plainly what to cut, what to keep, and where the profit is hiding. No pitch, just our opinion on your next move.

[Book a 30-minute consultation · \\$50](#)

\$50 for 30 minutes, one-on-one with Madhuranjan Kumar or an available project lead, booked straight onto your calendar. · [aidoers.io](#)

This guide is shared free. Figures and dashboards throughout are operator benchmarks from live US local-business Facebook campaigns; client identities are withheld for privacy. Platform details reflect Meta's 2026 ad system and may change. They illustrate realistic performance, not a guarantee.