Max Quality Leads

FREE CHEAT SHEET 02 / 07

THE 12-MONTH AD CONSISTENCY PLAN

A year-round rhythm of direct offers, brand awareness, content, lead magnets and retargeting, so your pipeline never runs dry.

INSIDE

- The five campaign types and how they connect
- A quarterly rhythm you can repeat
- A month-by-month calendar to copy
- Retargeting audiences and a monthly review checklist

Ads that run in bursts get burst results. The businesses that win locally keep a steady presence all year, so when a homeowner is finally ready, yours is the name they already know. This plan gives you a simple rhythm to follow for twelve months.

01 THE FIVE CAMPAIGN TYPES

Think of these as layers. Each one has a different job, and together they keep your calendar full.

Direct offers

Your lead-getters. A clear reason to enquire now: a free survey, a bonus, a deadline. Run one main offer per quarter for 3-4 weeks, then rest it.

Brand awareness

Introduce the people and the standards behind the business. Cheap reach to local homeowners who don't need you yet, but will.

Content

Useful, short posts and videos: tips, job walk-throughs, FAQs. Builds trust and gives you cheap retargeting audiences.

Lead magnets

Free, useful resources in exchange for contact details: a price guide, a planning checklist, a style lookbook. Catches early-stage buyers.

Retargeting

Follows up people who watched, clicked or started a form. Small budget, high intent. Should always be switched on.

How they connect

Awareness and content warm people up. Lead magnets capture the planners. Offers convert the ready. Retargeting picks up the stragglers.

02 YOUR QUARTERLY RHYTHM

Weeks	Main focus	What's running underneath
1-4	**Direct offer** live	Retargeting on, content posting 2-3 times a week
5-8	**Lead magnet** push	Awareness video to new local audiences, retargeting on
9-12	**Awareness + content**	Evergreen 'free quote' ad ticking over, prep next offer
13	**Review week**	Check numbers, pick the next offer, refresh creative

MQL NOTE

Keep one simple evergreen lead ad running all year at a low budget. Offers come and go, but you never want to go completely dark.

03 A 12-MONTH CALENDAR YOU CAN COPY

Seasons drive home improvement demand. Adjust these themes to your trade and region.

Month	Direct offer idea	Awareness / content theme	Lead magnet idea
Jan	Book a spring install, get **[bonus]**	Plan your year: project timelines	Project planning checklist
Feb	-	Meet the team, how a job runs	**[Service]** price guide for **[area]**
Mar	Free survey + **[bonus]** for spring	Before/after job stories	-
Apr	-	Common mistakes homeowners make	Spring style lookbook
May	-	On-site videos, customer FAQs	Questions to ask any installer
Jun	Summer slots: **[number]** left in **[month]**	Garden and outdoor transformations	-
Jul	-	Behind the scenes: materials and suppliers	Maintenance guide
Aug	-	Job walk-throughs, owner video	Autumn prep checklist
Sep	Beat-the-winter offer + **[bonus]**	Energy and comfort before the cold	-
Oct	-	Customer reviews turned into quote cards	Winter-ready home checklist
Nov	Book now, install in **[new year month]**	Year in review: favourite jobs	-
Dec	-	Thank-you message, local community	New year project planner

A dash means no new offer or magnet that month. That's on purpose: your evergreen ad and retargeting keep running.

04 RETARGETING AUDIENCES TO BUILD ONCE AND KEEP

Audience	Window	What to show them
Opened lead form but didn't submit	30 days	Same offer, shorter copy, 'still thinking about it?'
Watched 50%+ of a video	60 days	Direct offer or job story
Website visitors	30-90 days	Reviews, guarantee, 'meet the owner' video
Engaged with Page or Instagram	90 days	Lead magnet or seasonal offer
Past leads who didn't book	180 days	New offer or new season reminder (exclude booked customers)

05 MONTHLY REVIEW: 20 MINUTES, SAME DAY EACH MONTH

- ☐ Cost per lead by campaign
- ☐ Lead-to-appointment rate
- ☐ Appointment-to-sale rate
- ☐ Leads with no response logged

- [ ] Ad frequency creeping up?
- [ ] Which creative is tiring?
- [ ] Comments needing replies
- [ ] Reviews gained this month
- [ ] Next month's offer and assets ready
- [ ] Budget shifted to what books jobs

> **MQL NOTE**
>
> Judge campaigns on booked appointments and sales, not on cost per lead alone. A cheaper lead that never answers the phone is the most expensive one you'll buy.

CONTENT CADENCE THAT A BUSY TRADE CAN KEEP

- **Monday:** one photo or short clip from last week's job
- **Wednesday:** one tip or FAQ answered in under 60 seconds
- **Friday:** one review, before/after or team moment
- Batch it: film five clips on one site visit and you've covered two weeks.

06 CREATIVE REFRESH BANK

When an ad tires, swap the creative before you change the offer or the audience.

Same job, new angle

- Swap the photo for a 15-second walk-round
- Try the 'before' as a split-screen
- Close-up details: joints, finishes, edges

New face, same offer

- Owner talking to camera
- A fitter explaining one step of the job
- A happy customer's short clip (with consent)

New format

- Carousel of three local jobs
- Review quote card with job photo behind
- Simple text-on-colour graphic of the offer

BUDGET HABITS THAT KEEP THINGS STEADY

- Set a monthly budget you can hold for twelve months, rather than a big one you'll pull after six weeks.
- Keep the largest share on whatever is producing booked appointments right now, usually your offer or evergreen lead ad.
- Keep a small, permanent slice for retargeting and for awareness video, so next quarter's audience is already warm.
- Raise budgets gradually on winners rather than doubling overnight, and give each change a few days to settle.

Max Quality Leads

WE SPEAK LESS. WE WORK MORE.

WANT EXCLUSIVE LEADS?

We plan and run your campaigns month after month, with a custom offer for your business and GoHighLevel follow-up on every lead.

EXCLUSIVE

Your leads are yours. Never shared, never resold.

QUALIFIED

Screened before you pick up the phone.

CUSTOM OFFER

Built around your trade, area and margins.

Book a free strategy call

cal.com/utsav-daga/30-minute-strategy-call

Message us on WhatsApp

wa.me/919510371305

HOW WE WORK

- **Free consultation** to map your offer, area and targets.
- **Pay per lead: £3–£4** plus ad spend.
- **Meta ads setup: £400/month.**
- Meta ads, Google ads, GoHighLevel follow-up, WhatsApp/SMS/email and Google Business Profile management.