Max Quality Leads

FREE CHEAT SHEET 07 / 07

THE ULTIMATE HOME IMPROVEMENT MARKETING CHEAT SHEET

46 practical tips across offers, Meta and Google ads, creative, trust, follow-up and local marketing. Skim it, pick three, do them this week.

INSIDE

- Offers, positioning and pricing
- Meta and Google ads that bring enquiries
- Creative, copy, trust and reviews
- Follow-up, local presence and the numbers to watch

> Forty-six practical tips from the way we run marketing for home improvement businesses. No theory, no fluff. Skim it, pick three to do this week, and come back for the next three.

01 OFFER AND POSITIONING

01 **Pick a lane.** Lead with the one service that has the best margin and the most demand. You can mention the rest later.

02 **Define your patch.** Choose the towns and postcodes you want to work in and say no to the rest. Travel time eats profit.

03 **Give a reason to act now.** A free survey with a bonus, a seasonal deadline or limited install slots. 'Get a quote' on its own is not an offer.

04 **Prefer bonuses to discounts.** A free upgrade or add-on feels more valuable than a percentage off and protects your price.

05 **Publish price ranges.** Showing typical ranges filters out people who can't afford you before they waste your evening.

06 **Rest your offers.** Run a main offer for a few weeks, then take it down. Constant sales train people to wait.

02 META (FACEBOOK AND INSTAGRAM) ADS

07 **Run lead campaigns, not boosts.** The Boost button chases likes. A proper lead or sales campaign chases enquiries.

08 **Start broad on interests, tight on location.** Let Meta find buyers within your area instead of stacking narrow interests.

09 **Ask qualifying questions.** Homeowner, postcode, timeframe and budget on the form. Fewer leads, far better calls.

10 **Use higher intent forms.** The extra review step weeds out accidental taps.

11 **Test creative, not buttons.** The image or video is the biggest lever. Test two or three concepts before fiddling with anything else.

12 **Give it time.** Let a new ad run around a week before judging it. Daily edits reset the learning.

13 **Retarget everyone who engaged.** Video viewers and form openers are your warmest, cheapest audience.

14 **Refresh before fatigue.** When cost per lead rises and the same people keep seeing the ad, bring in new creative.

03 GOOGLE ADS AND SEARCH

15 **Bid on intent.** '`[Service]` `[town]`', '`[service]` near me' and 'cost of `[service]`' searches signal someone ready to act.

16 **Use negative keywords.** Exclude 'jobs', 'DIY', 'free', 'course' and anything you don't do, from day one.

17 **One ad group per service.** Kitchen searches should land on a kitchen page, not your homepage.

18 **Track calls and forms.** If you can't see which keywords produce enquiries, you're guessing with real money.

19 **Consider Local Services Ads.** Where available for your trade, pay-per-lead placements at the top of Google can work well alongside search.

04 CREATIVE AND COPY

20 **Real beats polished.** Phone-filmed clips on site often outperform glossy videos because they feel honest.

21 **Show the finished job first.** Lead with the 'after'. The 'before' is the plot twist.

22 **Always add subtitles.** Most people watch with the sound off.

23 **Name the area in the first line.** '`[Town]` homeowners' stops the right people scrolling.

24 **Write how you speak.** Short sentences, plain words, 'you' more than 'we'. Read it out loud before you publish.

25 **One call to action.** Tell them exactly what to tap and what happens next.

05 TRUST AND REVIEWS

26 **Put your face on it.** An owner intro video is one of the hardest-working assets a local business can have.

27 **Ask for reviews on handover day.** Send the Google review link by text that day, while they're delighted.

28 **Reply to every review.** Calm, polite replies to criticism reassure future customers more than another five stars.

29 **Show credentials you actually hold.** Insurance, guarantees and accreditations, never borrowed badges.

30 **Explain your process.** Enquiry, survey, quote, install, aftercare. Uncertainty is what stops people enquiring.

06 FOLLOW-UP AND SALES

31 **Respond within five minutes.** Automate the first text and call fast. Speed is the cheapest conversion boost there is.

32 **Call, then text, then email.** Use every channel, in that order, over about two weeks.

33 **Offer two time slots.** 'Tuesday at 10 or Thursday at 4?' books more visits than 'when suits you?'

34 **Confirm and remind.** Send a confirmation straight away and reminders 24 hours and 2 hours before.

35 **Use a pipeline.** Know at a glance who's new, contacted, booked, quoted, won or lost. GoHighLevel makes this simple.

36 **Follow up every quote.** Many jobs are won on the second or third follow-up, not the first visit.

37 **Send the break-up message.** 'Shall I close your enquiry for now?' brings quiet leads back to life.

07 LOCAL PRESENCE

38 **Treat Google Business Profile like a social channel.** New photos and a post every week.

39 **Brand every job.** Site boards, sign-written vans and QR codes turn each project into an advert.

40 **Write to the neighbours.** A polite letter around every job, with a neighbour-only offer.

41 **Build partner referrals.** Agents, designers and complementary trades see projects before you do.

42 **Be helpful in local groups.** Answer questions on Nextdoor and Facebook groups without selling.

08 NUMBERS AND MINDSET

43 **Know your four numbers.** Cost per lead, lead-to-survey rate, survey-to-sale rate and average job value.

44 **Judge by booked jobs.** A cheap lead that never picks up the phone is the most expensive kind.

45 **Review monthly, not hourly.** Set one day a month to look at results and make decisions.

46 **Stay consistent.** A steady year-round presence beats a big push followed by silence.

09 YOUR ACTION PLAN

This week	Tip number	Who does it	Done by
Quick win (under an hour)	[ ]	[name]	[date]
Bigger fix (half a day)	[ ]	[name]	[date]
System change (ongoing)	[ ]	[name]	[date]

MISTAKES WE SEE MOST OFTEN

- Boosting posts instead of running lead campaigns
- Targeting the whole county with one ad
- No qualifying questions on the form
- Replying to leads the next morning
- Giving up after one unanswered call
- Stock photos and generic copy
- Judging ads on clicks, not booked jobs
- Starting and stopping ads every few weeks

> **MQL NOTE**
> Choose three tips you're not doing yet. Put them in your diary for this week. We speak less, we work more.

Max Quality Leads

WE SPEAK LESS. WE WORK MORE.

WANT EXCLUSIVE LEADS?

Prefer to hand it over? We run the ads, qualify the leads and set up the follow-up, so you can get on with the work.

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.