

Prepared by: _____ For: _____

Ads Management

Search capture vs. demand creation — and when each makes sense

Two different jobs

Search ads (Google) capture people already looking. Someone types "emergency plumber" — the ad meets existing demand. This is the fastest path to calls and the right first move when a business needs volume this month.

Social ads (Facebook / Instagram) create demand among people who weren't searching. Nobody searches "should I get a patio" — but the right ad plants it. Powerful for visual, elective, and cash-pay services; wasteful for emergency ones.

What professional management includes

- Campaign structure built for your services and service area — not a boosted post
- **Tracking first:** call tracking and conversion measurement before scaling spend, so every dollar is attributable
- Ongoing optimization: search-term hygiene, creative rotation, bid strategy
- A monthly report in plain English: what was spent, what it produced

Where ad budgets die

Ads amplify whatever they land on. A slow website, weak reviews, or a broken contact path means paying for clicks that never become customers. The honest sequence is foundation first, capture second, creation third.

Questions worth asking

- Is my ad spend paid directly to the platform, transparently?
- Can I see which calls and bookings came from ads?
- What happens to performance data if we part ways? (It should stay in accounts you own.)

Ask your marketing team whether your market's demand is search-shaped, social-shaped, or both — the data answers it.