90-Day Retargeting Display Ad Campaign Strategy & Roadmap

Objective: Increase brand awareness, drive lead generation, and grow conversions (bookings, form submissions) for home service contractors using targeted social media advertising across platforms such as Facebook, Instagram, and LinkedIn.

Key Metrics to Monitor:

- **Click-Through Rate (CTR)**: Measures how often people click on your ads after seeing them.
- **Conversion Rate**: Tracks the percentage of people who completed the desired action (e.g., booking, form submission) after clicking on your ad.
- **Cost-Per-Lead (CPL)**: Measures how much you're paying for each new lead generated.
- **Return on Ad Spend (ROAS)**: Calculates the total revenue generated from the campaign compared to your ad spend.
- **Ad Frequency**: Ensures that ads aren't being shown too frequently to the same users, preventing ad fatigue.

Phase 1: Setup and Planning

Tasks:

1. **Define Campaign Goals and KPIs**:
   - Set specific goals, such as increasing leads (form submissions, calls), generating website traffic, or driving conversions (bookings, quotes).
   - Identify key performance indicators (KPIs) like click-through rate (CTR), cost-per-click (CPC), cost-per-lead (CPL), and conversion rate.
2. **Choose Target Platforms and Audience Segments**:
   - Determine which social platforms to focus on (Facebook, Instagram, LinkedIn) based on your target audience's demographic and behavior.
   - Segment your audience by:
     - Location (targeting your service areas).
     - Homeowners within certain age/income brackets.
     - Specific service interests (e.g., HVAC repair, plumbing, electrical).
     - Create lookalike audiences based on previous customers or website visitors.
3. **Set Budget Allocation and Ad Schedule**:
   - Establish daily, weekly, and monthly budgets across platforms.
   - Prioritize higher budgets for platforms where your target audience is most active (e.g., Facebook and Instagram for residential customers, LinkedIn for B2B or commercial services).

- Set ad schedules to run during peak times when your audience is most likely to engage.
4. **Ad Creative Development**:
   - Create a variety of ad formats: image ads, carousel ads, and short videos that highlight your services, promotions, and customer testimonials.
   - Use clear, compelling CTAs such as "Get a Free Estimate," "Call Now," or "Book Your Service Today."
   - Develop promotional offers like "10% off your first service" or "Free home inspection with any repair."
5. **Set Up Tracking and Conversion Tracking Pixels**:
   - Install Facebook Pixel and LinkedIn Insight Tag to track conversions and website interactions.
   - Set up Google Analytics and UTM parameters for tracking traffic from social ads and measuring ROI.

Deliverables:

- Campaign goals and KPIs defined.
- Audience segments and budget allocation set.
- Ad creatives developed.
- Tracking pixels and conversion tracking implemented.

Phase 2: Campaign Launch and Initial Monitoring

Tasks:

1. **Launch Social Media Ad Campaign**:
   - Start running ads on the selected platforms (Facebook, Instagram, LinkedIn) targeting the defined audience segments.
   - Ensure that ad creatives include relevant service offerings, promotional offers, and a strong CTA driving users to a landing page or lead form.
2. **Monitor Ad Performance**:
   - Track early performance indicators such as CTR, CPC, and ad engagement (likes, comments, shares) in the first week.
   - Monitor ad frequency to ensure your audience isn't seeing the same ad too often (aim for 2-3 times per week per user).
3. **A/B Test Ad Creatives and CTAs**:
   - Begin A/B testing different ad copy, visuals, and CTAs to see which combinations yield the highest engagement and conversions.
   - Test different ad formats (carousel ads vs. video ads) to determine which works best for each platform.

4. **Monitor Landing Page Performance**:
   - Ensure that landing pages associated with your ads are optimized for conversion (clear CTA, mobile-friendly, fast-loading).
   - Make adjustments if landing page bounce rates are high or conversion rates are low.
5. **Adjust Ad Budgets**:
   - Review performance across platforms and allocate more budget to the highest-performing ads and audience segments.
   - Scale back spending on ads or segments that are underperforming.

Deliverables:

- Ads launched and generating initial data.
- A/B testing initiated for ad creatives.
- Budget allocation adjusted based on early performance.

Phase 3: Optimization and Scaling

Tasks:

1. **Analyze Performance Data**:
   - Review performance data from the first 30 days (CTR, conversion rate, CPL, and engagement).
   - Identify which audience segments, platforms, and ad formats are generating the best results.
2. **Optimize Ad Creatives and Audience Segmentation**:
   - Based on A/B test results, optimize ad copy, visuals, and CTAs to focus on top-performing elements.
   - Narrow your audience targeting by refining age, interests, and location to focus on the highest-converting groups.
   - If some ads are underperforming, pause or replace them with new variations.
3. **Expand Reach with Lookalike Audiences**:
   - Create and target lookalike audiences based on your highest-converting customer segments or website visitors.
   - Expand to nearby geographic areas if performance is strong in your core service areas.
4. **Test Retargeting Campaigns**:
   - Launch retargeting ads targeting users who visited your website but didn't convert or abandoned their booking form.
   - Show personalized ads with tailored CTAs like "Still interested? Book your service today!" or "Schedule now and save 10%."

5. **Adjust Ad Bids and Budget**:
   - Increase ad spend on top-performing segments and scale campaigns that are delivering low-cost, high-quality leads.
   - Use automated bidding strategies such as Facebook's "Cost Cap" or LinkedIn's "Maximize Conversions" to optimize for leads or conversions at the lowest possible cost.

Deliverables:

- Optimized ads and audience segments.
- Lookalike and retargeting campaigns launched.
- Budgets increased for high-performing campaigns.

Phase 4: Scaling and Long-Term Growth

Tasks:

1. **Scale Campaign Budget for High-Performing Ads**:
   - Increase the budget for ads and audience segments that consistently deliver high-quality leads and conversions.
   - Expand geographic targeting to include new neighborhoods, cities, or service areas with similar demographics.
2. **Launch Seasonal or Time-Sensitive Campaigns**:
   - Introduce new ads with seasonal promotions (e.g., winter heating services, summer AC maintenance).
   - Promote time-sensitive offers (e.g., "Book by [date] and save $50 on your first service") to drive urgency and boost conversions.
3. **Further Refine Retargeting and Lookalike Audiences**:
   - Continue refining your retargeting campaigns by narrowing the time window (e.g., target users who visited your site in the past 7 days for high-intent actions).
   - Scale lookalike audiences based on the best-performing customer lists.
4. **Launch New Ad Formats**:
   - Experiment with Instagram Stories, Facebook Messenger ads, or LinkedIn InMail ads to engage users in different ways.
   - Test short video ads showcasing before-and-after results or customer testimonials to build trust and credibility.
5. **Ongoing A/B Testing**:
   - Continue testing new ad variations, copy, and formats to ensure your campaigns remain fresh and effective.
   - Focus on testing different value propositions and promotional offers to see what resonates most with your audience.

Deliverables:

- Budget scaled for top-performing campaigns.
- Seasonal and time-sensitive promotions launched.
- Expanded audience targeting and new ad formats tested.

Post-90 Day Review and Next Steps:

- Conduct a comprehensive review of the entire campaign, focusing on metrics like total leads generated, CPL, conversion rates, and ROI.
- Identify the best-performing platforms, audience segments, and ad formats to double down on for long-term growth.
- Plan the next phase of social media advertising, potentially expanding to additional platforms or introducing more advanced retargeting and remarketing strategies.

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This 90-day strategy focuses on building a strong social media advertising foundation, gathering valuable data, and optimizing for high-quality leads and conversions.