



# 7 Costly Mistakes Contractors Make With Their Online Advertising That Hinders Growth

And what to do instead!

# Before you dive in...

Online advertising is the most effective way for contractors like you to generate leads and build your brand. But without the right strategy and tactics, you'll burn through your advertising budget with little to show for it—and quickly.

At Webrunner, we've invested millions of dollars in online ads for contractors across North America to help them acquire new customers and grow their business faster.

Along the way, we've identified 7 costly mistakes that kill any chance of success and growth through online advertising.

**Avoid these mistakes at all costs!**



Mistake #1:

# Having the wrong expectations.

For online advertising to be a main driver of leads for your contracting business, you need to have the right expectations from the start or you'll be left disappointed.

Contractors that understand these 3 things typically see great success with online advertising:

## 1. Results take time.

Campaigns are rarely profitable out of the gate. It can take days, weeks, and sometimes months before the right mix of ad, messaging and landing page is found. Once that occurs, growth can happen quickly.

## 2. Ups and downs are part of the game.

Many factors can cause lead flow from online ads to vary month over month—seasonality, algorithm changes, new competition, and more. You need to be okay with short term fluctuation if you want long term profitability.

## 3. You still need to sell.

Many contractors are used to working referral leads which are warm and easier to close. Leads from online advertising need to be sold. A sound speed-to-lead, follow up and sales process is crucial for online advertising to be profitable.



Mistake #2:

# Not understanding the math behind successful ads.

Growing your contracting business with online ads isn't rocket science—it's basic math. And once you understand the numbers, then the success (or failure) of your marketing campaigns becomes clear.

Read through the example below, then work through your own numbers so you can see what needs to happen for your ads to be successful.

## Job Metrics

- Average Ticket Value: \$10,000
- Average Gross Profit Margin: 30%
- Average Gross Profit per Ticket: \$3,000 (30% of \$10,000)

## Sales Metrics

- Sales closing rate: 25% (1 in 4)
- # of leads required to get a new customer: 4
- Break-even cost per lead: \$750 (\$3,000/4)

## The Takeaway:

ACME ROOFING CO. can pay a maximum of \$750 per lead before they begin to lose money.

From here, they can plug their Cost Per Click and Website Conversion Rate into the equation to the right to see if their marketing is profitable:

$$\frac{\text{Cost per click}}{\text{Conversion Rate}} = \text{Cost Per Lead}$$

## Example Scenarios:

### Marketing IS NOT profitable:

Cost per click: \$15  
Conversion rate: 1% (0.01)  
Cost per lead: \$1,500  
Leads are above \$750 :(

### Marketing IS profitable:

Cost per click: \$10  
Conversion rate: 5% (0.05)  
Cost per lead: \$200  
Leads are below \$750 :)

## Mistake #3:

# Not tracking correctly, not tracking enough.

1 out of 2 contractors we take on as customers have their ad tracking setup incorrectly. This makes growth through online ads next to impossible, since platforms like Google, Facebook, and YouTube rely on volume and accuracy of data in order to deliver the right ad, to the right person, at the right time.

This isn't optional—it's a necessity if you want your ad campaigns to be profitable and allow for faster growth. Here are 7 things you need to track in order to maximize your chances of success with online advertising:

### 1. Pageview Tracking:

*Triggered on every page load.* Helps ad platforms find more people likely to browse your site.

### 2. Conversion Tracking:

*Triggered on 'Thank You' pages.* Helps ad platforms find more people likely to become leads.

### 3. Variant Tracking:

*Tracks relative conversion rates.* Helps determine which web page variant is better at turning visitors into leads when testing multiple pages.

### 4. Call tracking:

*Tracks which ads generate phone calls.* Helps ad platforms find more ideal prospects by sending call data back to the ad platforms.



### 5. Keyword Tracking:

*Tracks which keywords generate leads and customers.* Helps optimize ad campaigns, reduce wasted spend and increase ROI.

### 6. Source Tracking:

*Tracks which ad platform generates leads and customers.* Helps inform budget allocation decisions.

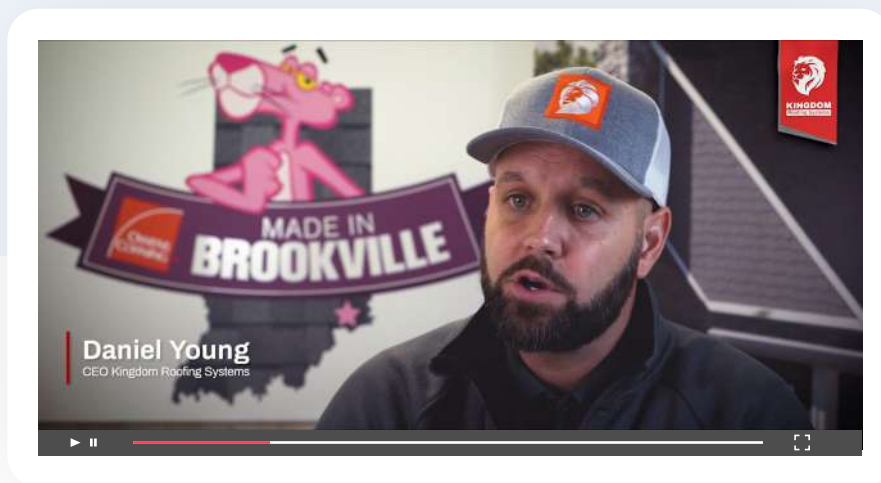
### 7. CRM & Revenue Tracking:

*Tracks revenue figures from specific leads.* Helps track ROI and determines scaling potential.

## Mistake #4:

# Not willing to get on camera.

Having launched literally 1000's of Facebook and Instagram ads over the years, there's one thing we can say with absolute certainty: educational videos are amazing at generating leads! **Contractors that provide us with educational videos generate 2.5X more leads than those that don't.** Don't overcomplicate it! Here's a simple video script you can follow, along with a list of proven topics to get you started.



## Video Script:



### 1. The Hook (First 3-5 seconds)

Get people to stop scrolling and pay attention by using motion or movement, asking a question, or building curiosity.



### 2. The Story (1-3 minutes)

Introduce yourself and your topic, then give a genuine and helpful explanation without selling. Always tie things back to why it matters to the homeowner.



### 3. Offer/Call to action (10-15 seconds)

State your name, company name, the area you serve, and mention any current offers. Then, tell viewers how to reach you should they need help. Include your phone number and website.



## Proven Video Topics:

### 1. Common Problems.

Identify a problem, stress what it means for homeowners, and then provide your solution.

### 2. Before & After Videos.

Take footage before, during and after a project, and walk viewers through what you're doing and why.

### 3. Product Selection.

Explain the different product types available, share pros & cons of each, and make it interesting (ie: budget, durability, energy efficiency, most prevalent in the area, etc.)

### 4. Your Process.

If you do things differently than other contractors, share your process and explain why things are done the way they are. Focus on the benefit to the homeowner.

### 5. Customer Testimonials.

Get happy customers on camera to share their experience. No one sells better than a happy customer!



## Mistake #5:

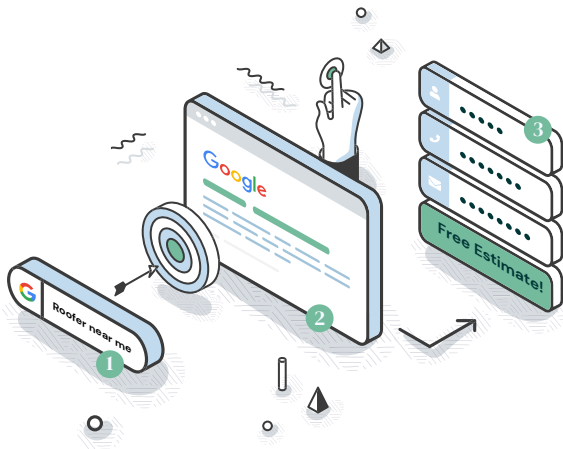
# Taking a 'one-and-done' approach.

Many contractors set up Google Ads, drive traffic to their website and call it a day. Unfortunately, this approach only works on a small percentage of the market—those that are ready to buy now.

The majority of homeowners need to see ads from your contracting business multiple times before

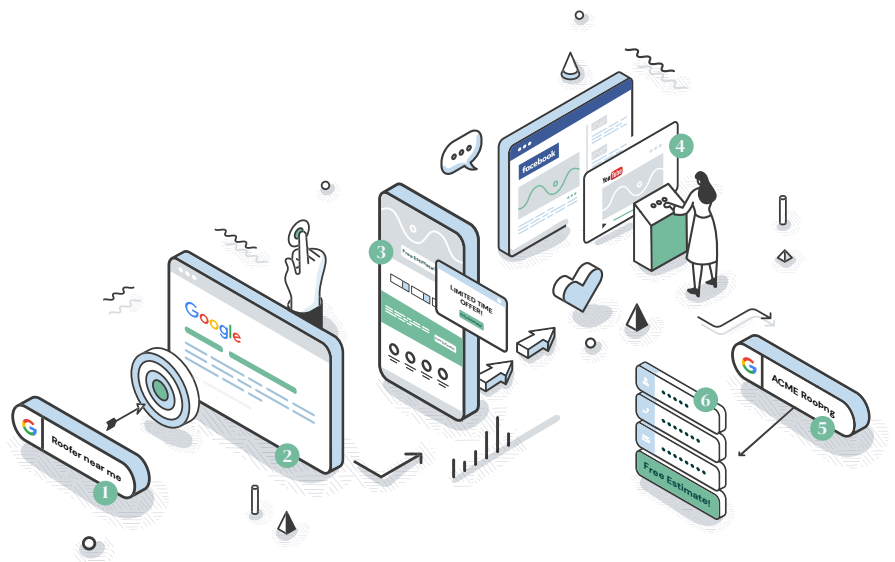
moving forward, and from our experience that number can be as high as 6, 7, and even 10 or more times.

To increase the effectiveness of your online ads, move away from a 'one-and-done' approach and start running multiple ads, with different messaging, across multiple ad platforms.



## What You Need to Be Doing Instead:

Targets a larger portion of the market. Creates a strong brand. Homeowners see you everywhere. More room to scale!



## What You're Doing Now:

Targets a small portion of the market.  
Not much scale.

## Mistake #6:

# Not testing enough.

Many contractors struggle to make online advertising work because they don't test enough. They launch some ads, gather a bit of data, and then decide whether or not they should keep advertising based on those initial results.

Truth is, most new ad campaigns fail out of the gate. It takes continuous, high-impact testing to figure out the right mix of campaign elements that will allow you to acquire new customers profitably.

The following examples led to a significant revenue increase for an exterior remodeler, which wouldn't have happened without ongoing testing and optimization:



### Landing Page Tests

- Short page vs. long page
- Increased conversion rate from **6.4% to 9.1%**



### Offer Tests

- Monthly financing vs. \$1,000 off
- Increased lead volume by **35%**



### Ad Copy Tests

- Short vs. long copy
- Increased lead quality by **22%**



### Creative Tests

- Native ads vs. branded ads
- Decreased lead cost by **42%**



### Platform Tests

- Campaign vs. ad set budget optimization
- Decreased lead cost by **13%**



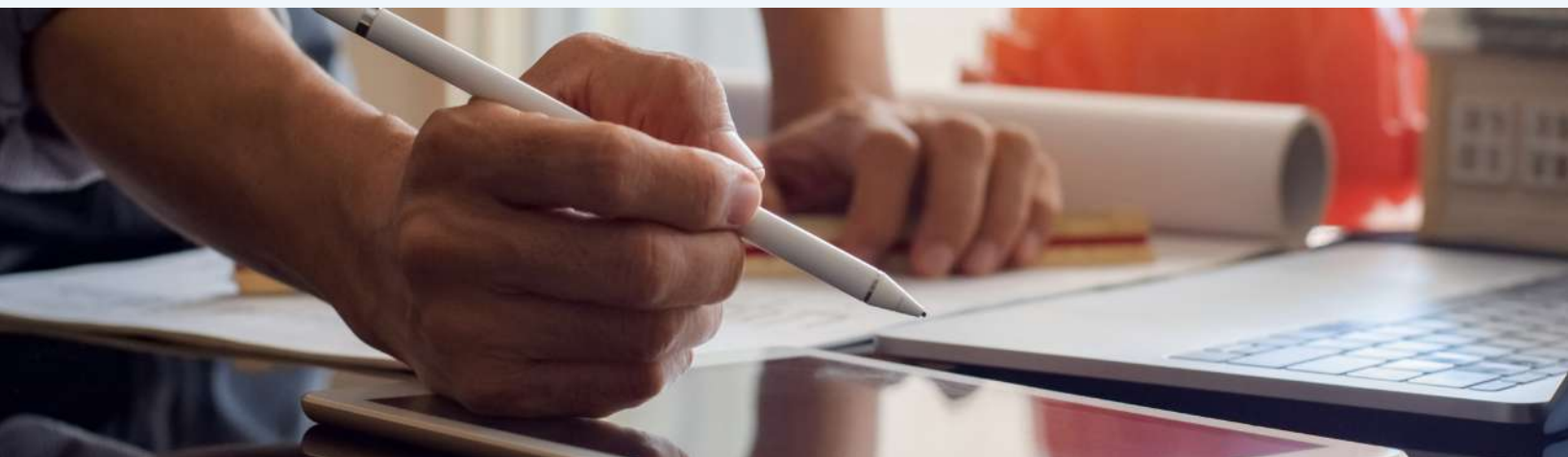
Mistake #7:

# Not having a structured lead handling process.

The same volume of leads, the same lead quality, but one contractor closes 4 out of 10 while the other struggles to close 1 out of 10. Why?

**Because the first contractor has a solid lead handling process and the second one doesn't.**

We've had contractors go from, "The leads aren't great" to "Let's spend as much as we can on ads this month!" without making a single change to their marketing campaigns.



## All we did was make them realize:

### 1. The importance of reaching out to leads within 5 minutes.

- 50% of leads choose to work with the contractor that responds first
- After 5 minutes, the odds of reaching a lead drop by 80%
- Calling within 5 minutes is 21X more effective than calling after 30 minutes

### 2. The importance of being persistent.

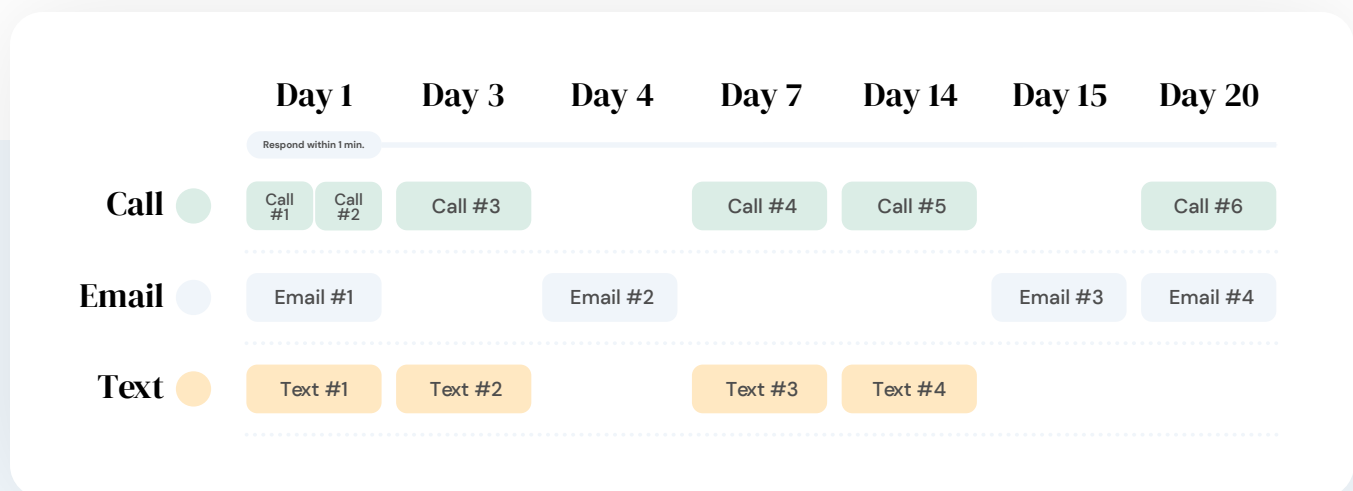
- 50% of sales happen after the first touchpoint
- Calling three times is 68% more effective than calling once
- Calling six times is 94% more effective than calling once



# To maximize your lead contact and closing rate:

1. Make sure every new lead is contacted within 5 minutes.
2. Have someone dedicated to answering the phone and reaching out to online requests.
3. Leverage automated email and SMS messaging to start conversations quicker.
4. DO NOT give up after 3 attempts. Use a follow up plan like the one below to increase your closing rate.

No lead follow-up plan?  
Use this one:





WEBRUNNER MEDIA

# Did you know that home improvement is one of the most competitive industries when it comes to online advertising?

You need a marketing partner with a proven track record who cares about your business.

Over the last 7 years, we've become experts at generating leads and strengthening brands for contractors across North America. We've spent millions in online advertising to help our clients acquire new customers and grow profitably using our proven system.

That's why contractors trust Webrunner with their marketing.

**And we've love to help you, too.**

# Grow Your Contracting Business With Webrunner in 4 Easy Steps:

## Step 1: Demo

Learn how our system works and see if it's right for you.

## Step 2: Build

Meet your dedicated team and get started!

## Step 3: Launch

Your ads & landing pages start generating qualified leads.

## Step 4: Scale

We test & optimize so you can grow & achieve revenue goals.

[Book A Demo](#)



Or Visit:

[webrunnermedia.com/demo](https://webrunnermedia.com/demo)

“

“The Webrunner team has produced results that no other company has been able to achieve. We've spent literally hundreds of thousands of dollars with other companies for nice graphs and zero results before finding Webrunner. Can't recommend them enough!”

**Josh Martin | Owner - Great Roofing**

“

“Hate to give away our secret sauce but Webrunner has already created 93 inbound calls and form fills and it hasn't been two months. Better than buying a lead 5 times. These are branded inbound calls!”

**Daniel Young | Owner - Kingdom Roofing Systems**