

THE ONLINE ADVERTISING PLAYBOOK

FOR HOME REMODELERS



Craftsmanship
MARKETING



ARE YOU WASTING YOUR ADVERTISING DOLLARS?

THIS IS OUR TRIED AND TRUE
FRAMEWORK FOR GENERATING QUALIFIED
LEADS AT AN EFFICIENT AD SPEND

craftsmanshipmarketing.com

TABLE OF CONTENTS

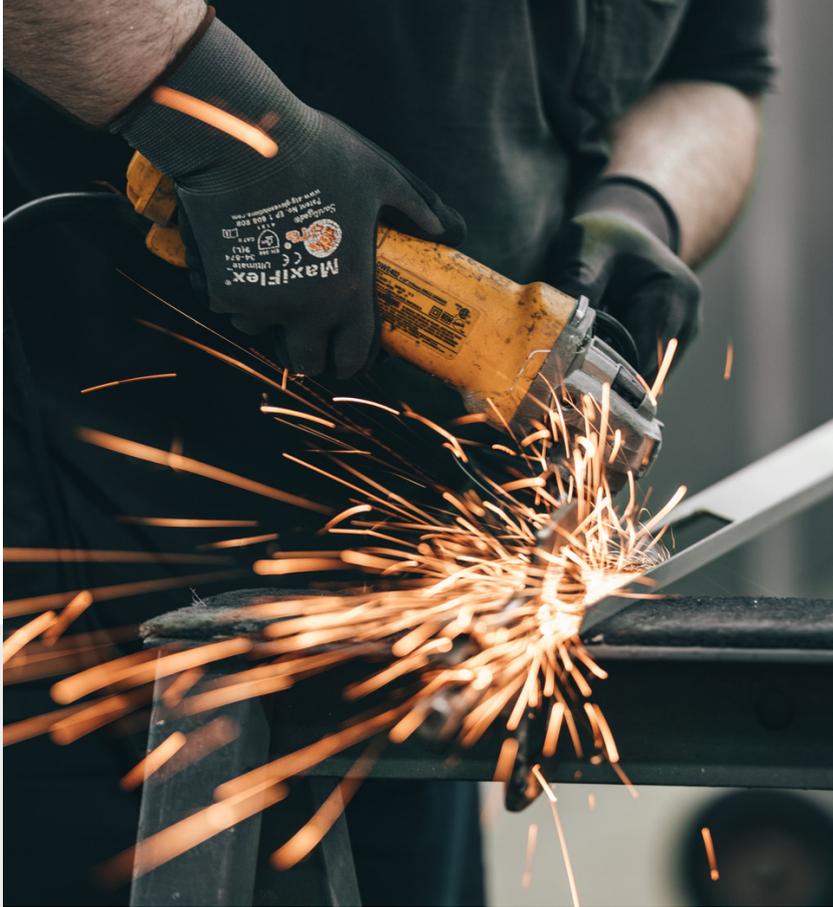
- 01** BEFORE YOU BEGIN
- 02** AN INTEGRATED APPROACH TO ADVERTISING
- 03** COMPONENT I: GOOGLE ADS
- 04** COMPONENT II: SERVICE SPECIFIC LANDING PAGES
- 05** COMPONENT III :FACEBOOK RETARGETING
- 06** CLIENT SUCCESS STORY
- 07** RESOURCE LIBRARY



NICE TO MEET YOU.

My team and I specialize in working with home remodeling businesses – helping them increase online traffic, qualified leads, and revenue.

Keone Moore



BEFORE YOU BEGIN

Online advertising is the most effective way for home remodelers like you to generate leads and build your brand. Without the right strategy and tactics, you'll burn through your advertising budget quickly with little to show for it. At Craftsmanship Marketing, we've invested millions of dollars in online ads for home remodelers across North America to help them acquire new customers and grow their business faster.

We've developed a tried and true framework for generating qualified leads at an efficient ad spend and are sharing it with you. If you're interested in growing your business, **start implementing this strategy today.**

AN INTEGRATED APPROACH TO ADVERTISING



THREE MAIN COMPONENTS

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 that are already familiar with your brand.

In order to be truly effective with your paid advertising - you must have an integrated approach in which a Google Ads campaign works in conjunction with Service-Specific Landing Pages and beautiful video content driven by Facebook Retargeting tools.

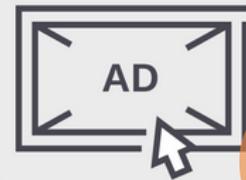
INTEGRATED MARKETING

Employing an integrated marketing campaign will create a unified marketing strategy that will deliver numerous benefits. Not only will it boost sales and profits, but it will also increase brand loyalty, save you money and increase your competitive edge. Utilizing an assortment of the right channels and tools to send out consistently branded messages which your audience can relate to in any format is a key part of creating a successful integrated campaign.

When it comes to advertising, customers are generally on the skeptical side of the fence (in the vein of 'it's too good to be true'). By integrating your messages and keeping them consistent you will build trust with your intended audience and they will be more likely to give you the benefit of the doubt and click on the very enticing link that you have provided them with.



GOOGLE ADS CAMPAIGN



01

SERVICE SPECIFIC LANDING PAGES



02

FACEBOOK RETARGETING



03





**Lead Management
Campaigns integrating
four or more digital
channels will outperform
single or dual-channel
campaigns by 300%.**

Gartner Research

BENEFITS OF AN INTEGRATED APPROACH

1

LIMITS CONFUSION

It is very easy to get in your own way, and if you are sending out marketing emails covering a bit of something here and bit of something else there, it is very easy for customers to miss the point you are trying to make.

By pulling your campaign together into one cohesive bundle that keeps the objectives clear and the message simple, your customers will have a much clearer view of you as a company and will be more likely to react in the way that you want them to.

2

INCREASED EFFECTIVENESS

When you integrate your campaign it will be more effective. By communicating consistently via a variety of channels, you are reinforcing your message which, in turn, makes your message more powerful.

The uniformity of your message will raise brand awareness and trust, and will lead to the customer thinking of you first when they are ready to buy or make a recommendation to a friend or colleague.

A survey from Gartner Research found that lead management campaigns integrating 4 or more digital channels will outperform single or dual-channel campaigns by 300%.

3

INCREASED EFFICIENCY

Integrating your campaign will help you to streamline your process.

Once you have decided on the single pronged approach that will be implemented across your various channels, you will find that you have a much less complicated campaign to run.

4

BETTER USE OF MARKETING BUDGET

Photography, graphics and content are costly to a business. By integrating your campaign you will eliminate the need for duplication, as when you integrate, you share across channels and this will save you both money and valuable time.

01



COMPONENT I: GOOGLE ADS

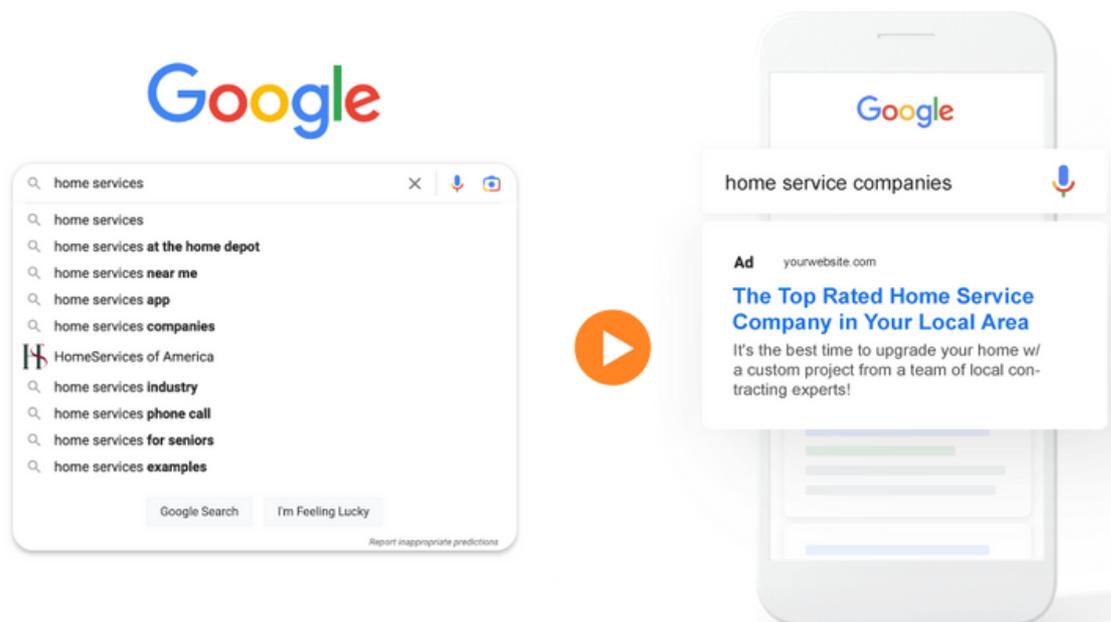


GOOGLE ADS

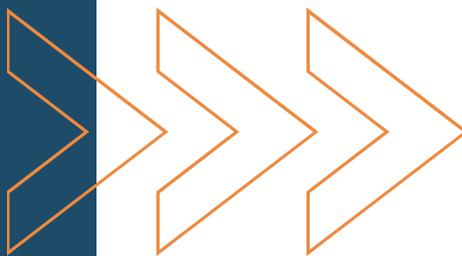
SKYROCKET YOUR BUSINESS GROWTH THIS YEAR

Google Ads is the single most popular PPC advertising system in the world. The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties. Google Ads operates on a pay-per-click model, in which users bid on keywords and pay for each click on their advertisements.

Every time a search is initiated, Google digs into the pool of Google Ads advertisers and chooses a set of winners to appear in the valuable ad space on its search results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids. More specifically, who gets to appear on the page is based on and advertiser's Ad Rank, a metric calculated by multiplying two key factors – CPC Bid (the highest amount an advertiser is willing to spend) and Quality Score (a value that takes into account your click-through rate, relevance, and landing page quality).

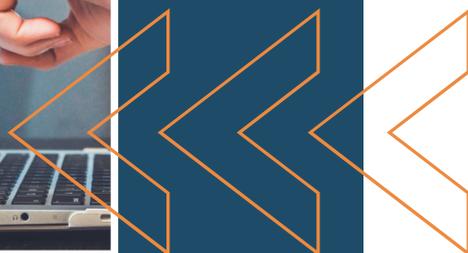
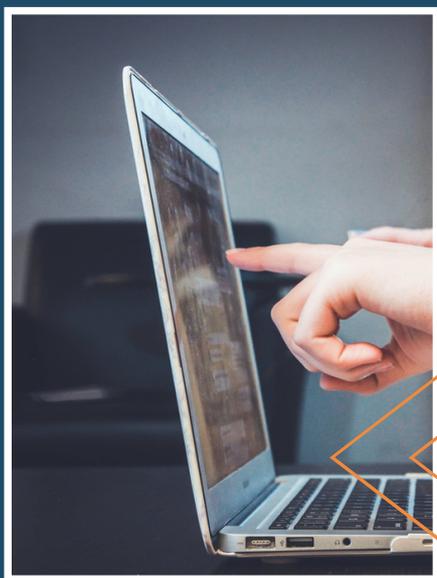


PPC ADVERTISING CAMPAIGN



Conducting PPC marketing through Google Ads is particularly valuable because, as the most popular search engine, Google gets massive amounts of traffic and therefore delivers the most impressions and clicks to your ads. How often your PPC ads appear depends on which keywords and match types you select.

While a number of factors determine how successful your PPC advertising campaign will be, we focus on three main details.



AN EFFECTIVE PPC ADVERTISING CAMPAIGN

KEYWORD RELEVANCE

Crafting relevant PPC – keyword lists, tight keyword groups, and proper ad text.

LANDING PAGE QUALITY

Creating optimized landing pages with persuasive, relevant content and a clear call-to-action, tailored to specific search queries.

QUALITY SCORE

Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

PPC KEYWORD RESEARCH

Keyword research for PPC can be incredibly time-consuming, but it is also incredibly important.

Your entire PPC campaign is built around keywords, and the most successful Google Ads advertisers continuously grow and refine their PPC keyword list. If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, long-tail, low-cost and highly relevant keywords that could be driving traffic to your site.



AN EFFECTIVE PPC KEYWORD LIST SHOULD BE:

RELEVANT

Of course, you don't want to be paying for Web traffic that has nothing to do with your business. You want to find targeted keywords that will lead to a higher PPC click-through rate, effective cost per click, and increased profits. That means the keywords you bid on should be closely related to the offerings you sell.

EXHAUSTIVE

Your keyword research should include not only the most popular and frequently searched terms in your niche, but also to the long tail of search. Long-tail keywords are more specific and less common, but they add up to account for the majority of search-driven traffic. In addition, they are less competitive, and therefore less expensive.

EXPANSIVE

PPC is iterative. You want to constantly refine and expand your campaigns, and create an environment in which your keyword list is constantly growing and adapting.

SETTING UP AD GROUPS

Ad Groups are an essential component of pay-per-click marketing. Creating effective Ad Groups can help you to drive more traffic and leads at lower costs, while increasing the number of conversions on your site.

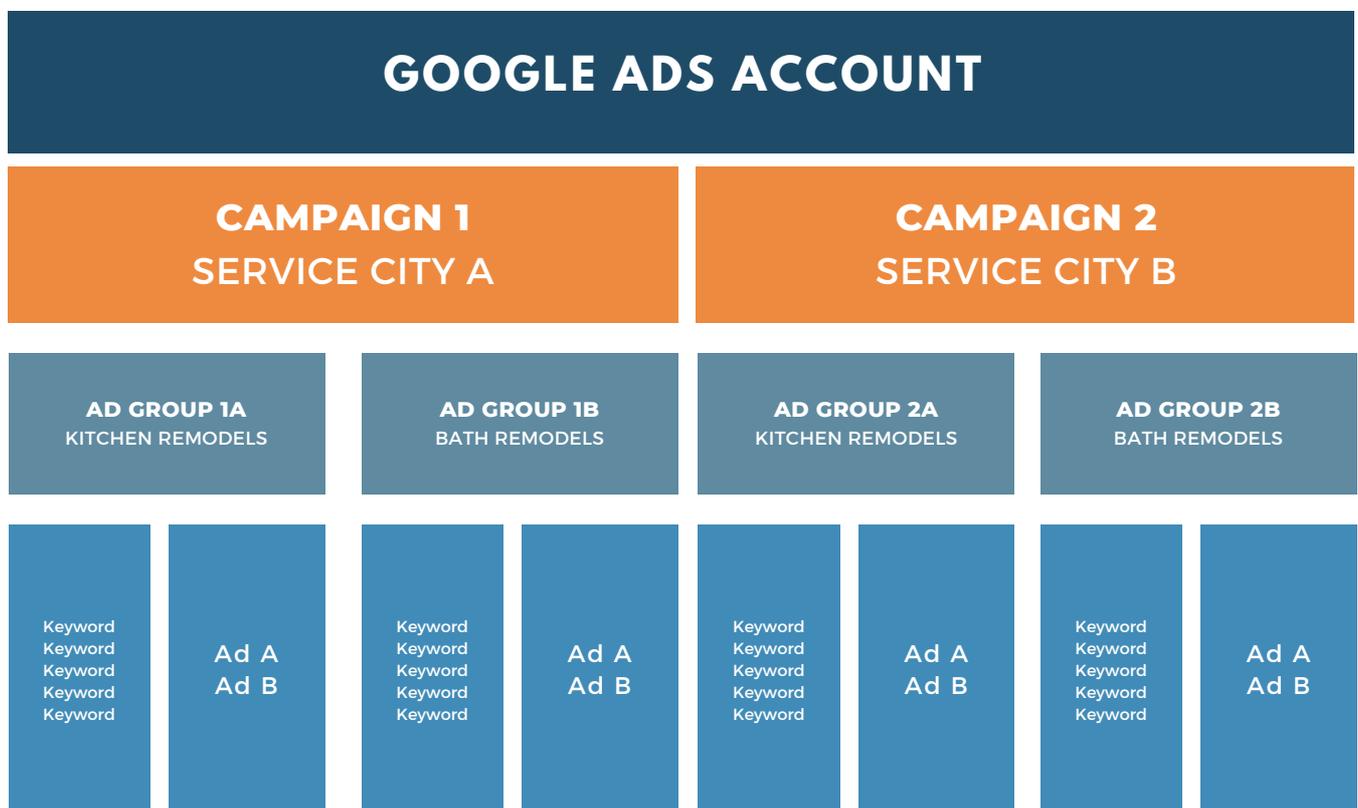


SO WHAT'S AN AD GROUP, ANYWAY?

Basically an Ad Group is the container for your keywords in your search marketing campaigns. PPC advertising is structured such that you first create an account, then create an ad campaign, which is home to Ad Groups.

Those Ad Groups then house:

- Keywords
- Text ads
- Landing pages



CHOOSING THE RIGHT KEYWORDS

THE KEY TO COMPETING WITH BIG SPENDERS IN GOOGLE ADS

Your keyword strategy is your key (no pun intended) to maximizing your advertising budget, and choosing the right keywords can save you from wasted spend.

And, no, I don't mean just lunging towards the cheapest term in your industry. A little PPC keyword research will show that having a balance of high-cost, high-reward keywords along with your branded or low-cost terms is the best way to go.

Here are a few of our favorite remodeling keywords:

- *bathroom renovation company*
- *residential remodeling near me*
- *home remodeling contractors near me*
- *home remodeling near me*
- *whole home remodel near me*
- *house remodeling contractor near me*
- *design-build company near me*

WRITING TEXT ADS

So what actually goes in your ad groups?
Text ads, of course!

We will learn how PPC text ads work and how you can optimize your text ads for better PPC performance.

Compelling, targeted text ads are crucial to a high performance PPC campaign.

They're often the first contact that a potential customer has with your site: they search for something related to your business, and your ad shows up in the results.

Whether or not they click on your ad and get to your website depends on how powerful your message is and how relevant it is to what they want.

SAMPLE AD

Ad yourwebsite.com

☎ 999.999.9999

Award Winning Home Remodelers | 4.9 Average Review Rating

Upgrade Your Home with the Help of Our Experienced Renovation Professionals. Turn Your Home Into a Space You Love With a Whole Home Remodel. Call Us Today! Get Your Project Started. Receive a Quote. Service catalog: Whole House Remodel, Kitchen Remodel, Bathroom Remodel, Room Additions, Outdoor Remodel



WELL-WRITTEN ADWORDS ADS ACHEIVE:

- Improved Click-Through Rate
- Better Quality Scores
- Lower CPA (Cost Per Action)

MAKE SURE YOUR AD IS HIGHLY RELEVANT

- To your product or service
- To the searcher's intent that can usually be inferred from the keyword and context
- To your PPC landing page

PPC TEXT ADS

IN IT'S SIMPLEST FORM: A HEADLINE, A DISPLAY URL, AND TWO LINES OF DESCRIPTION WITHIN THE CHARACTER LIMIT

The diagram shows a sample PPC text ad with four callout boxes pointing to its parts:

- HEADLINE**: Points to the main title of the ad.
- DESCRIPTION 1**: Points to the first line of the ad's description.
- DESCRIPTION 2**: Points to the second line of the ad's description.
- CALL TO ACTION**: Points to the text 'Book your appointment now!'.

The ad itself is a dark grey rectangle with the following text:

Sponsored
greenbayremodeling.com
https://www.greenbayremodeling.com
Residential General Contractor - We Handle All Permits
Design-to-build renovation. Kitchen & bath remodeling experts. Book your appointment now!
1170 Burnett Ave # S, Concord, CA - Open today · 9:00AM – 6:00PM

COMPELLING AND SUCCINCT AD COPY

- Contains the relevant keyword at least once
- Communicates your unique value proposition, i.e., the benefits of your offering and why people should visit your site to learn more.
- Includes a compelling call to action, or a command that tells the searcher what to do and what they'll get when they click on the ad.

OPTIONAL GOOGLE AD EXTENSIONS

- Location and contact information, such as physical address and phone number
- An email field so that users can sign up for an email list right from the Google search results page.

THE VALUE OF BETTER AD TEXT



When your ad is more relevant to the searcher, your CTR improves, and high CTR is the single largest component of your Quality Scores. High Quality Scores lift your whole Google Ads account and are good for your business. Why? Because Quality Score works to improve your ad rankings while lowering your cost per click! If you spend just a few minutes a week to improve the relevance and CTR of your ads — throw out your worst two ads and replace them with new text, or try out a new ad extension — you'll be on your way to a better-performing PPC account.

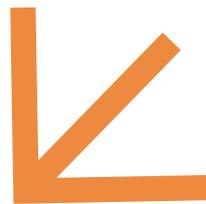
TOO BUSY TO DIY YOUR GOOGLE ADS?

Hand it off to our team of experts.

[GET STARTED NOW!](#)



ARE YOU READY FOR GOOGLE ADS?



I am ready to commit my time and money to this project for the long haul.

You won't see the full potential of your account from the start. Cliché as it may be, it's important to recognize that PPC is a marathon, not a sprint. It takes time to establish a strong structure, expand keyword lists, identify negatives and test ads/ landing pages. Plus, you are likely to start off with poor Quality Scores, which will hurt your average position and CPCs. You will see your Quality Scores start to shift once you've established your Google "street cred" and proven that you've built an account that offers a positive user experience (this typically takes 4–6 weeks).

I am willing to dedicate some extra manpower to PPC for the next few weeks.

Sure, once your account has been up and running for a while, you can sit back and relax. However, your first month will require a bit more heavy lifting. If you've never managed a PPC account before, I recommend taking a few weeks to do some studying (maybe even get certified, if you're feeling like a true overachiever!). Once you know the ropes you can embark on the account build out, which may also be a fairly time consuming process and then, for the first few weeks, you will need to monitor your performance pretty heavily. Though it may be tough right off the bat, the hard work will be well worth your while!

SET UP A NEW GOOGLE ADS ACCOUNT IN 3 STEPS

1

SIGN UP FOR GOOGLE ADS

Head to the Google Ads homepage and click the blue Start Now button. You'll need a Gmail account to get started. You can either use an existing account or create a new one. Next, enter the name of your business and a link to your business' website. Click continue to move on to the next step.

2

CREATE YOUR FIRST GOOGLE ADS CAMPAIGN

Don't worry—you won't be charged a cent until you've finished creating your account and Google Ads has approved your first ad (which you'll create during this step). First, you have to decide how much you want to spend per day. If you have a monthly budget, divide it by 30.4 (the average number of days in a month) to get your daily budget. Otherwise, start with a number you're comfortable with and prepare to make some changes after watching your campaign performance for a few weeks. Next, tell Google Ads where you want to advertise (e.g., New York City), the networks you want to advertise on (e.g., the Search Network), and the keywords you want to target (e.g., men's basketball shoes). Thirdly, you have to set a maximum cost-per-click (CPC) bid for your ad. This is the greatest amount of money you're willing to pay for a single click on your ad. Although a higher bid gives you a better chance of scoring a top ad position, there are several other factors at work in the Google Ads auction, and you'll often pay less than what you're willing to.

3

SUBMIT YOUR BILLING INFORMATION

Although Google Ads is a pay-per-click platform, you don't literally pay right after someone clicks on your ad. Most advertisers pay on an automatic payments basis. This means that Google Ads either charges you every 30 days or once you hit a predetermined threshold—whichever comes first. You can opt for manual payments if you prefer. Note that the country you live and work in (and the currency you use) affects the billing options available to you. Make sure you select the correct time zone, too—your billing, reporting, and account statistics all depend on this.

Aaaaaaaand you're done! Review the information you've submitted and make sure everything looks good. Once you agree to Google Ads' terms and conditions, click Finish and create campaign. Congratulations! You can officially start growing your business via Google Ads.

02



COMPONENT II:

**SERVICE
SPECIFIC
LANDING
PAGES**

LANDING PAGES

Your PPC landing page is the page a visitor arrives at on your website after clicking your ad, whether it's a text ad in the Google search results or a banner ad placed on the display network. Inexperienced marketers often direct all of their PPC traffic to their homepage, but this is a gigantic mistake. Specific landing pages tailored to different offers are essential for providing a quality experience for visitors and driving conversions with a targeted message that matches each user's need. Still, it's not enough to just check off received best practices. What makes a great landing page? How can you make awesome landing pages that boast off-the-chart conversion rates? We'll walk you through what you need to know to make it happen, including:

- Questions to ask before you get started
- The key traits of high-converting landing pages
- An example of an awesomely successful landing page



BEFORE CREATING YOUR LANDING PAGE, ASK YOURSELF

1. What is the goal? In an ideal world, what would visitors do upon reaching your landing page? For most home remodelers - we want a landing page visitor to schedule a consultation call to discuss their remodeling project.

2. Who am I competing against? Really it's three questions: Who am I competing against, how are they succeeding, and how can I copy their success? Imitation is the sincerest form of flattery, so if your competitors are doing something that works, you should go ahead and follow likewise. They'll thank you for it (although that's not a promise...)!

3. Who is my audience? And what are their hopes, dreams, and aspirations? As silly as that sounds, it's true to some degree - the better you understand your audience, the more you can cater to their wants and needs. So get in your audience's head.

HOW TO MAKE GREAT LANDING PAGES THAT CONVERT

1. KEEP IT SHORT, SWEET, AND UNCLUTTERED

A landing page should offer all the necessary information, but not so much as to overwhelm (and as a result, drive away) the visitor. Provide the essential info that will interest your audience and nothing more.

2. SHOWCASE TESTIMONIALS

Social proof can be an effective marketing tactic for a number of reasons. The most basic motivating force behind social proof is the bandwagon effect, a social psychology concept that states that people are more likely to engage in an action if other people are doing it.

3. SHOWCASE YOUR VERY BEST REMODELING PROJECTS

Do not skimp on photography. The best case scenario is to have custom professional photos taken for your website. If this is not possible, at the very least choose good stock photos that properly represent your brand. When visitors view your website, they are making a snap decision on the credibility of your company and what level of trust they will have. This is your chance to create a specific reality that will influence your prospective customer through imagery. Great photos will have a positive impact.

4. REMOVE ANY LINKS BESIDES THOSE FOR CONVERSIONS

Great landing pages keep careful note of all pathways entering and leaving their page. It's important that you limit exit points (in this case, hyperlinks) leaving your page. The goal is to funnel visitors down a desired pathway, and if links serve as points of departure from the funnel, they should be used sparingly.

5. MAKE IT EASY TO CONVERT

The goal is to make it as easy as possible for visitors to convert, providing as little distance and as few barriers as possible between points A and B. The next step should always be obvious. This strategy varies depending on what your desired conversion is. If it's form submissions, make that form a piece of irresistible eye candy. If it's downloads, make a button that is begging to be clicked.

HOW TO MAKE GREAT LANDING PAGES THAT CONVERT

6. HAVE A FLAWLESS DESIGN

Information architecture comes into play here, as it's important for a landing page to have a clear, crisp design that leaves all questions answered without inspiring any new ones. Navigation should be obvious and simple, all required information should be provided, and nothing should come between the visitor and the conversion (aka no pop-ups!) If at all possible, visitors should be able to convert in one click.

7. HAVE A CLEAR CALL TO ACTION

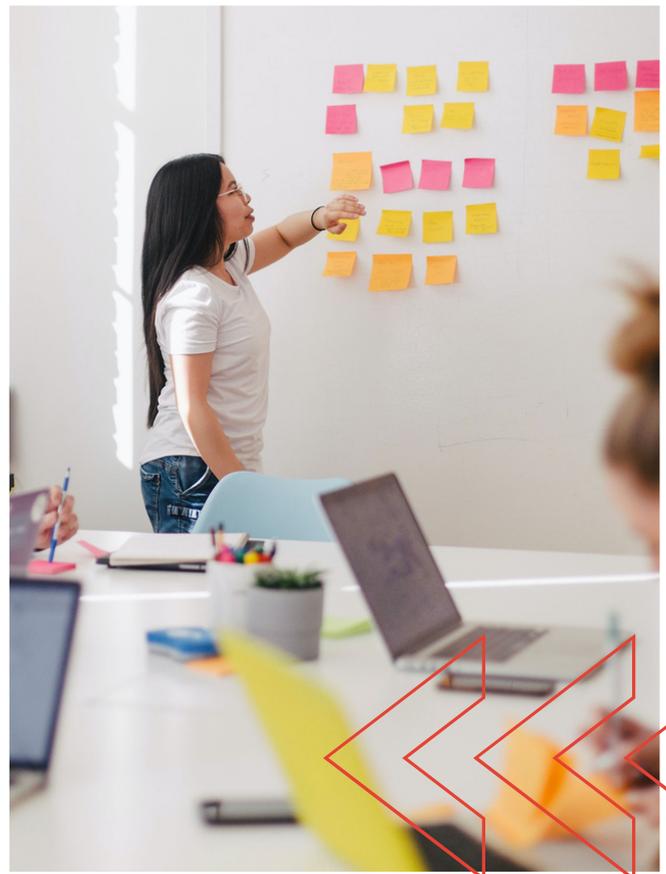
Calls to action can be present in the headline text as well as the button text (for example: "buy now" or "download your free marketing guide"). There should be no question as to what next steps are necessary – tell your visitors exactly what you want them to do in big, bold text.

8. CREATE EYE-CATCHING HEADLINES

Most good landing pages use the main headline to confirm the offer and use a subheading for more explanation or value proposition.

9. MAKE IT ABOUT THE VISITOR

Don't bore the visitor by talking too much about yourself (this rule can apply to so many areas of life). The truth is, visitors don't care about your goals or your aspirations. They're only looking out for #1. Showcase what you can do for them and how you can improve their life. We are selfish creatures after all.



HOW TO MAKE GREAT LANDING PAGES THAT CONVERT

10. HAVE AN AWESOME OFFER

The easiest way to get conversions is to simply have an offer that is incredible. In other words, don't try to trick people into converting. Make sure your offer is enticing to users and that it is something they actually desire. Then broadcast why your offer rocks and you're good to go.

11. YOUR PAGE MUST LOAD AT SUPER SPEED

Speed is essential, as loading times have a tremendous effect on bounce rates. An excellent landing page is built like a bullet, so get out your stop watch and get your landing page moving at a healthy clip. Reduce load times by not making your images files any larger than they have to be, using cache tools and a speedy web host (some are a lot faster than others).

12. MAKE CONTENT EASY TO SCAN

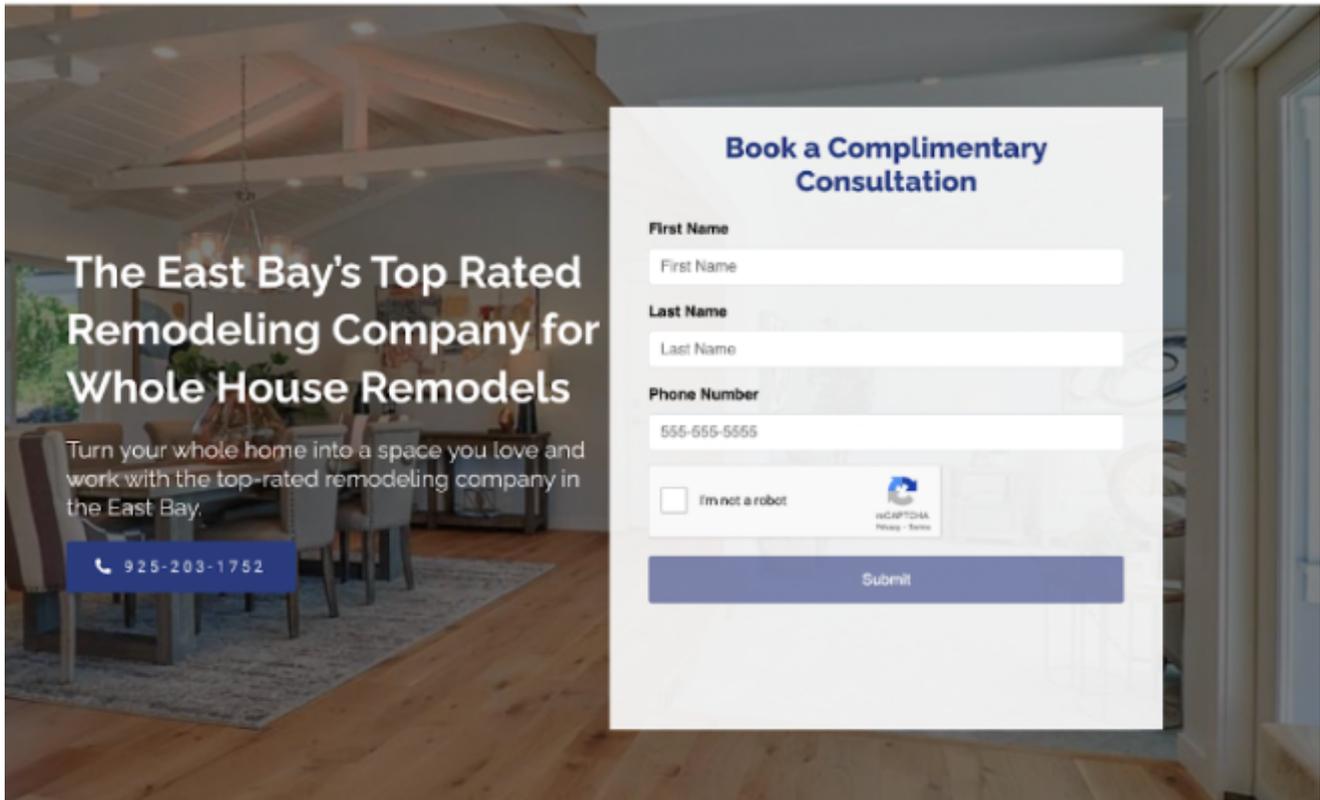
It sounds crazy but it's true – your page visitors are frantic creatures looking for a quick and easy meal. The key is to make your page easily scannable with your main point in your headline while using subheadings, bullet points, and various fonts and colors to indicate information hierarchy.

13. HAVE CONVERSION TRACKING TURNED ON

Make sure you are properly set up to track how your pages are performing. Otherwise you'll be spending money in the dark.



SAMPLE LANDING PAGE



The East Bay's Top Rated Remodeling Company for Whole House Remodels

Turn your whole home into a space you love and work with the top-rated remodeling company in the East Bay.

925-203-1752

Book a Complimentary Consultation

First Name
First Name

Last Name
Last Name

Phone Number
555-555-5555

I'm not a robot 

Submit



Family Owned and Over 38
Years in Business



All in One
Design & Build



4.9 Average Review
Rating on Google

Hundreds Happy Remodeling Clients in the Bay Area

Work With The Top-Rated Design-Build Company In The East Bay.



"Exceptional remodeling company to work with.
Top notch quality!"



Nick R.
Dublin, CA

03



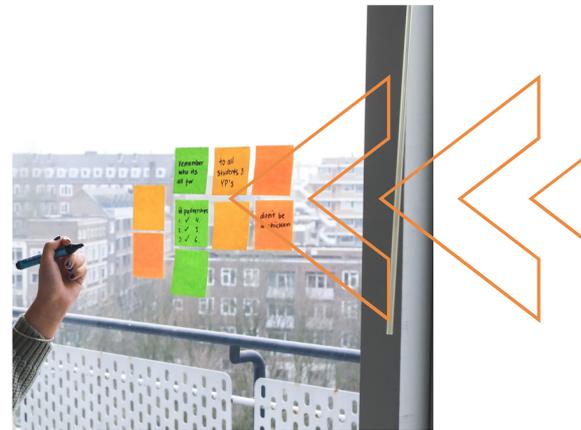
COMPONENT III:
FACEBOOK
REMARKETING

WHAT IS REMARKETING?

Remarketing, also known as retargeting, is a type of online advertising that shows ads to people who have visited your website, or a specific webpage, and may have exhibited a specific behavior (e.g., not converting into a site conversion goal).

In your online advertising framework - we will be remarketing to users that visited our landing pages via the Google Ads Campaign and website visitors. Both of these audiences have indicated some level of interesting in our remodeling services and might just need additional advertising touches in order to convert into a sales lead.

But you can also use remarketing to create audiences using email addresses you've collected from your current customers or through lead generation.



HOW DOES REMARKETING WORK?

To set up remarketing for your website, you must first add a small piece of JavaScript code to your website. It doesn't affect the performance of your site and your visitors won't even know it's there.

Every time you get a new visitor, your site will drop an anonymous browser cookie.

Now, when your visitors another site, your remarketing ad service provider will know when to deliver an ad from your website.



WHY SHOULD YOU USE REMARKETING?

The beauty of remarketing is that our audience targets are what I like to call a "considerate" audience. They know who you are. Remarketing allows you to craft a digital strategy where your brand is always in front of these specific web users when they:

- Visit a website where display advertising is available.
- Perform a keyword search on a search engine.
- Watch a YouTube video.
- Use a social media site (e.g., Facebook, Instagram, LinkedIn, Twitter, Pinterest).
- From personal experience, remarketing has always performed better than generic targeting.

We live in a time where everyone is busy and easily distracted. So remarketing is a great way to keep your brand front and center in the minds of your customers and potential customers.

GET STARTED WITH REMARKETING ON FACEBOOK

LANDING PAGE REMARKETING

Similar to how we enabled remarketing for Google Ads Search and Display, we will be establishing our initiative from two points, the website as well as the Facebook Ads platform.

- First, create a Facebook pixel for your website. Do this by visiting the Events Manager section in Facebook Business Manager. Choose to create a/another data source.
- From here, you will be prompted to either manually place the code or to do so through Google Tag Manager. I highly recommend doing the latter.
- Once you have deployed your pixel you should begin to see activity.
- Now that Facebook can see the users of your site, we have to create specific audiences to target in our Facebook advertising.
- From the Asset Library, we can choose to create a new audience based on website traffic.
- Now, you can create audiences based on those who visited your site, or who visited or didn't visit certain site sections.
- You will also need to select the window of time up to 180 days in gathering the audience group.

The above example shows the gathering of all site traffic but only those who did not reach the conversion thank you page. Now, you are ready to apply this audience to your targeting ad campaigns.

LOOKALIKE AUDIENCES



EXPAND YOUR AUDIENCE

If you find that remarketing is working well for you, you can enlist lookalike audiences. These are chosen by 1 percent to 10 percent of your targeted country's population that are considered similar to your audience.

Additionally, you can also further your audience targeted and analysis through custom conversions.

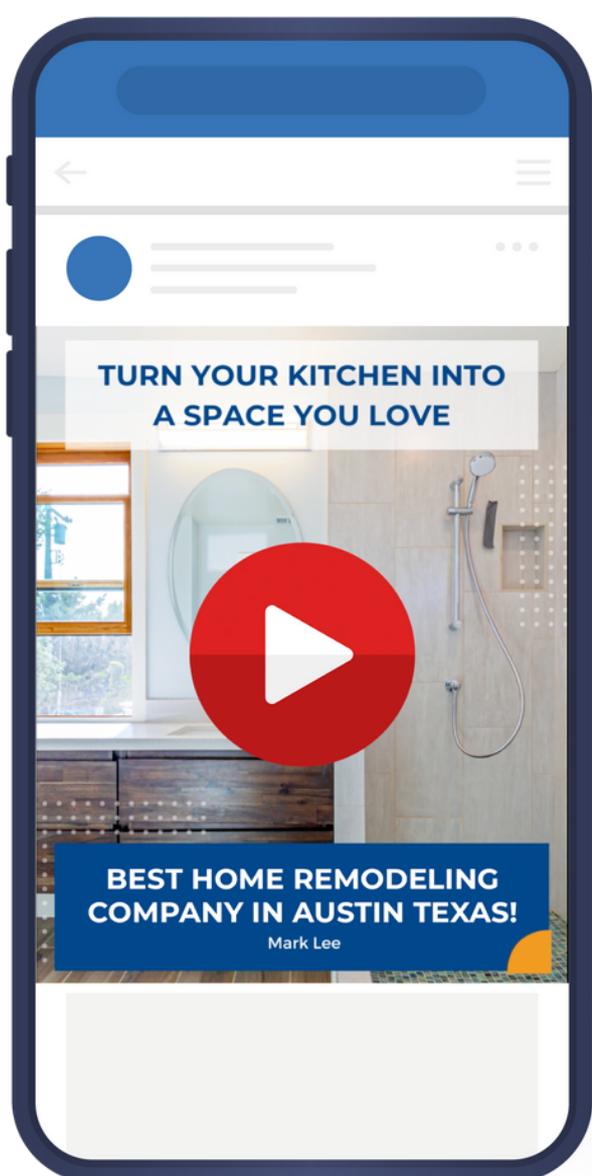
In my opinion, Facebook has long since been a leader in the breadth of available social advertising targeting capabilities.

Once you have set up general remarketing, you can explore opportunities available in offline audience tracking (e.g., store visits, phone calls, etc.).

It is also worth noting, that the above example setup will be similar for remarketing in other popular networks (e.g., LinkedIn, Twitter).



RETARGET USERS WITH VIDEO CONTENT

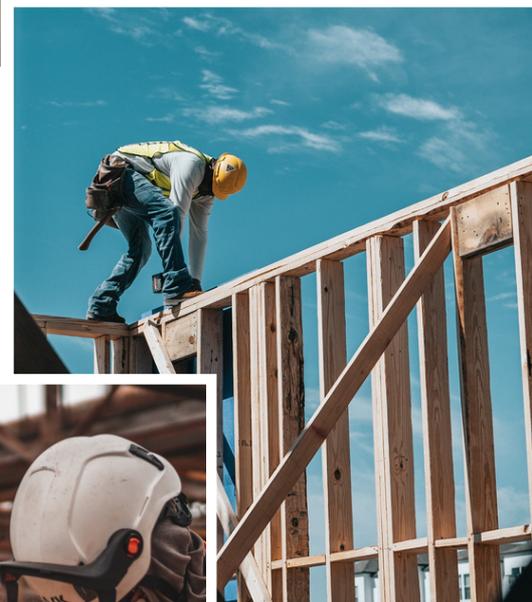
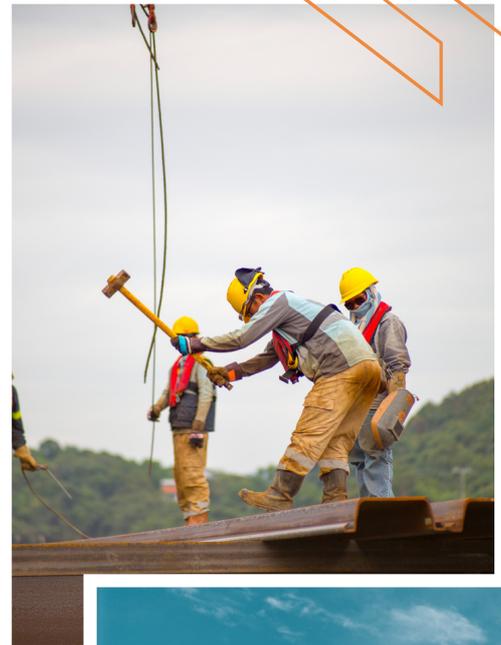


When used well, video advertising can help put the personal element back into business. Video content gives you the opportunity to share your values and your story - then you're not just retargeting leads with information or products they've already seen, you're adding even more value by entertaining, inspiring, and engaging through visual storytelling.

Your videos can reopen the conversation with potential leads and previous customers by cutting through the "noise" of social media to get at the heart of what's real and authentic with your brand.

TYPES OF VIDEOS TO SHARE YOUR BRAND

- Depiction of business mission and values in action
- Story of brand history or purpose
- Spotlight on CEO/founder
- Introduction to employees or team
- Community engagement stories
- Video case studies



CONCLUSION:

ADVERTISING FOR HOME REMODELERS

After reading this ebook, you should have a solid understanding of how PPC campaigns, FB retargeting, and landing pages work together to deliver a powerful paid advertising ecosystem for your remodeling business. You have the tools to increase awareness and convert prospects into booked calls.

Here are a few important takeaways to remember:

- Search campaigns are based on a pay-per-click (PPC) model.
- Account structure is critical. Organize your campaigns, ad groups, keywords, and ad copy appropriately.
- It's easy to waste money, so be careful how you choose to spend it.
- Use Facebook retargeting campaigns to compliment your inbound marketing.
- High conversion landing pages are the key to converting traffic into sales calls.
- Always be optimizing! There's never a shortage of ways to improve your campaign. Keep making improvements so you can drive your performance up and your costs down and ultimately run a successful PPC campaign.

LET'S TALK ABOUT YOUR MARKETING STRATEGY

GET STARTED



CLIENT SUCCESS STORY

COASTAL HOME SOLUTIONS

HONOLULU, HAWAII

"Craftsmanship Marketing helped us transform our business into a revenue generating machine and experience explosive growth this past year"

- Kealoha Mahone, Owner



THE RESULTS WE PROVIDED

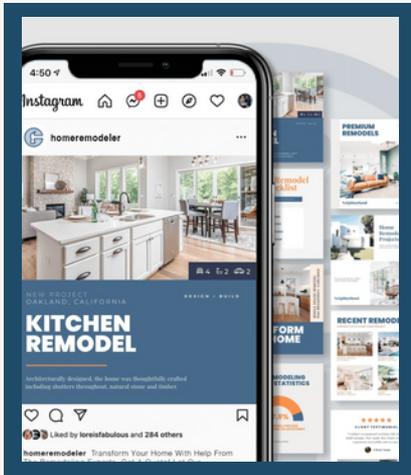
AFTER ONLY 8 MONTHS:

+82% INCREASE IN NEW LEADS EACH MONTH

+109% INCREASE IN NEW WEB TRAFFIC EACH MONTH

+95% INCREASE IN GOOGLE BUSINESS VIEWS EACH MONTH

RESOURCE LIBRARY



FREE SOCIAL MEDIA TEMPLATES

Save countless hours by using these pre-made templates to design your social media graphics.

[FREE DOWNLOAD](#)



DIGITAL MARKETING CHEAT SHEET

A marketing blueprint for dominating your local market. Use this checklist to jumpstart your new marketing campaign.

[FREE DOWNLOAD](#)



LEAD GENERATION CHEAT CODES

The best way to provide predictable revenue needed for your business is by leveraging tried and true lead generation tactics. This is your guide to landing more qualified leads.

[FREE DOWNLOAD](#)

SAY GOODBYE TO INCONSISTENT REMODELING LEADS.

My team and I specialize in working with home remodeling businesses just like yours. We have a full-suite of services and tools to help you regardless of business stage; whether you are a solopreneur in needs of a logo or an industry veteran looking for advancing advertising tactics to dominate the local market.

I hope the training in this ebook sets you on the course to grow your remodeling business with a proven framework for paid advertising.

Please feel free to reach out directly to me with any questions!

Keone Moore

 [CRAFTSMANSHIPMARKETING.COM](https://craftsmanshipmarketing.com)

 KEONE@CRAFTSMANSHIPMARKETING.COM

 **925-558-5621**

