

# **THE ALTERNATE ADVERTS BASICS HELP GUIDE TO MARKETING AND ADVERTISING**

**From us to you, a basic guide that will help you understand our side of the field just a little bit more.**

**Alternate Adverts LLC**  
[altadverts.com](http://altadverts.com)

# Advertising

**Get your roofing business in front of the right customers at the right time — the way Meta now actually works.**

We craft high-converting advertising campaigns that don't just generate clicks — they generate *booked roofing jobs*. The new age of Meta no longer rewards hyper-manual targeting. It rewards strong signals, clean data, and creativity that helps the algorithm find the right homeowners for you.

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Our job is to align your business with how Meta's AI now thinks — so every dollar works harder instead of fighting the system.

## Want to try it yourself? Here's how to set up a basic Meta ad:

### Step 1: Define Your Ideal Customer (for Messaging — not micromanaged targeting)

Think less about interests... more about **who you want Meta to find**.

Write this down:

- Residential homeowners or property managers?
- Typical job size and urgency (repairs, replacements, storm work)
- Service radius from your office
- The *problem state* they're in when they reach out (leak, insurance claim, aging roof)

This doesn't control targeting anymore — it controls **your creative, copy, and offer**, which is what Andromeda actually learns from.

### Step 2: Set Up Business Manager + Tracking (Non-Negotiable)

- Create or access your Business Manager at [business.facebook.com](https://business.facebook.com)
- Set up your Ad Account correctly
- Install the Meta Pixel **and Conversion API (CAPI)** on your site
- Connect:
  - Website forms
  - Call tracking
  - CRM (if applicable)

 Post-Andromeda, poor tracking = bad signals = higher costs.  
If Meta can't see quality actions, it will guess — and guessing is expensive.

### Step 3: Build a Campaign the AI Can Learn From

- Choose a **conversion-based objective** (leads or calls)

- Start with a realistic daily budget (\$20–\$50/day minimum is safer now)
- Use **broad or lightly constrained targeting** (location + age only)
- Let Meta’s AI find the right people based on behavior, not interests

**Creative matters more than targeting now:**

- Short homeowner-focused videos
- Simple, compliant before/after visuals
- Clear offers ("Free Inspection", "Same-Week Availability")
- Copy that speaks to urgency without making claims

**Step 4: Respect the Learning Phase**

- Give ads **7–14 days** without panic edits
- Judge performance on:
  - Cost per lead
  - Lead quality
  - Booked inspections — not clicks

Small changes too early reset learning and kill momentum.

**⚠ BE CAREFUL: Meta enforcement is stricter post-Andromeda**

Common mistakes we see roofers get burned by:

- Claims that imply guarantees, savings, or insurance outcomes
- Aggressive before/after imagery without context
- No privacy policy or data disclosures
- Constant edits during learning phases
- Poor account history from DIY testing

Once you’re flagged, recovery is rare. Meta support is minimal — especially for local businesses.

✅ **The Safe Bet:** We operate inside Meta’s current rules *and* how its AI actually optimizes. Our clients don’t worry about bans, learning phases, or wasted spend — they focus on running jobs.

**Alt Adverts** handles creative, data, optimization, and compliance — so your ads scale instead of stall.

# Marketing

**Build a brand Meta favors — and homeowners trust instantly.**

Marketing today isn't about posting for the sake of posting. It's about creating a **consistent signal** — to both humans *and* algorithms.

Roofers who win post-Andromeda look reliable, recognizable, and active everywhere a homeowner checks.

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## Want to try it yourself? Start here:

### Step 1: Define Your Position (Simple Wins)

Answer this clearly:

- Why should someone trust *you* with a \$10k–\$20k roof?

Define 3 Core Promises, such as:

- Fast inspections
- Clear communication
- Strong warranties

These guide every caption, ad, and follow-up.

### Step 2: Lock Visual Consistency

Use the **same branding everywhere**:

- Website
- Facebook & Instagram
- Google Business Profile
- Trucks, signs, estimates

Tools like Canva help — inconsistency hurts trust more than bad design.

### Step 3: Run a Simple Weekly Content System

Consistency > creativity.

Example:

- **Monday:** Job photo + short story
- **Wednesday:** 30–60s educational video
- **Friday:** Review, testimonial, or team post



This feeds:

- Social proof for homeowners
- Retargeting audiences for ads
- Trust signals for Meta's AI

#### **Step 4: Systemize Reviews**

- Ask for Google reviews after every job
- Reuse them across ads, site, and socials

Reviews aren't optional anymore — they're conversion fuel.

 **BE CAREFUL:** Scattered marketing kills credibility.

Common self-inflicted damage:

- Multiple logos in use
- Long posting gaps
- Random personal content mixed with business messaging

If your online presence feels messy, homeowners hesitate — even if your work is excellent.

 **What We Do Differently:** We build repeatable systems so every post, ad, and touchpoint reinforces trust.

**Alt Adverts becomes your behind-the-scenes marketing engine — quietly compounding authority.**

# Funnels

Turn interest into booked jobs — automatically.

Funnels are how roofers stop missing leads while they're on ladders, in trucks, or on job sites.

A good funnel doesn't just collect leads — it **moves them forward without friction**.

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## Build a Basic High-Converting Funnel:

### Step 1: Landing Page (Speed First)

Tools:

- GoHighLevel
- ClickFunnels
- Leadpages

Must include:

- One clear offer
- Proof (photos, reviews, badges)
- Short mobile-friendly form

### Step 2: Thank You Page

- Set expectations ("We'll reach out within 1 business day")
- Optional: short intro video to humanize your brand

### Step 3: Automated Follow-Up

Use SMS + email to:

- Confirm submission
- Remind about inspections
- Recover cold leads

Speed wins deals — most roof leads go cold within hours.

## Step 4: Track What Matters

Watch:

- Visitor → lead conversion rate
- Lead → booked inspection
- Booked → closed job

If your funnel isn't connected to your ads and CRM, Meta can't optimize — and neither can you.

 **BE CAREFUL:** Most DIY funnels fail because of:

- Slow mobile load times
- Message mismatch between ad and page
- No follow-up automation
- No data flowing back to Meta

That's how ad spend leaks quietly.

 **Built for Performance:** Our funnels are fast, integrated, automated, and measurable — designed to turn attention into revenue.

[Alt Adverts](#) builds systems that work while you're working.

## Ready to Scale Further?

If you want to:

- Lower lead costs
- Book more qualified inspections
- Stop guessing with ads
- Build long-term market advantage

You're in the right place.

Feel free to explore [our site](#) or [schedule a meeting](#) — we'll map out and build the complete system you need for your next stage of growth.

**– The Alternate Adverts LLC Team**