



MARKETING ACCELERATION PROPOSAL

Marketing Acceleration

Paid leads landing on the foundations you're already building.

Prepared for	Michael Gallagher
Business	Alpha Roofing
Location	Durham, DL17
Package	Facebook + Google Ads — Bundle — £500/mo
Minimum term	3 months from kick-off
Date	26th May 2026
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Your business audit: <https://reports.buildmyservice.co.uk/alpha-roofing-durham.pdf>

Two layers, one system

The Starter plan we've put together for you is the foundation — your SmartSite, your Google Business Profile, your review engine, your tracking, your lead inbox. That's the machine. It captures and converts every lead that lands on it.

What this proposal adds is the second layer: **paid acceleration**. Facebook and Google ads that force new leads to discover you — leads that wouldn't have found you organically yet. The foundations convert those leads into jobs. The ads make sure there's a constant supply.

One without the other doesn't work. Ads pointing at a weak website burn cash. A great website with no traffic just sits there. You need both — and you need them managed by someone who lives in both worlds every day.

LAYER 1 — FOUNDATION

Your Starter plan

SmartSite. GBP. ReviewLoop. Missed-Call Text Back. BMS App. Tracking. Already paid for in the Starter plan. Already in motion.

LAYER 2 — ACCELERATION

Paid ads management

Facebook + Google campaigns built, run, and optimised every week. Funnels engineered to turn ad clicks into qualified leads on your phone.

What this fee actually buys you

Most people think running ads is a 'set it and forget it' thing. It isn't. And what you're really hiring me for isn't just the day-to-day button-pushing — it's the creative brain that figures out how to make your campaigns work in the first place, then the discipline to keep them working every week after that.

The strategy and creative side

Before any of the day-to-day management starts, someone has to figure out what hook to lead with, what photos to use, how the ad reads on a phone, where it lands, what the landing page says, and how the offer is framed to get a click rather than a scroll-past. That's the half of the job most people don't see — and it's the half that decides whether the management work has anything worth managing.

- **Campaign concepts.** what angle actually works for a Durham roofer specifically
- **Ad creative direction.** images, layouts, hooks, scroll-stopping copy
- **Funnel engineering.** the landing page that turns a click into a form fill
- **Offer design.** how the quote is framed, what trust signals appear, what the form asks

Why trust me to run your ads?

Fair question. I've been running online businesses since 2020 — over six years — including an e-commerce brand I scaled into the six-figure range using paid marketing. Across all my businesses I've personally spent over **£50,000 of my own money on Google Ads alone**, learning what actually moves the needle in direct-response and what just burns cash. BuildMyService is the newest business, but it isn't my first.

And here's the full-circle bit: **you wouldn't be reading this proposal if paid marketing didn't work.** You found BuildMyService through a Facebook ad. You clicked through to a landing page. You filled in the form. You ended up on a call with me. That entire path — ad ≡ landing page ≡ form ≡ call ≡ proposal — is the exact funnel I'm building for your roofing business. The reason you're here is the proof this works.

The day-to-day management

Once the campaigns are live, the work shifts to watching, optimising, and adapting. Every week:

- **Watching the numbers.** daily check of impressions, clicks, cost-per-lead, and conversion data — spotting drops before they become problems
- **Killing what's losing.** bid adjustments, audience exclusions, pausing dead creatives — every campaign has losers, the winners pay for them only if I kill the losers fast
- **Doubling down on what's winning.** when an ad performs, I scale it — more budget, more lookalikes, more variations of the same hook
- **Refreshing creative.** Facebook ads fatigue every 2-3 weeks — new images, new copy, new hooks or costs climb and impressions die
- **Conversion tracking.** every lead tracked back to the right campaign and creative — without this, optimisation is guessing

- **Adapting to the platform.** Meta and Google change their algorithms constantly — I keep your campaigns current

- **Monthly performance report.** what ran, what worked, what didn't, what we're changing next month — plain English, numbers you can act on

The £500 a month isn't a software subscription. It's renting my brain and my time — the hours I spend building, creating, and managing your campaigns every week.

Why we commit to 3 months minimum

Paid ads are not a 30-day experiment. They're a system that needs time to learn. Three months is the minimum window where the data tells you anything useful — and it's not a number I made up, it's how the platforms actually work.

MONTH 1

Setup and learning

Campaigns built. Pixels installed. Landing page live. First creatives running. The first 30 days isn't optimisation — it's data collection. We're learning which audiences click, which hooks land, which times of day convert. Spending money to learn what's worth doubling down on next month.

MONTH 2

Kill the losers, scale the winners

Now the data is telling us something. Two or three audiences will be clearly outperforming. One or two creatives will be winning the most clicks. The losers get killed. Budget shifts to the winners. Cost-per-lead starts dropping. Conversion rate on the landing page gets refined.

MONTH 3

Compound

By month three we know what works. Lookalike audiences trained on the leads from months 1 and 2. Retargeting hitting the people who clicked but didn't convert. Winning creatives scaled. Cost-per-lead at its lowest. This is where the maths starts working — and where it would have been criminal to cut after one month.

Cutting at month 1 means you only ever paid for the data-gathering phase. You never got the optimisation phase. That's why this is a 3-month commitment — for you, not just for me.

Facebook Ads — what we run

Facebook is a discovery channel. People aren't searching for a roofer when they're scrolling — they're watching dog videos. Your job (and mine) is to interrupt that scroll with something compelling, drop them onto a landing page built to convert, and capture the lead before they bounce.

The campaign structure

Targeting. 15-mile radius around Durham/DL17. Homeowners aged 35+. Interest stacks (home improvement, gardening, property maintenance). Lookalike audiences trained on your past customers once we have the data.

Creative formats. Image ads and short-form video. Before/after roof shots. 'Roof leaking?' hooks. 'Free no-obligation quote in 24 hours.' Real photos of your work, not stock imagery.

Refresh cadence. 2-3 fresh creatives every month. Old ones get rotated out before fatigue kicks in. Winners get scaled. Losers get binned.

Retargeting. Anyone who visits your landing page but doesn't convert gets seen again. Different creative. Different angle. Different CTA. They come back warmer.

Lead flow. Click on ad ≡ land on custom-built page on your SmartSite ≡ 4-field form ≡ instant SMS to lead + to you ≡ you call within minutes while it's still hot.

The lead funnel

Every Facebook ad runs into this same funnel. Five steps. Built to capture leads in seconds, not days. Engineered so the lead is on your phone before they have a chance to message a competitor.

STEP 1 FACEBOOK AD ≡ 0s

Image or short video. Interrupt the scroll. Hook ≡ benefit ≡ call-to-action.

STEP 2 LANDING PAGE ≡ 10s

Custom-built page on your SmartSite. Hero pain hook + trust badges + 4-field form. Mobile-optimised.

STEP 3 INSTANT SMS ≡ 30s

Lead submits form. Auto-SMS fires within 30 seconds: 'Thanks {name}, I'll call you back in the next hour.'

STEP 4 YOUR PHONE ≡ 60s

You get an SMS + push notification with their name, postcode, problem, phone number.

STEP 5 YOU CALL ≡ 5 min

You ring them while you're still warm in their mind. Most competitors take days. You take minutes.

85% of customers don't leave voicemail — they call the next business on the list. This funnel makes sure you're the one they're still talking to.

Google Ads — what we run

Google is an intent channel. When someone types 'roofer Durham' or 'roof repair near me' they're ready to spend money — they just need to find a business to spend it with. Our job is to make sure you're the first thing they see and the easiest one to call.

The campaign structure

Local Service Ads. The Google Guaranteed badge — sits above every other result for 'roofer near me' style searches. Pay-per-lead, not pay-per-click. The most powerful local Google product right now.

Search campaigns. Targeting the keywords we already verified in your audit: 'roofer Durham', 'roof repair Durham', 'gutter cleaning Durham' (140/mo), 'flat roofing Durham', and the surrounding towns — Spennymoor, Bishop Auckland, Newton Aycliffe.

Negative keywords. Constantly pruning out searches that waste budget. 'Roofing jobs', 'DIY roof repair', 'roofing course' — all blocked from triggering your ads. Every pound goes to people who can actually buy.

Conversion tracking. Call clicks. Form fills. Direction requests. Everything tracked. We measure what works and double down on it.

Bid management. Manual bid adjustments weekly. Auto-bidding turned on where the data is strong enough. Always optimising the cost-per-lead downward.

Ad copy testing. 3-5 ad variations running at any time. Best performers stay. Underperformers get rewritten. Continuous A/B testing on headlines and descriptions.

Ad spend is separate (and that's a good thing)

The £250 per platform pays for my time — building, managing, and optimising your campaigns every week. It does **not** include the actual money you spend on ads to Meta or Google.

Your card sits directly on your Facebook and Google ad accounts. You see every pound of spend in real time. Nothing gets billed through me. No margin games. No 'we mark up your ad spend 20% as our cut'. Just transparent management of money that stays in your name and your control.

Recommended starting ad budgets

Platform	Conservative start	Confident start
Facebook	£200–300/mo	£400–500/mo
Google	£200–300/mo	£400–500/mo
Total monthly outlay (ads + management)	£900–1,100	£1,300–1,500

These are starting numbers. We'll dial them up as the campaigns prove themselves and the cost-per-lead stabilises. Most clients start conservative and scale up by month 3 once the data is clear.

Facebook Ads — what's included

£250/month management fee. 3-month minimum commitment. Ad spend separate.

Setup (first 14 days)

- Meta Business Manager setup + verification
- Facebook Pixel installed on your SmartSite
- Conversion tracking events configured (form submit, call click)
- Custom landing page built on your SmartSite for the lead funnel
- Initial audience setup — radius targeting, interest stacks, demographics
- First batch of 3-4 ad creatives written + designed
- Campaign launch + first 7 days of monitoring

Ongoing management (every month)

- Daily campaign monitoring (impressions, clicks, cost-per-lead)
- 2-3 fresh creative refreshes per month
- Audience optimisation — killing losers, scaling winners
- Retargeting campaign management
- Lookalike audience training once data builds
- Pixel + tracking maintenance
- Adaptation to Meta algorithm changes
- Monthly performance report — what ran, what worked, what's next

Google Ads — what's included

£250/month management fee. 3-month minimum commitment. Ad spend separate.

Setup (first 14 days)

- Google Ads account setup + linked to Google Business Profile
- Local Service Ads application + Google Guarantee verification
- Conversion tracking installed (call clicks, form fills, directions)
- Initial keyword research using SEMrush-verified Durham volumes
- Search campaign built with ad groups per service
- Ad copy written + 3-5 variations per ad group
- Negative keyword list built from day one to protect budget

Ongoing management (every month)

- Daily campaign monitoring (impressions, clicks, conversions)
- Weekly bid adjustments based on performance
- Negative keyword pruning as new wasteful searches appear
- Ad copy A/B testing — best performers stay, worst rewritten
- Quality Score management — landing page + relevance tweaks
- LSA review responses + Google Guarantee badge maintenance
- Adaptation to Google algorithm changes
- Monthly performance report — leads, cost-per-lead, ranking position

A note from Jonny

Quick honest moment before the numbers.

On our call earlier I deliberately didn't push you on paid ads. I didn't want to come across like the pushy, salesy, classic marketing guy. I created BuildMyService because a load of my friends have been burnt by agencies who forced them straight into paid ads before any trust had been built — and I don't want to be that person.

But thinking about it after we hung up, I realised something: **you were genuinely excited about getting more leads, fast.** You wanted to hit the ground running. And by pulling my punches on the call I might have accidentally dampened that energy. I'd rather match your energy than dilute it.

So here's the straight version: **if you want leads as fast as possible, paid marketing is the number one thing.** That's literally how I found you in the first place — a paid ad ⇌ a landing page ⇌ a form ⇌ this proposal. It works. I run it every day in my own businesses. And if it's something you want to crack on with, I'd be the guide who walks you through it step by step, properly.

No pressure either way. The Starter plan alone will steadily grow your online presence over time. Adding the ads on top means you skip the wait. Your call — but you're already excited, and I want to match that.

— Jonny

Your investment

Package	Standard rate	Your launch rate
Facebook Ads only	£350/mo	£250/mo
Google Ads only	£350/mo	£250/mo
Bundle — Facebook + Google	£700/mo	£500/mo

Bundle saves you £200 every month — not just the first month. That's £2,400 a year, baked in.

You're being honoured at the introductory launch rates.

These prices are reserved for our first 5 ads-management clients while we build the case studies. Once those 5 spots are filled, the standard rates kick in — £350 per platform, £700 for both. Your rate locks in for the full term of your engagement, including any future renewals.

No setup fee. The foundations are already being built through your Starter plan — there's nothing separate to pay for here. Just the monthly management fee, billed for a minimum of 3 months, then rolling monthly.

Pay & start

Scan to start your **Facebook + Google Ads — Bundle** at **£500/month**. Kick-off call booked within 48 hours of payment. First campaigns live within 14 days.



£500/month subscription

<https://buy.stripe.com/aFaeVd40j4J57Tqg7A8ViOp>

3-month minimum. Rolling monthly after that. Cancel any time after the initial term with 30 days' notice.

What happens after you pay

- Within 24 hours: kick-off message + onboarding checklist sent
- Within 48 hours: kick-off call booked to go through targeting, creative direction, and goals
- Day 3–7: Meta Business Manager + Google Ads access granted to me, pixels installed, landing page built
- Day 7–14: First campaigns built, creatives approved by you, campaigns launched
- Day 14 onwards: live ads, daily monitoring, weekly creative refreshes, monthly reports

The system that compounds

The Starter is building your business's online presence — the foundation that catches and converts every lead that lands on it.

The Ads are forcing new leads to discover you — the acceleration that means you stop waiting for word-of-mouth and start choosing how many jobs you do each month.

Run both together and the system compounds.

Every ad click lands on a foundation that converts. Every job completed feeds the review engine — which makes your future ads work harder. Every tracked lead trains the algorithms to find more leads just like them. Every month it gets cheaper to win the next customer.

That's why this is built as a system, not a service. The longer it runs, the wider your lead well gets — and the harder it gets for any local competitor to catch up.

Any questions before you sign — call me or hit reply.

Jonny Shapland — BuildMyService