



The 2026 Playbook for
Remodel Marketing

The definitive guide for contractors,
designers, decorators, and architects
who market to homeowners

Chapter **08**

Online Advertising & Lead Generation



www.trygyro.com



This playbook was created by
TryGyro.com, a team dedicated to helping
remodelers grow smarter, stronger businesses without
wasting time or money. We designed it for leaders
and teams in the remodeling and design industry with
practical strategies that drive real results.





Online Advertising & Lead Generation

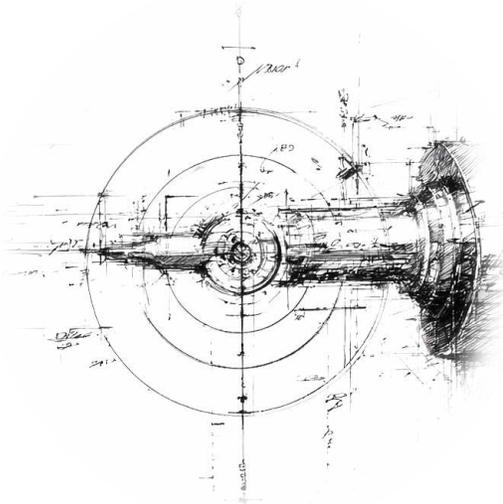
Modern remodelers can take control of their lead flow with paid online channels that reach homeowners at the right moment. Search ads capture high-intent prospects, social media ads target precise demographics, and

Google Local Services Ads (LSAs) provide pay-per-lead visibility with the trust-building “Google Guaranteed” badge.

Retargeting keeps your brand in front of warm prospects, while platforms like Houzz, Nextdoor, YouTube, and local media expand reach. Success comes from smart targeting, compelling creative, and strong ad-to-landing-page alignment. By tracking calls, clicks, and form fills, remodelers can measure

ROI, scale what works, and build a repeatable lead engine that transforms referrals and chance inquiries into a reliable, year-round growth system.

What You Will Learn in Chapter Eight

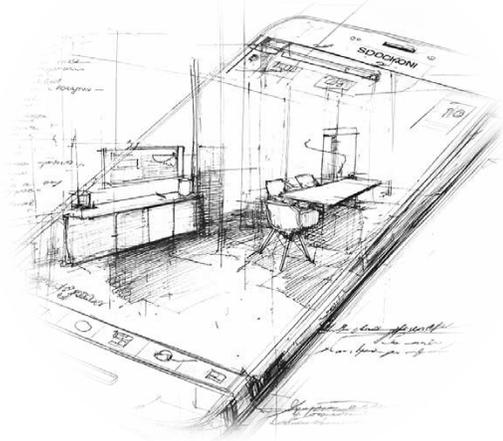
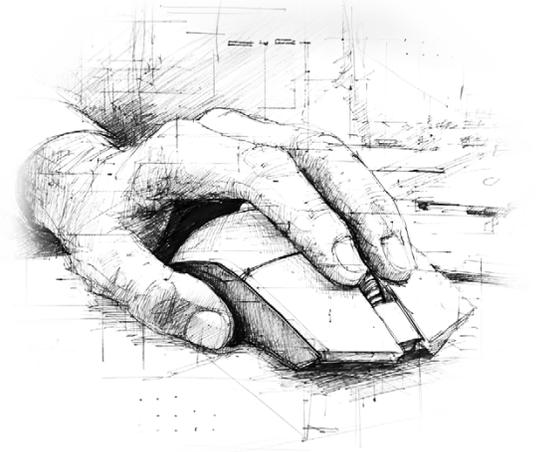


Stop Waiting, Start Targeting

Online ads let remodelers move **beyond passive referrals**. With paid campaigns, you can put your brand in front of ready-to-hire homeowners at the exact decision moment.

Search Ads Capture Intent

Google PPC ads and Local Services Ads place you at the top when homeowners search “kitchen remodel near me.” Searchers show high intent, making every click or lead highly valuable.

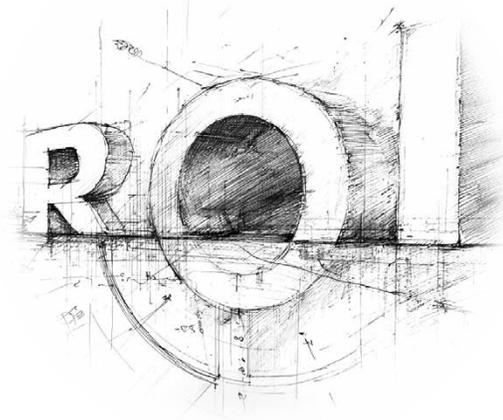
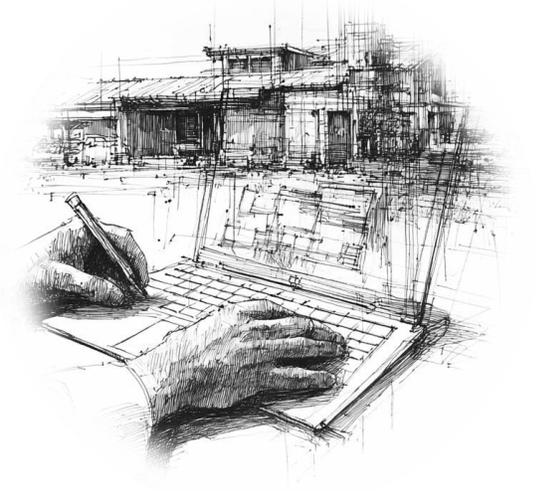


Social Ads Inspire & Convert

Platforms like Facebook, Instagram, and Houzz combine precise targeting with visual storytelling. Carousel before-and-afters, reels, or lead forms transform casual **scrollers into warm inquiries**.

Retargeting Closes the Loop

Remarketing ads remind past site visitors about your services. A homeowner who browsed your gallery last week sees your ad again today, keeping you **top-of-mind until they're ready**.



Diversify & Track ROI

From YouTube to podcasts to Nextdoor sponsorships, multiple paid channels exist. Test, measure, and double down on what delivers leads while using call tracking and **custom landing pages to prove ROI**.

Search Engine Advertising: Capturing Active Local Shoppers

When a homeowner needs a remodeler, one of the first places they turn is Google. Search engine advertising lets you be right there at the top of those search results. The most common approach is pay-per-click (PPC) search ads via Google Ads. These are the text ads labeled “Sponsored” that appear above or beside the organic results when someone searches for things like “kitchen renovation [Your City]” or “bathroom remodel near me.” By bidding on relevant keywords, you ensure your company shows up prominently for the searches that matter most. The big advantage here is user intent – if someone is actively searching “room addition contractor,” they’re likely looking to hire soon, making them a high-quality prospect.

Running search ads does involve cost – you pay a fee each time someone clicks your ad – but it can be well worth it for the right keywords. In competitive remodeling markets, some clicks might cost a few dollars up to dozens of dollars each, so it’s important to target wisely and set a comfortable budget. The good news: those clicks are coming from motivated homeowners. In fact, about 67% of clicks on search ads are from users who are looking to purchase something locally, and 75% of local service seekers say they’re more likely to contact a business if its paid search ad is helpful in answering their query⁴. This means a well-crafted ad (for example, one that highlights “25+ years experience, local references, free consultation”) can not only get clicks but also instill confidence and prompt the prospect to reach out. When your ad directly addresses what the homeowner is searching for (“kitchen remodel specialists in [Town Name],” for instance) and offers a clear call to action (“Call now for a free estimate”), you stand a strong chance of converting that click into a phone call or email lead.

To make the most of search advertising, refine your targeting and messaging. Use location targeting so your ads only show to people in your service area – no sense paying for clicks from 100 miles away. Take advantage of ad extensions (free add-ons to your ads) like address/location, phone number, or even special offers; these make your ad larger and more informative. For example, a location extension will show your city or neighborhood, reinforcing that you’re a local business. A call extension adds a “Call” button on mobile searches, allowing an impulse prospect to dial you with one tap. You can also schedule your ads to run only during business hours or when you’re able to field calls. And don’t forget to set up a dedicated, persuasive landing page on your website for the ad traffic – if someone clicks an ad for “basement finishing,” they should land on a page that showcases your basement projects and invites them to request a quote (rather than a generic homepage). This alignment between ad and landing page will dramatically improve your conversion rates.

Another powerful tactic is retargeting (also called remarketing). Ever notice those ads that seem to “follow” you around after you visit a website? That’s retargeting in action. You can use Google Ads (or Facebook Ads) to display banner ads to people who have already visited your website or interacted with your content. For a remodeler, retargeting is a cost-effective way to stay on a homeowner’s radar during their decision process. Maybe a prospect checked out your portfolio page but didn’t contact you – later, as they browse the news or weather online, they might see an ad from your company showcasing a beautiful renovation and a reminder like “Dreaming of a new kitchen? We can make it happen.” These gentle reminders keep your name in mind.

Retargeting clicks are usually cheaper than search clicks, and while they target warmer leads (folks who already know of you), they can nudge those leads to come back and take the next step. Essentially, search ads

get you that first visibility, and retargeting ads help close the loop by recapturing interest from window shoppers.

Social Media Advertising: Inspiring and Targeting the Right Audience

We learned in earlier chapters that social media is a prime place to engage homeowners and showcase your work. Beyond posting content organically, social media advertising lets you amplify your reach and zero in on your ideal audience. Platforms like Facebook and Instagram offer highly granular targeting that can be a remodeler's secret weapon. You can target ads by geography (down to specific ZIP codes or a radius around a city), by demographics (such as age range, homeownership status, or household income), and even by interests and behaviors (for example, people who have shown interest in home improvement, interior design, or real estate). This means you can serve ads to, say, adults 35-65 in your county who own homes and have been browsing remodeling or decor content. That level of precision ensures your ad dollars are spent on the people most likely to become customers.

What do social ads look like for a remodeling business? Typically, they're visual and story-driven. For instance, you might run a Photo Carousel Ad on Facebook/Instagram showing a stunning before-and-after of a recent project, with a caption that invites viewers to "Swipe to see the transformation!" and text that says "Thinking about updating your kitchen? Get a free design consultation." Each image can even have a call-to-action button like "Learn More" or "Get Quote" that leads to your website or a contact form. Video ads can work beautifully too – a

15-second timelapse of a project from start to finish, or a client testimonial clip, can stop the scrolling thumb and grab attention. Remember, people use social media for ideas and inspiration (how many times have you heard of someone saving remodel ideas on Pinterest or Instagram?), so your ads should both inspire and inform. Show your craftsmanship with great visuals, and include a clear next step (like visiting your site or calling) for those who are ready to act.

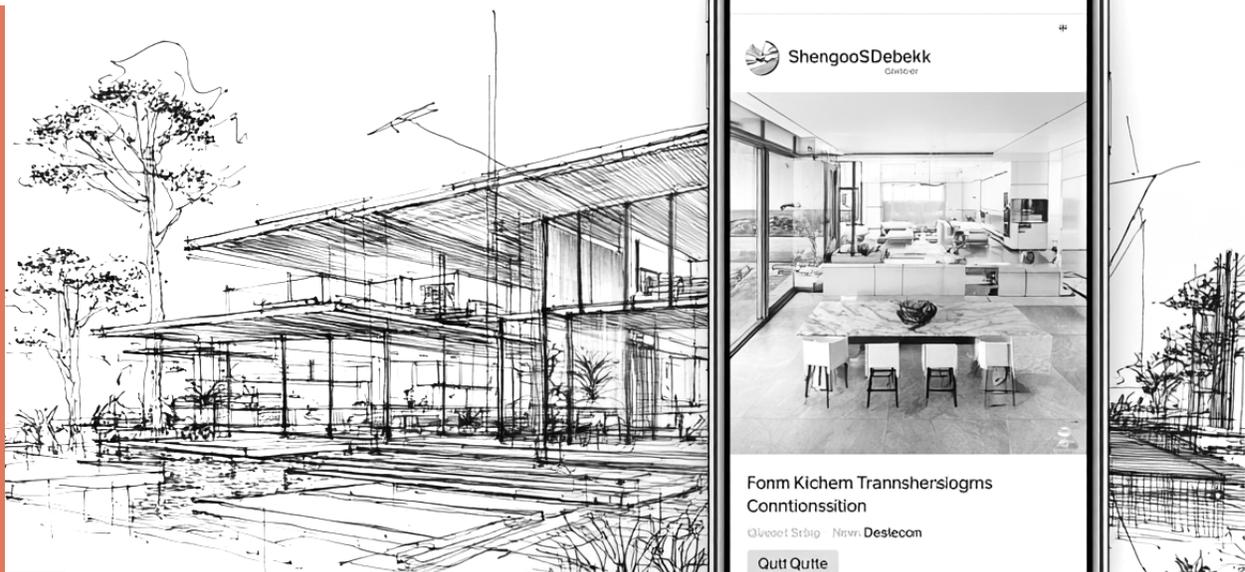
One advantage of social media ads is that they're often relatively affordable, allowing even small budgets to make an impact. You can start with as little as a few dollars a day on Facebook and still reach a few thousand targeted people in your area each week. Plus, the interactive nature of social platforms means people can like, share, or comment on your ads – extending their reach through social proof. For example, if someone tags their friend saying "This is the contractor I mentioned," your ad just turned into a mini word-of-mouth referral. Social ads can also be used to promote lead magnets or special offers (which we discuss more in the CRO chapter). Imagine running a campaign offering a free downloadable "Remodeling Budget Planner" – users click the ad, enter their email to get the guide, and now you've generated a lead you can follow up with. Facebook even has a feature called Lead Ads where the contact form pops up right within the app, making it seamless for someone to request info or an estimate without leaving

Facebook. That reduces friction and can yield a lot of inquiries, especially from people casually browsing who might not click over to your website.

Don't forget that social media is also a great playground for retargeting, similar to what we mentioned with Google. You can install the Facebook Pixel on your website, which lets you show ads on Facebook/Instagram to anyone who visited your site. This way, if a homeowner landed on your page from Google (or anywhere) and didn't make contact, you have a second chance to engage them on social media. Perhaps they'll see your ad highlighting a different project that catches their eye, or a limited-time promotion ("Schedule your deck project by spring – slots are filling up!") that creates urgency. In marketing, it's often said a prospect might need to see your brand multiple times before converting; social ads give you those extra touchpoints creatively and cost-effectively.

One social platform worth special mention for remodelers is Houzz – while not a

traditional social network, Houzz is a home design community with over 65 million users browsing ideas and finding professionals⁸. Houzz offers advertising options where your profile or ads can appear to local users searching for pros in your category. If your ideal clients are actively using Houzz for project ideas, a modest ad investment there can channel them to your profile and ultimately to contacting you. Similarly, local community-focused platforms like Nextdoor have sponsored posts and local deal features, which can be effective for reaching homeowners in specific neighborhoods (imagine posting an ad or offer that only people in the upscale subdivision you love to work in will see). The principle across all these social channels is the same: meet your audience where they already spend their time, and use compelling visuals plus smart targeting to spark their interest and trust in your remodeling services.



Google Local Services Ads: Pay-Per-Lead for Top Visibility

An exciting development in online advertising for contractors is Google Local Services Ads (LSAs). If you're not yet familiar with LSAs, picture this: a homeowner searches on Google for "bathroom remodeler near me," and even above the usual text ads they see a curated list of local contractors with star ratings, a "Google Guaranteed" checkmark, and a phone number. That's a Local Services Ad. It's essentially a shortcut for consumers to find trusted local pros, and a shortcut for you to get in front of those consumers without some of the complexities of traditional PPC ads.

LSAs operate on a pay-per-lead model rather than pay-per-click. This is huge for budget-conscious remodelers. It means you only pay when a customer actually calls you or messages you through the ad (and Google deems it a valid lead), not when they merely see or click your listing. In other words, 10 people could see your LSA and only the one who actually contacts you triggers a charge. This makes LSAs extremely cost-effective – you're investing money only in real opportunities. In fact, many contractors find they can get a higher return on investment with LSAs than with standard search ads, because every dollar spent is tied to an actual lead. For example, instead of paying \$15 per click (which might or might not turn into a call), you might pay, say, \$50 for a lead – but that lead is already on the phone with you, a much warmer position. Even better, if a lead turns out to be spam or outside your service scope, Google often allows you to dispute it for a credit, meaning you truly pay only for quality prospects.

Another advantage of LSAs is the prime placement and trust factor they come with. Your LSA can show at the very top of

Google results, even above the map pack and regular ads, making it the first thing an eager homeowner will see. And that "Google Guaranteed" badge next to your name is gold: it indicates Google has vetted your business (checking licenses, insurance, background, etc.) and will even guarantee your work up to a certain amount for the customer.

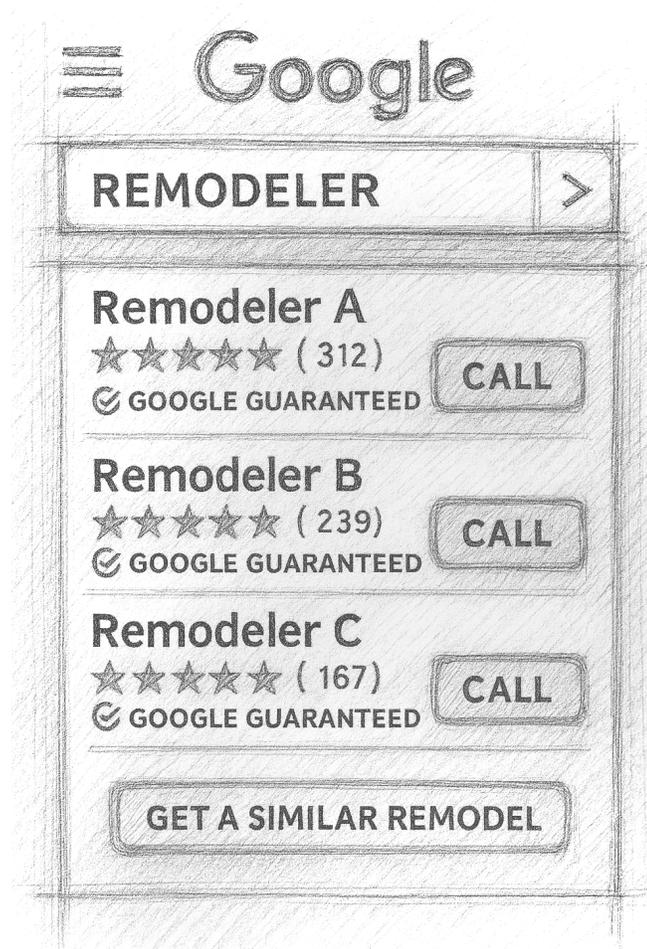
Essentially, Google is vouching for you, which significantly boosts a consumer's confidence to hire. Think about it – if your listing says Google Guaranteed, 4.8 (50 reviews) and shows a quick blurb like "Family-owned remodeler serving [Town] – licensed, insured, free estimates," a homeowner can feel at ease tapping the "Call" button right from that ad. Your positive reviews (pulled from your Google Business Profile) display alongside too, adding social proof. In fact, you must maintain a decent rating to use LSAs; Google generally requires an average rating of at least 3.0 stars and a minimum number of reviews before your ad will even show. This is good motivation to nurture your review score (as covered in the Reputation chapter) since it directly affects your advertising reach.

Setting up Local Services Ads does take a bit of paperwork up front – you'll need to create a Local Services account (separate from Google Ads), pass Google's verification (which can include background checks for you and your employees, proof of license and insurance, etc.), and set your service areas and job types. But once you're approved, managing LSAs is refreshingly simple. You define a weekly or monthly budget cap (how much you're willing to spend on leads), and Google will aim to send you leads up to that budget. You can pause or adjust anytime.

There's no complex keyword bidding; Google uses its own algorithm to match you with relevant searches in your category. The main ongoing task is to respond to the leads promptly (just like any inquiry) and to keep your business information up-to-date. The system even lets you dispute leads and view call recordings for quality control.

For remodelers, Google LSAs are a no-brainer to at least try. The lead quality tends to be high, because people who go through the LSA funnel are usually ready to speak with a pro immediately (they often choose from the list and call right then and there). And since you're only paying per actual lead, even a small budget can go a long way. For example, if you budget \$300 and leads average \$25 each, that's roughly 12 potential new clients calling you – even if you convert

just a couple into projects, the ads pay for themselves many times over. LSAs also level the playing field: even a smaller or newer company (with the required credentials and good service) can rank up top if they maintain good reviews and respond to leads, as the platform factors in responsiveness and customer satisfaction rather than just big ad budgets. In summary, Local Services Ads put your business in the pole position of search and let you pay only for results, making them one of the most efficient lead-gen tools in digital marketing today.



Beyond the Basics: Other Paid Channels (Including Podcasts)

So far we've covered the major online ad channels most remodelers will use: search, social, and LSAs. Those alone can keep your phone ringing. But there are additional paid opportunities worth knowing, especially if you're looking to diversify your marketing or tap into niche audiences. Let's touch on a few:

Online Directories and Lead Aggregators:

Websites like Angi (Angie's List), HomeAdvisor, Thumbtack, or Houzz Pro allow you to pay for leads or enhanced listings. The idea is that homeowners go to these platforms to find contractors, and you either pay for each lead they send you or pay for a premium profile that gets you more visibility. The upside is that these platforms have traffic you can leverage without doing your own advertising setup. However, the leads are often non-exclusive (the customer inquiry might go to several contractors at once), meaning competition can be steep and response time critical. It's also easy to burn through budget on unfruitful leads if you're not careful. Some remodelers find these services useful to jumpstart business, while others prefer to invest in channels like Google Ads or LSAs where they have more control. If you use aggregators, treat it as one piece of the puzzle – respond lightning-fast and have a process to filter and follow up, or else your money might be better spent on channels where you're the sole focus.

YouTube and Video Ads: If you have engaging video content (maybe a project showcase or a brief “about us” clip), you can advertise on YouTube, which is effectively the world's second-largest search engine. Google Ads makes it possible to show video ads to people in your target area when they watch home improvement videos or related content. For example, someone watching a “DIY vs. professional bathroom remodel”

video might see your 15-second ad inviting them to “skip the DIY headaches and call [Your Business] for a free consult.” Video ads can also be retargeted to folks who visited your site. While video creation requires effort, even a simple slideshow of before-and-afters with some text overlay can work as a video ad. The cost is usually per view (often just a few cents each). This medium builds brand awareness and credibility – by seeing you on screen, people might feel like they know you more. It's not typically a big direct lead driver, but it can support your overall marketing funnel by warming up prospects.

Podcast Advertising:

Here's an unconventional but increasingly popular avenue for small businesses – advertising on podcasts. Podcast ads have become an affordable, high-trust marketing medium for even local companies. Think about the nature of podcasts: listeners often develop a loyal, friendly relationship with the hosts. So when a host says, “This episode is sponsored by [Your Remodeling Company], they're the folks who can make your dream home a reality...”, it comes off as a personal recommendation more than an ad. The trust and attention level is far higher than, say, a random banner ad on a website. What's more, podcast advertising isn't prohibitively expensive. Many podcasts (especially those with niche or regional audiences) charge on a CPM basis (cost per thousand listeners) that can range from as low as \$15-\$30 per thousand for a small show to maybe \$100 for very popular ones. That means if a local home improvement podcast has 5,000 listeners, you might sponsor an episode for a few hundred dollars – a cost on par with a couple of Google clicks, but potentially yielding a much warmer connection with thousands of people. And the effectiveness is impressive: industry studies show that podcast ads drive action, with a majority



of regular listeners (up to 95%) reporting they've taken action on an ad they heard. Those actions could be searching your name, visiting your website, or even calling for a consultation if the ad really hits home.

How would a remodeler use podcast ads? One approach is to find a podcast that aligns with home improvement or local community interests. For example, a podcast about interior design trends, a real estate podcast in your city, or even a popular general-interest podcast in your region. You could sponsor a few episodes and have a short ad read, either pre-recorded by you or (better yet) read by the host in their own personable style. The message might be something like: "Planning a renovation? [Your Company] is a proud sponsor of this podcast and the go-to remodeler here in [City]. Whether you need a modern kitchen overhaul or a home addition, our team guides you from concept to flawless finish. Podcast listeners get an exclusive offer – visit our website and mention this podcast for a free 3D design preview of your project. Transform your home with [Your Company] – where vision meets craftsmanship." Delivered by a trusted voice the listeners already enjoy, an ad like that can really stick. Podcast ads also have a long shelf-life: unlike a radio ad that's gone once aired, a podcast episode (with your sponsorship) can be downloaded and heard for months or years to come, providing extended value.

Local Media and Sponsorships: Beyond strictly digital formats, consider the online extensions of traditional media. Many local radio stations or news outlets offer sponsored articles, e-newsletter spots, or streaming audio ads. For instance, sponsoring the weather update on a radio streaming app, or placing a banner on the hometown newspaper's website. These can sometimes be bundled into affordable packages for local businesses. The lead generation might not be as direct as search or LSAs, but it contributes to brand familiarity. Similarly, sponsoring community events (and ensuring

your website or Facebook page is promoted in that context) can indirectly generate leads when people later search for you. While these aren't "online ads" in the strictest sense, they often have digital components and are part of a well-rounded lead gen strategy in the digital age.

Whichever channels you explore, remember that consistency and tracking are vital. It's easy to dabble in an ad platform, spend a bit, and then abandon it if you don't see immediate results. A better approach is to commit a reasonable budget and trial period to each channel, track the leads coming in, and refine as you go. Use unique tracking methods where possible: for example, you might use a specific phone number in your Google Ads that's different from the one in your Facebook Ads, so you can tell which call came from where (there are call tracking tools that make this easy, as we'll discuss in the Analytics chapter). Or use custom landing pages or promo codes for different campaigns (like the podcast offer code) to gauge response. The data might show that one channel yields cheaper leads or higher close rates than another. Over time, you can allocate more dollars to what works best (and of course, keep an eye on seasonality – maybe your Facebook ads do great in winter when people are indoors dreaming of renovations, whereas Google search spikes in spring when the project planning kicks into high gear).

Finally, don't be afraid to seek help. If setting up and juggling these ads feels overwhelming, this is where a marketing partner can be invaluable. Partnering with professionals or services – for example, GYRO's team – can offload the heavy lifting of campaign management.

We've helped many owner-operators navigate the complexities of Google and Facebook advertising, using our Megaphone approach to synchronize everything from SEO to ads to follow-up. Whether you DIY or get assistance, the core idea stands: online advertising, used smartly, puts you in control

of your lead flow. Instead of hoping the phone rings, you'll have levers you can pull – turn up the ad budget, tweak the targeting, launch a new offer – to actively drive new business. That's a empowering feeling for any remodeler looking to grow.

In the next chapter, we'll tackle what happens after those leads click or call – how to convert that hard-won traffic into actual consultations and signed contracts. Before we turn the page, take a moment to ensure you're mentally connecting the dots: the effectiveness of your ads will ultimately depend on what the prospect experiences next. So as you plan your ad campaigns,

always think one step further to your landing pages, your response process, and your sales pitch. A well-oiled lead generation machine has all parts working in harmony. Get ready, because we're about to optimize that crucial handoff from marketing to sales – maximizing the chances that every ad dollar translates into a happy remodeling client.



Endnotes:

- 4 Hook Agency. "Local SEO Statistics for 2025: You Can't Afford to Ignore These Numbers." HookAgency.com Blog, 13 Sept 2024. (Notably reports that 67% of clicks on Google Ads come from local purchase-oriented searches, and 75% of local service seekers are more likely to contact a business if they found its paid ad helpful.)
- 8 Terri Williams. "The Houzz 2025 U.S. Kitchen Trends Report Reveals What's Hot — And Not." Forbes, 30 Jan 2025. (Mentions that Houzz has 65 million users, illustrating the vast audience seeking home design and remodel inspiration online.)
- 9 "How to Make Google Local Services Ads Work for Your Remodeling Business." Surefire Local Blog, April 2025. (Explains the benefits of LSAs for remodelers, noting the pay-per-lead model can cost less and deliver higher ROI than traditional pay-per-click ads, while securing top-of-page placement with Google's backing.)
- 10 Elizabeth Schulte. "Why Advertising on Podcasts Can Benefit Your Business." Business.com, 2024. (Describes podcast advertising as a cost-effective, trust-building channel, citing high listener engagement and actions – e.g. up to 95% of regular listeners act on podcast ads – and relatively low entry costs even for small businesses.)
- 14 "The Modern Rules of Lead Response Time." LeanData Blog, 2021. (Highlights that 78% of customers buy from the first company to respond to an inquiry, reinforcing the importance of quick follow-up on the leads you generate.)



This playbook was brought to you by Grow Your Remodel Outfit (GYRO). At GYRO, we believe that remodelers deserve a growth system, as strong as the homes they build. We partner with organizations and individuals to turn their brand, website, and reputation into a steady pipeline of qualified projects.

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