

OSBS Meta Ads Blueprint

Overview

This document outlines the OSBS Home Services Meta Ads strategy. The goal is to align our teams so we can build a strong, long-term working relationship and create a system that performs exceptionally well in the home-services space.

Shared Goals

- Build a scalable, predictable acquisition system for OSBS.
- Leverage Offer Elevate's creative and media-buying strengths.
- Keep communication open, collaborative, and forward-focused.
- Create a foundation we can build on for future ventures together.

Strategy

OSBS operates in a local, intent-driven market. The most effective approach is a direct-response home-service funnel. This keeps things simple for homeowners and efficient for both teams.

Funnel

Ad -> Landing Page -> Instant Lead Form -> Call/Text -> Quote -> Job

This structure ensures fast response times and high conversion rates, which are essential in home services.

Creative Direction

What performs best in home services:

- Before/after videos
- Job walkthroughs
- Tool POV shots
- Crew-in-action footage
- Seasonal reminders (snow, spring cleanup, etc.)
- Problem -> solution clips

What we don't need for this vertical:

- Talking-head VSLs
- Founder story videos
- Long-form narrative ads

This keeps creative aligned with homeowner psychology and local service expectations.

Targeting

- Radius-based targeting around Brampton, ON.
- Focus on serviceable postal codes.
- No broad or national targeting.

This ensures lead quality and protects ad spend.

Offers

Proven home-service offers we can build campaigns around:

- Same-day handyman service
- Free 15-minute virtual estimate
- \$99 small repair special
- Seasonal packages (spring cleanup, snow removal, etc.)

KPIs

We'll measure success using metrics that reflect real operational performance:

- Cost per qualified lead
- Cost per job booked
- Quote-to-close rate
- Crew utilization
- Margin per job

Collaboration Guidelines

To make this partnership as strong as possible:

- OSBS will provide strategic direction and service-specific insights.
- Offer Elevate will execute creative production, ad management, and tracking.
- We'll keep communication open and collaborative.

- We'll iterate quickly and adjust based on real-world performance.

Closing Note

We're excited to build something effective together. This blueprint ensures we're aligned on the unique needs of the home-services market while giving Offer Elevate the freedom to execute with their strengths. Looking forward to a productive partnership and future opportunities to collaborate across multiple ventures.