THE 3 STEP SYSTEM GROWING HOME IMPROVEMENT BUSINESSES FROM £10Ks→£100Ks (per month)
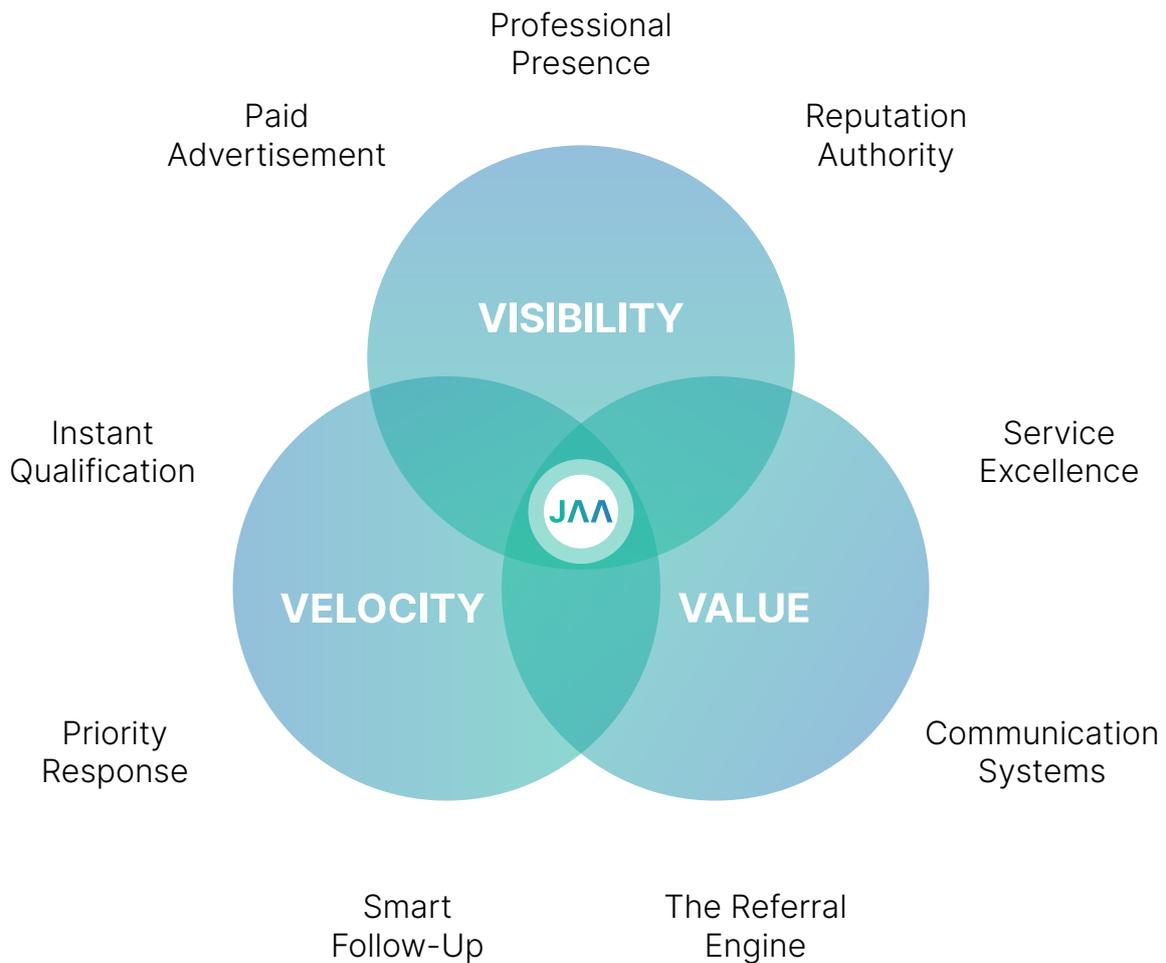
Professional
Presence

Paid
Advertisement

Reputation
Authority

VISIBILITY

Instant
Qualification

Service
Excellence

JΛΛ

VELOCITY

VALUE

Priority
Response

Communication
Systems

Smart
Follow-Up

The Referral
Engine

I'M READY

VISIBILITY

Paid Advertisement

In 2026, paid ads are the #1 most reliable way of hitting £100K+ months. This is simply because it is the acquisition stream which you (should) have the most control over. For most, Facebook (Meta) and Google is sufficient.

Google

↳ Higher-intent buyers (ready to buy)

↳ Web funnel should showcase range of services provided, professional footage AND testimonials

↳ Minimal creative (photo & video) testing, high keyword and copy testing

↳ Primary focus for more urgent services (e.g. roofing, tree surgery etc.)

Meta

↳ Lower-intent buyers (need convincing)

↳ Web funnel should educate, present an offer, show testimonials AND consider ease of contact for customer

↳ High volume creative testing, low(er) copy testing

↳ Primary focus for more luxury services (e.g. bahrooms, kitchens etc.)

Myths & Expectations

Cost Per Lead | CPL means nothing if leads don't convert. Focus on cost per QUALIFIED lead. Best campaigns run £30-50+ CPL but close at 30%.

Min. Ad Spend | If £1K-£2K feels risky, you're either:
A) Not willing to invest in growth, or B) Revenue <£20K/month.

Ad Production | Your content = your credibility. iPhone footage works IF professional. AI slop = instant distrust.

VISIBILITY

Professional Presence

It's been proven that over 70% of customers use online reviews as their PRIMARY source for purchase. Once you get infront of your ideal client, this is the factor which takes priority.

AD → **WEB FUNNEL** → **ACTION** } Across every aspect of your funnel, you should use the "5-second trust test" — when someone clicks your ad/website, do they immediately trust you?

✓ DOs	✗ DON'Ts
✓ Mobile-first design (80% of leads are on phones)	✗ Use main website for ad location: each campaign requires a custom funnel
✓ Your site must match your service quality: 5-second trust test	✗ Use **poorly filmed/AI** content; it associates you with dishonesty
✓ Show trust signals everywhere: reviews, testimonials, before/afters, years established etc.	✗ **Complicate getting in touch,** especially lower-intent leads will get lost and quit your page

Reputation Authority

Depending on how many reviews & testimonials you already have for your business, there's 2 main paths to go down: organic vs incentivised. If you're new to marketing its likely that incentivised testimonials will be necessary.
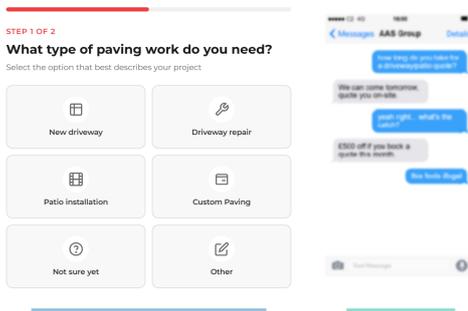
50+ reviews = 2x conversion rate vs. <10 reviews

↳ ORGANIC: Send follow-ups after each job, with a link to review you across all platforms

↳ INCENTIVISED: Offer free upgrades/discounts in echange for written + video testimonials

↳ Alongside these, you should ALWAYS take clear before/after images/videos of every job

VELOCITY

Instant Qualification

The key here is understanding why qualification has to be INSTANT. Most businesses take hours, if not days, to follow up leads - establishing early contact sets up an expectation of what working with you is like.

STEP 1 OF 2
What type of paving work do you need?
Select the option that best describes your project

New driveway	Driveway repair
Patio installation	Custom Paving
Not sure yet	Other

The Key: Quiz Funnels + AI

Quiz funnels have proven again and again to find the perfect balance between qualifying leads, and minimising excessive friction.

Once leads have been filtered, remaining leads should immediately reached out to via an AI agent trained on your website.

Priority Response

Manual calls are still king, and will be for a while - or at least until AI is convinving enough. But calling leads within 5 minutes isn't ALWAYS possible. This system maximises early contact and synced info.

① Quiz Funnels
- Quickly qualifies leads
- Updates CRM immediately
- Triggers AI SMS to start

② AI SMS
- Gets important details
- Project description in CRM
- Triggers your call reminder

③ Call
- Build rapport with lead
- Proves organisation
- Books appointment

? How Do I Build This?

Tools such as ManyChat + PerspectiveFunnels can be used to make this work. If you're certain an agency isn't the right move for you, it may be worth learning to use these tools. At JustAutoAds, we custom code these all for you.

VELOCITY

Smart Follow-Up

Not everyone is ready to buy today (but they will be in 2-8 weeks). The idea of nurturing leads in to keep your business top-of-mind over the weeks after quoting. This is particularly important for non-urgent services.

80/20 rule: 80% of leads need nurturing, 20% are ready now

Email = trust + value.
WhatsApp = personal touch.

Together, they keep you top-of-mind without being pushy.
This sets the tone for how you'll communicate during the project.

Example Workflow

QUOTE SENT

DAY 0
▸ Confirm quote
▸ Inform customer to expect emails

DAY 4
▸ Send testimonials for similar projects
▸ Set expectation of quality

DAY 8
▸ Timeline from deposit → completion
▸ Clarify and simplify process

DAY 10
▸ Ask for any question on emails
▸ Provide info, no pushy language

DAY 12
▸ Common objection handling
▸ More "new" testimonials

DAY 16
▸ Simple text email
▸ Offer support access if needed

DAY 20
▸ Follow up on any questions
▸ Prompt for any objections with quote

Customising For Your Business

Every business is different. Adjust timing based on:

• **Service urgency** (roofing = faster)
• **Common objections** (budget, timeline)
• **Seasonal factors** (spring rush)

Need help building your specific sequence? DM @justautoads - we'll show you exactly what works for your niche.

If you decide to DIY instead of working with an agency, use the same tools discussed on the other page, or carry this out manually.

VALUE

The reality: Most construction / home improvement businesses KNOW they should deliver well and communicate clearly. The issue is they don't have systems to do it consistently...

On-Time

▸ Add 20% to your realistic timeline

On-Budget

▸ Detailed quotes with line-item breakdowns

On-Promise

▸ Use the materials you quoted, finish to spec

TOOLS TO SYSTEMISE WITH

NOTION.

BUILDERTREND

asana

Communication Systems

Poor communication' appears in 60% of 1-3 star construction / home improvement reviews. Fix this and your business is already better than most competitors.

Pre-Project

▸ Full timeline walkthrough with key milestones

▸ Discussed in person, sent over via email

Mid-Project

▸ Weekly progress WhatsApp updates

▸ Immediate notice of any delays + solution

Post-Project

▸ Final walkthrough before calling it "done"

▸ Follow-up 1 week later over the phone

VALUE

The Referal Engine

Referred customers close at 3x the rate of cold leads and spend 20% more. Yet most businesses just 'hope' people refer them. Here's how to systematise it.

✔ DOs	✘ DON'Ts
✔ Prioritise convenience for the client to refer you (business card + onine link)	✘ Burry the referral link in a long document
✔ Ask in person once the job is complete and the client is happy	✘ Offer rewards for referrals (or be very careful if doing so)
✔ Have a repeatable sysytem to mitigate potential lost leads	✘ Make up the script on the spot when asking

In order to successfully establish a referral acquisition stream, you need to consider convenience for the client AND leverage timing (studies indicate that face-to-face requests can be up to 34 times more successful). **Below is the system** we recommend using.

JOB COMPLETE → Give business card + send Whatsapp text → Respond to reviews online (KEY)

Thanks again for trusting us with your [project]!

If you're happy with the work, 2 quick things that would really help us out:

1 Google Review - would mean the world: [link]

2 If you know anyone else who needs [service] feel free to share my number / [link]

Cheers

Responding to reviews (good and bad) is crucial for helping your local ranking.

@JUSTAUTOADS