



Roof sauce

roof rejuvenation & maintaining

FACEBOOK & INSTAGRAM QUICK START GUIDE

GENERATE MORE HOMEOWNER
LEADS WITH **META BUSINESS SUITE**



A simple, step-by-step guide to
create and promote Reels that
bring in more homeowner leads
for your business.



CREATE REELS

That Educate
& Attract



TARGET THE RIGHT HOMEOWNERS

With Simple
Audience Setup



COLLECT LEADS

With an Easy
Lead Form



SET YOUR BUDGET

Start Small.
See Results.



GET MORE LEADS

Follow Up Fast
& Grow Your
Business



BETTER PRODUCTS. BETTER RESULTS.

— QUALITY PRODUCTS. EXPERT SUPPORT. CONTRACTOR SUCCESS. —

BOOST YOUR BUSINESS WITH SOCIAL MEDIA

Facebook and Instagram are powerful tools to reach more homeowners, build trust, and generate quality leads for your business.

This guide will walk you through a simple process to create content, run ads, and grow your business using Meta Business Suite.



THE 5 STEP PROCESS



WHY IT WORKS

- ✓ Reach thousands of local homeowners
- ✓ Build trust with helpful, valuable content
- ✓ Turn views into real leads and sales



WHAT YOU NEED

- A Facebook Business Page
- Instagram connected to your Page
- Access to Meta Business Suite



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STEP 1: CREATE A FACEBOOK BUSINESS PAGE

Your Facebook Business Page is the foundation of your online presence.
Follow the steps below to create your Page.

1 Go to facebook.com/pages/create

Log in to your personal Facebook account and click "Create New Page".

2 Choose a Page Type

Select "Business or Brand" and click Continue.

3 Enter Your Business Details

- Page Name: The Roof Sauce or your business name)
- Category: Choose the category that best fits your business
- Description: Write a short, clear description of what you do

4 Add a Profile Picture

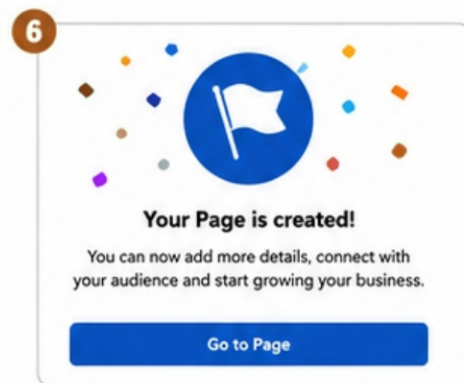
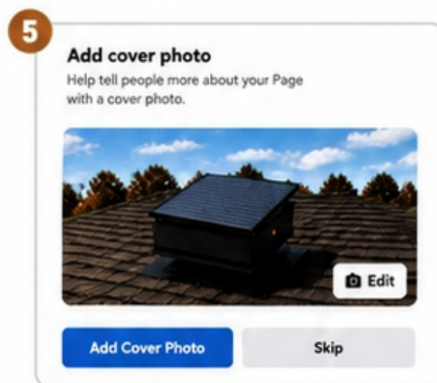
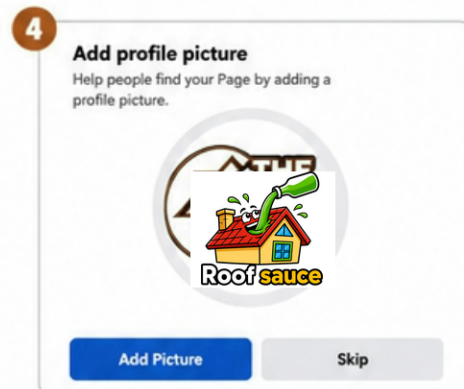
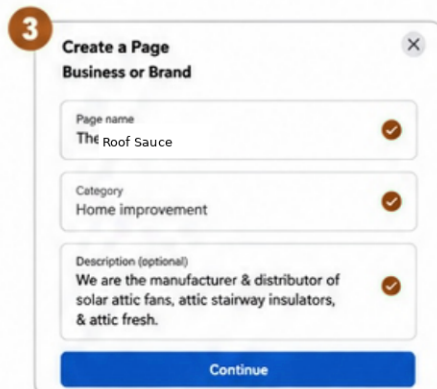
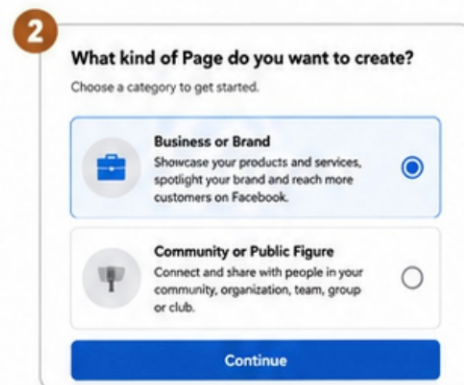
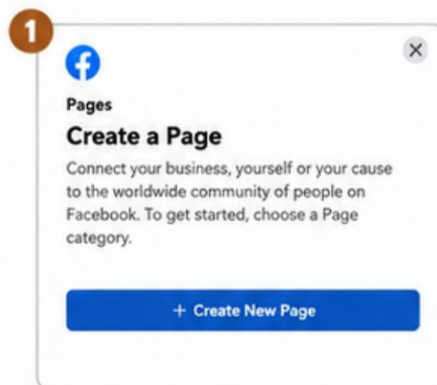
Use your logo for best results.

5 Add a Cover Photo

Use a high-quality image that represents your business (products, team, or work).

6 Review and Publish

Review your information and click "Create Page".
Your Page is now live!



TIPS FOR SUCCESS



Use Your Real Logo

A professional logo builds trust and brand recognition.



Great Cover Photo

Show your product, team, or a recent install.



Write a Clear Description

Tell people what you do and the areas you serve.



Keep It Updated

Update photos, services, and info regularly.



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STEP 2: OPEN META BUSINESS SUITE

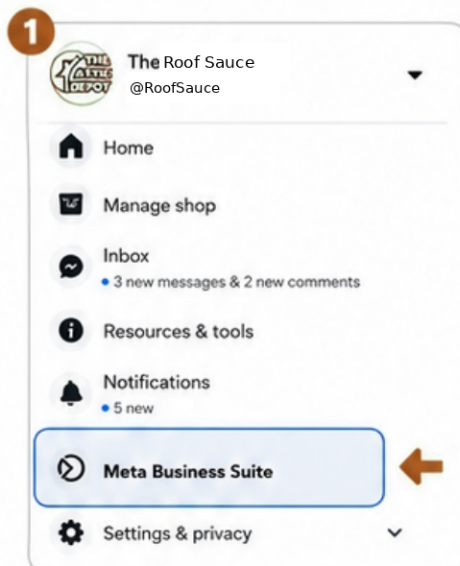
Meta Business Suite is your control center for managing your Facebook Page, Instagram account, and ads.

1 From Your Facebook Page

Once your Page is created, you'll be taken to your new Facebook Page.

Look at the left-hand menu.

Click **Meta Business Suite**.

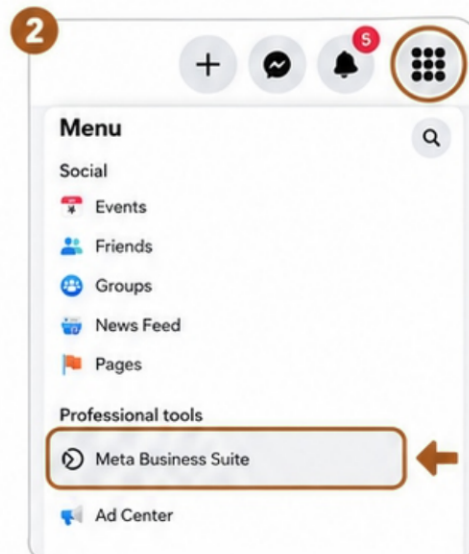


2 Or Access from Facebook.com

From your news feed, click the 9-dot menu (top right).

Under "Professional tools"

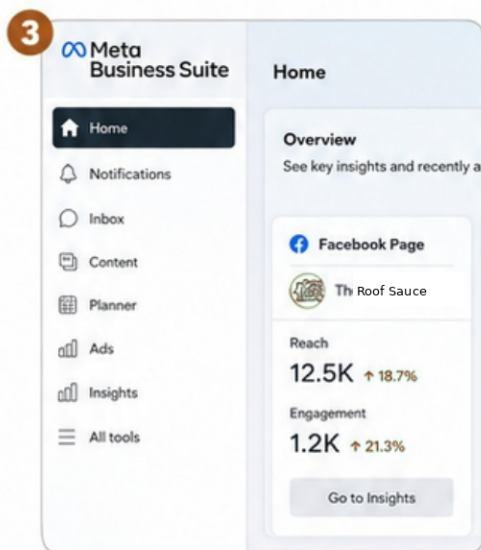
select **Meta Business Suite**.



3 What is Meta Business Suite?

This dashboard allows you to:

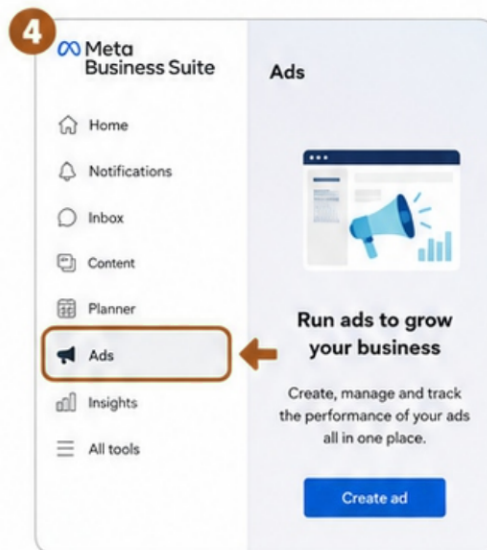
- Create and manage ads
- View messages and comments
- See insights and performance
- Manage your Page and Instagram in one place



4 You're Ready!

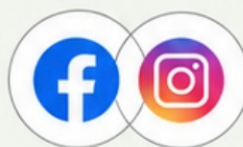
Once you're in Meta Business Suite, you're ready to create your first ad.

Click **"Ads"** in the left menu to get started.



PRO TIP

Add your Instagram account to Meta Business Suite so you can create and manage ads across both Facebook and Instagram.



CONNECTED = MORE REACH

Running your ads on both platforms helps you reach more homeowners and get better results.



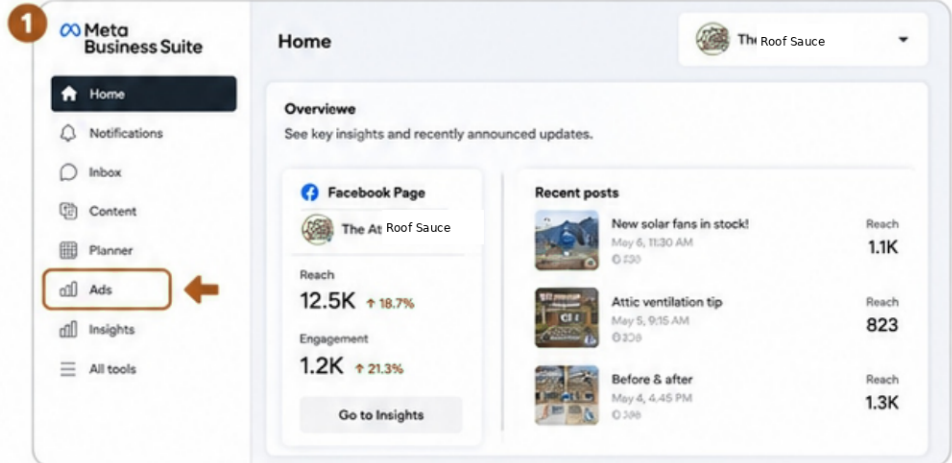
STEP 3: OPEN ADS IN META BUSINESS SUITE

Once you're in Meta Business Suite, you'll access the Ads section where you can create, manage, and track your ads.

1 In Meta Business Suite

You'll land on the Home dashboard. This gives you an overview of your Page performance.

To create an ad, click **Ads** in the left-hand menu.



1 Meta Business Suite

Home

Notifications

Inbox

Content

Planner

Ads

Insights

All tools

Home

Overview

See key insights and recently announced updates.

Facebook Page

The At Roof Sauce

Reach

12.5K ↑ 18.7%

Engagement

1.2K ↑ 21.3%

Go to Insights

Recent posts

New solar fans in stock!

May 6, 11:30 AM

0:530

Reach

1.1K

Attic ventilation tip

May 5, 9:15 AM

0:328

Reach

823

Before & after

May 4, 4:45 PM

0:198

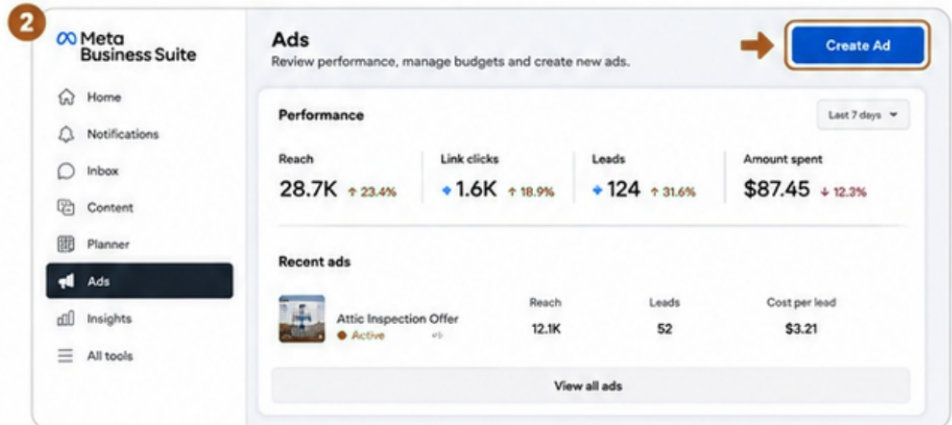
Reach

1.3K

2 Ads Overview

This is your Ads dashboard. Here you can:

- See your active and past ads
- Check results and performance
- Create new ads
- Manage ad budgets



2 Meta Business Suite

Home

Notifications

Inbox

Content

Planner

Ads

Insights

All tools

Ads

Review performance, manage budgets and create new ads.

Create Ad

Performance

Last 7 days

Reach

28.7K ↑ 23.4%

Link clicks

1.6K ↑ 18.9%

Leads

124 ↑ 31.6%

Amount spent

\$87.45 ↓ 12.3%

Recent ads

Attic Inspection Offer

Active

Reach

12.1K

Leads

52

Cost per lead

\$3.21

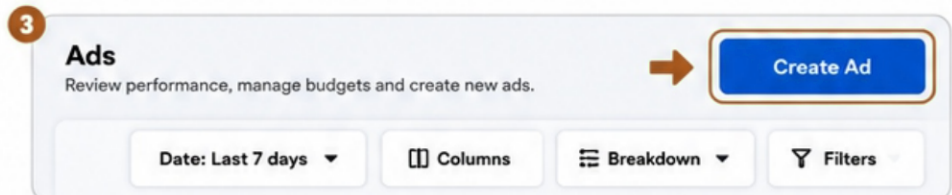
View all ads

3 Click "Create Ad"

Click the blue Create Ad button in the top right corner.

This will start the ad creation process.

We'll choose "Get More Leads" on the next page.



3 Ads

Review performance, manage budgets and create new ads.

Create Ad

Date: Last 7 days

Columns

Breakdown

Filters

4 You're Ready to Begin

You're now in the Ads section and ready to create your first lead generation ad!



4

YOU'RE ALL SET!

You've successfully opened the Ads dashboard in Meta Business Suite. Next, we'll create your lead ad.



PRO TIP

Keep your Meta Business Suite bookmarked so you can easily check results and manage your ads.



REMEMBER

Meta Business Suite is the easiest way to create and manage ads—perfect for contractors who want results without the complexity.



STEP 4: CREATE YOUR FIRST LEAD GENERATION AD

We'll walk through creating a Lead Ad campaign designed to generate more homeowner leads for your business.

1 Choose Your Objective

Select "Leads" as your campaign objective. This tells Meta you want to collect lead information.

2 Name Your Campaign

Give your campaign a name you'll recognize, such as:
"Lead Generation – Attic Fans"
Then click **Continue**.

3 Define Your Audience

Choose your target audience. Start with these options:

- Location: Your service areas
- Age: 30–65+
- Gender: All
- Detailed Targeting: Homeowners, home improvement, roofing, energy efficiency

Click **Next**.

4 Set Your Budget & Schedule

- Budget: Start small
- Schedule: Run continuously

Click **Next**.

5 Create Your Ad

Choose your ad format, add your media, headline, primary text, and call-to-action.
Click **Next**.

6 Set Up Your Lead Form

- Choose "Instant Form"
- Add questions (Name, Email, Phone, ZIP Code, Project Type)
- Customize your thank you message

Click **Next**.

7 Review & Publish

Review all your settings. When everything looks good, click **Publish**.

1 Choose a campaign objective

Awareness

Traffic

Engagement

Leads

Sales

Leads
Collect leads for your business or brand.

Good for:

- Instant Forms
- Messenger
- Conversions
- Calls

2 Campaign name

Lead Generation – Attic Fans

Special ad categories
Declare if your ads are related to credit, employment, housing, social issues, elections or politics.

☐ No categories declared

Continue

3 Audience

Define who you want to see your ads.

Location
United States Texas

Age
30 – 65+

Gender
All

Detailed targeting
Homeowners, Home improvement, Roofing, Energy efficiency

4 Budget & schedule

Daily budget
\$15.00 USD

Actual amount spent daily may vary.

Schedule

☒ Run my ad set continuously starting today

☐ Set a start and end date

5 Ad creative

Choose your media and write your ad.



Primary text
Keep attics cooler and lower energy bills with our solar attic fans.

Headline
Solar Attic Fans That Work

Call to action
Learn more

6 Lead form

Choose or create an Instant Form.

Form type
Instant Form

Questions

- Full Name
- Email
- Phone Number
- ZIP Code
- Project Type

Get a Free Quote From 1 Roof Sauce
Complete... we'll be in touch!

Full Name

Email

Phone Number

ZIP Code

Submit

7 Review your ad

Please review your ad before publishing.

✓ Objective: Leads

✓ Audience: Texas, 30-65+

✓ Budget: \$15.00/day

✓ Ad creative: Image, headline, and text

✓ Lead form: 5 questions

✓ Placement: Automatic placements

Ready to publish?

Once you publish, your ad will go through a quick review process. You'll get a notification once it's live!

Publish



TIPS FOR SUCCESS



Use strong images
Show your product or results.



Write clear headlines
Focus on benefits for homeowners.



Test and improve
Try different images, text, and audiences.



Follow up fast
Respond to new leads quickly for best results.



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STEP 5: CHECK YOUR RESULTS & OPTIMIZE

Tracking your ad performance helps you see what's working so you can get better results for your business.

1 Go to Ads Manager

In Meta Business Suite, click "Ads" in the left menu to go to Ads Manager.

2 Overview Dashboard

View key performance metrics at a glance:

- Reach: People who saw your ad
- Leads: Number of leads generated
- Cost per Lead: What you're paying for each lead
- Amount Spent: Your total ad spend

Use the date range filter to view custom time periods.

3 Review Ad Performance

Click on an ad to see more details about performance, audience, placements, and results.

4 Optimize for Better Results

Try these simple optimizations:

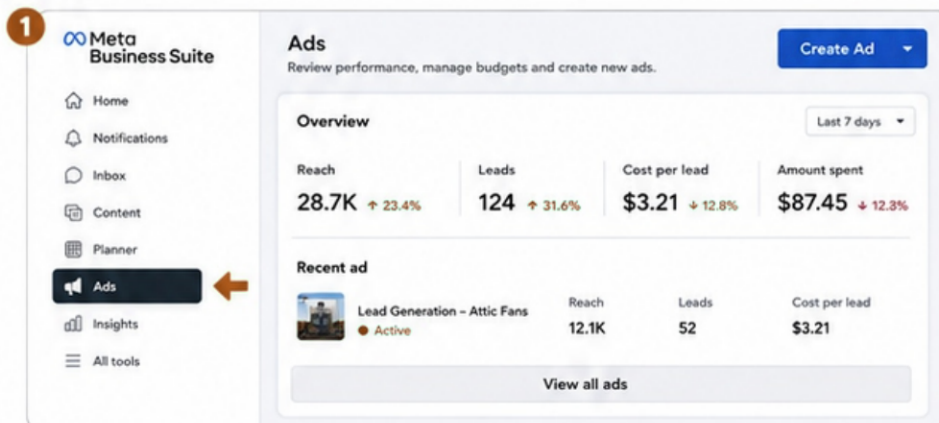
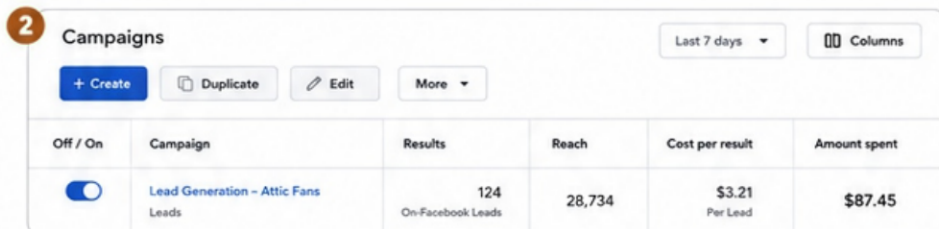
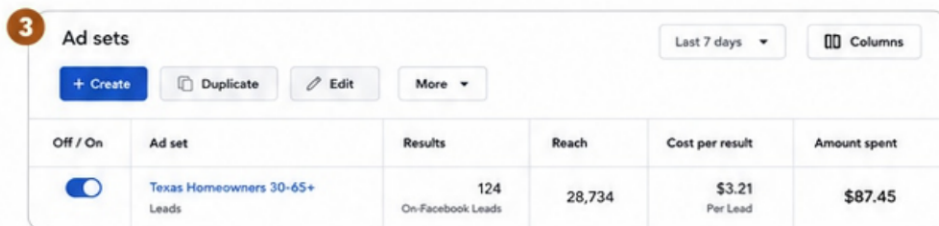
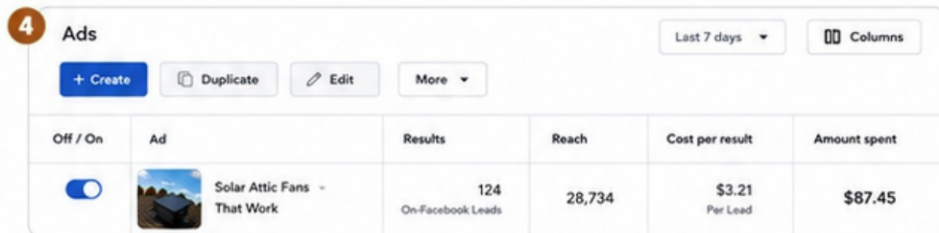
- ✓ Increase budget on top-performing ads
- ✓ Refine your audience
- ✓ Test new images or headlines
- ✓ Improve your lead form

Small changes can lead to big results!

5 Stay Consistent

Run ads consistently and monitor results weekly.

The more you test and learn, the better your results will be.

5 KEY TAKEAWAY



Monitor your ads, test new ideas, and keep improving. Consistency and small optimizations lead to more leads and more growth.

WHAT TO CHECK WEEKLY

- ✓ How many leads did I get?
- ✓ What is my cost per lead?
- ✓ Which ads are performing best?
- ✓ What can I improve or test next?





NEED HELP?

Visit the Roof Sauce resource hub for training videos, templates, and step-by-step support.



KEEP GROWING

Run more ads. Get more leads. Grow your business.



YOU'RE READY TO LAUNCH!

CONGRATULATIONS!

You now have everything you need to launch your first Facebook & Instagram lead campaign using Meta Business Suite.

Remember, success doesn't come from creating one perfect ad—it comes from consistently creating helpful content, testing new ideas, and following up with every lead quickly.



ROOF SAUCE MARKETING FORMULA



1

RECORD
REAL JOBS.



2

EDUCATE
HOMEOWNERS.



3

TURN YOUR
BEST REELS
INTO ADS.



4

RESPOND TO
EVERY LEAD
IMMEDIATELY.



5

REPEAT
EVERY WEEK.



SUCCESS CHECKLIST

- ✓ Post 2–4 Reels every week
- ✓ Boost your best-performing Reel
- ✓ Run ads for 4–7 days before making changes
- ✓ Track your cost per lead
- ✓ Call new leads within 5 minutes whenever possible
- ✓ Keep filming real projects
- ✓ Keep testing new hooks, offers, and creatives

“

**THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING.
IT FEELS LIKE HELP.**

- ROOF SAUCE

”



PRO TIP

The contractors who win are the ones who show up consistently, help homeowners, and never stop improving.

You've got this!



BETTER PRODUCTS. BETTER SUPPORT. BETTER RESULTS.