

DIGITAL AD CAMPAIGNS

A Step-by-Step Guide for the Construction Industry

SOMERSAULT STRATEGY



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Join us on Wednesday, August 13, for an ASAM member exclusive Tech Presentation & Safety Lab Tour hosted by HexArmor. Discover cutting-edge PPE innovations, witness live demos, and connect with industry leaders shaping the future of workplace safety.
When: 9:00 AM - 12:00 PM (Lunch provided)
Free Event (for ASAM members) - Reserve your spot today!

PPE Tech & Safety Demo
August 13, 2025
9AM - 12PM
HexArmor

Step Into the Future of Safety at HexArmor's PPE Testing Lab [Register](#)

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Without a preventative maintenance program in place, your facility is highly vulnerable to unexpected tool downtime, safety risks, and costly disruptions. That's why the most successful companies understand proactive maintenance is ALWAYS a better investment than reactive repairs!

Things just got expensive...

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CAMPAIGN ROADMAP



1. FOUNDATION

Setup Pixels & Key
Events



2. TARGETING

Define Your Audience



3. CREATIVE

Design & Copy Best
Practices

4. MEASURE

Data Confidence &
KPIs



STEP 1: THE FOUNDATION

INSTALL TRACKING PIXELS

Before launching, you must track user behavior. This data is the fuel for your campaign engine.

- ✓ **Meta Pixel:** Place the base code in the `<head>` section of your website. [Installation Guide](#).
- ✓ **LinkedIn Insight Tag:** Add this to track professional demographics like job titles. [Installation Guide](#).
- ✓ **Tool Tip:** Use [Google Tag Manager](#) to manage these tags without editing site code constantly.



STEP 1: DEFINE KEY EVENTS

G GOOGLE KEY EVENTS

Don't just track clicks; track intent. Configure GA4 (Google Analytics 4) to measure specific actions that signal a high-quality lead.

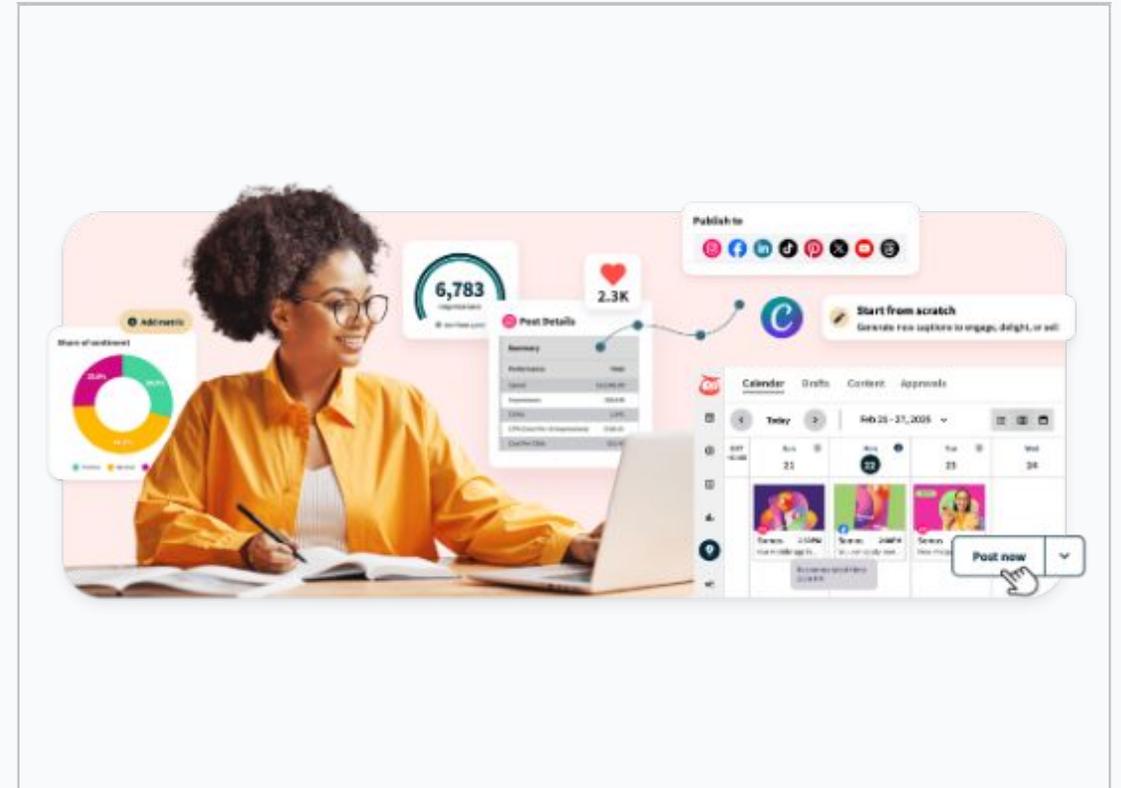
WHAT TO TRACK?

- **Form Submissions:** "Request a Quote," "Contact Us," "Thank You" page, etc.
- **Phone Clicks:** Mobile users calling directly.
- **File Downloads:** Product brochures or spec sheets.
- **Time on Site:** Users reading project case studies (+2 mins).



STEP 2: META TARGETING

-  **Geo-Fencing:** Target specific zip codes where your construction projects are active or desired.
-  **Interests:** Focus on "Home Improvement," "Real Estate Investing," or "Architecture."
-  **Lookalike Audiences:** Upload your existing customer list to find new people with similar profiles. Also, once your Meta pixel is embedded, create audiences that have interacted with your profile over a specific period of time.
-  **Be Specific:** Overlay demographic data like "Homeowner" status to avoid renters.



STEP 2: LINKEDIN B2B PRECISION



JOB TITLES

Target decision makers directly:

"Project Managers,"
"Architects," "Property
Developers," or "Facility
Managers."



COMPANY SIZE

Filter by revenue or employee
count to ensure you are pitching
to commercial clients with the
right budget.



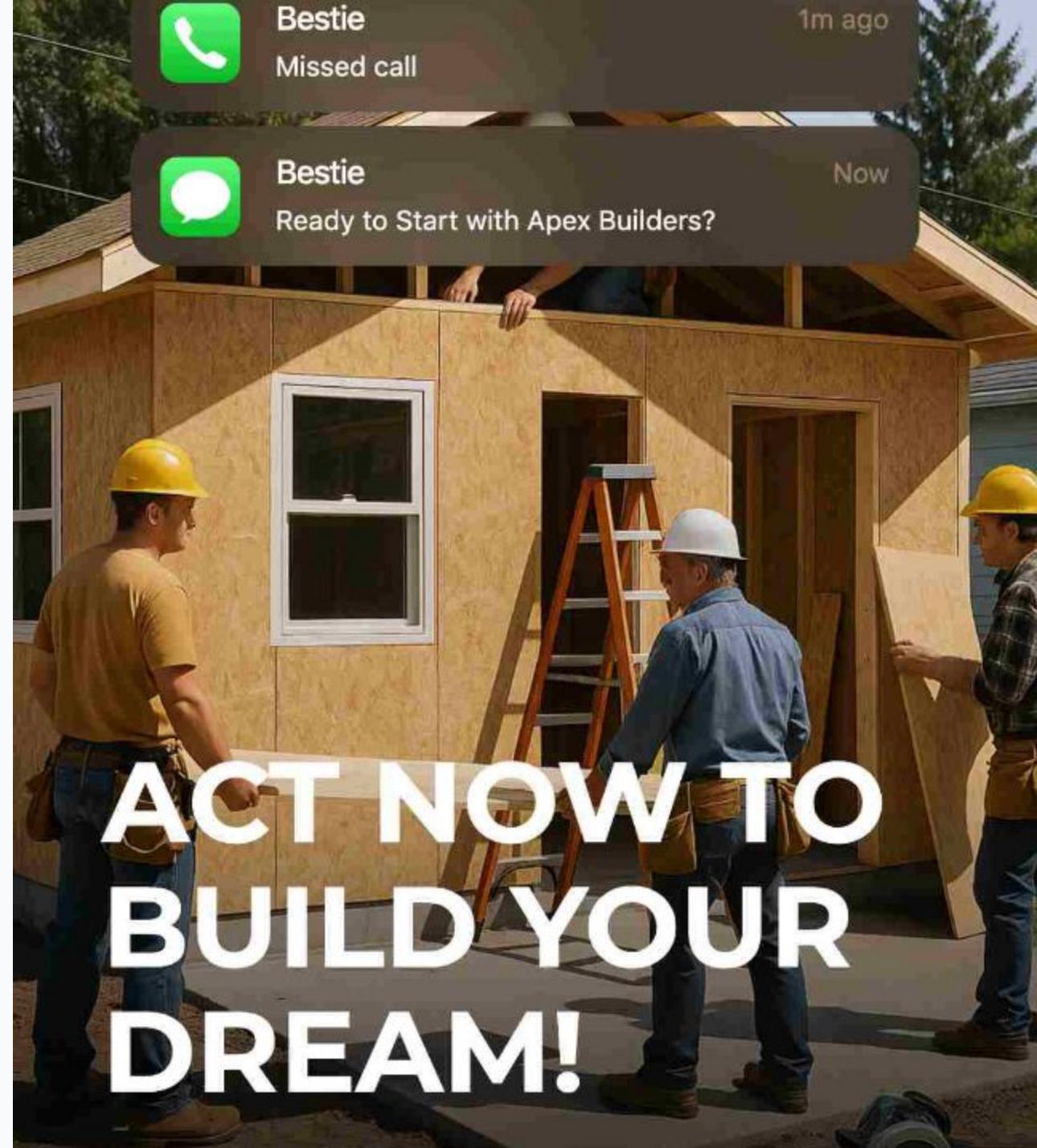
INDUSTRIES

Select "Construction," "Real
Estate," or "Civil Engineering" to
minimize wasted ad spend.



STEP 3: CREATIVE & DESIGN

- 📷 **Authenticity Wins:** Use real site photos and real people over stock images and generalizations. Drone shots of progress build authority.
- ★ **Test Ads Against Each Other:** Create multiple iterations of designs and copy. The platform will automatically determine which is working best and allocate your budget accordingly.
- 👉 **Clear CTA:** Avoid vague buttons. Use "Get a Free Estimate" or "View Project Gallery."



STEP 3: THE POWER OF RETARGETING

THE "WARM" AUDIENCE

96% of visitors won't contact you on the first visit. Retargeting shows ads specifically to people who visited your site but didn't convert.

AD COPY STRATEGY

Acknowledge their interest without being creepy.

"Still planning your renovation? See how we helped a neighbor in [City Name]."



STEP 4: MEASURING SUCCESS

CPL

COST PER LEAD

The primary metric. How much does it cost to get a phone ring?

CTR

CLICK-THROUGH RATE

Indicates if your creative is resonating with the audience.

ROAS

RETURN ON AD SPEND

Revenue generated divided by total ad cost.



NEED PERSONAL HELP?

From landing major Tesla contracts to attracting top tier talent, Somersault uses an expanded version of this strategy to help its clients grow. If you'd like assistance creating a data-backed, ROI focused campaign for your own brand, feel free to reach out below to get rollin'.



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