

POOL BROS MARKETING

PRESENTS

THE POOL BUILDER'S PAID ADS PLAYBOOK

How to Run Facebook and Instagram Ads That Actually Convert

Inside This Guide:

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WHY MOST POOL BUILDER ADS FAIL

Here is the honest truth: most pool builders who run Facebook and Instagram ads waste the majority of their budget. Not because ads do not work. Because they run the wrong ad to the wrong person at the wrong time — and send them somewhere that does not convert.

A homeowner who has never heard of you is not ready to fill out a quote form. But most pool builder ads lead with price or a call to action before earning a single second of trust. The result? High cost per click, low conversion rate, and a business owner who concludes that Facebook ads are a waste of money.

They are not a waste. You just need the right strategy. That strategy is a funnel — a sequence of ads that walks a cold stranger through awareness, trust, consideration, and decision in the

right order. This guide gives you that funnel, completely built out, with every ad scripted and every targeting detail explained.

Important: All paid traffic in this system goes to a dedicated landing page — not your main website. This is non-negotiable. A landing page is built for one purpose: capture the lead. Your website has menus, distractions, and no tracking. A landing page has a form, a phone number, and nothing else competing for attention. We cover landing page structure in depth in the Website Optimization Guide.

THE ANDROMEDA ALGORITHM — HOW META FINDS YOUR BUYER

Facebook and Instagram's ad delivery system has fundamentally changed. The platform no longer needs you to micro-target with narrow interest stacks and demographic restrictions. The Andromeda algorithm — Meta's current AI-driven delivery system — is designed to find the right person for your ad on its own, given enough creative signal and enough time to learn.

What This Means for Pool Builders

Stop obsessing over audience targeting. Start obsessing over your creative. The algorithm reads the content of your ad — the imagery, the copy, the emotion — and uses that to find people who look like buyers. A well-written founder story video will find homeowners who care about authenticity. A before-and-after photo will find people who are visualizing their backyard transformation.

OLD APPROACH (Ineffective)	ANDROMEDA APPROACH (What Works Now)
<ul style="list-style-type: none">• Narrow interest targeting: homeowners + outdoor living + DIY• Age 35-65, income \$100k+, homeowners only• Detailed behavioral and demographic filters• Small audience = high frequency = ad fatigue• Constant audience tweaking every few days	<ul style="list-style-type: none">• Broad targeting: location only, let the algorithm work• Creative does the qualification — your ad speaks to the right person• Minimum 7-day learning phase before any changes• Larger audience = more data = smarter delivery• Change creative, not audiences, when optimizing

The Golden Rule of Andromeda Targeting

For pool builders: set your targeting to your geographic service area and broad age range (25-65+). Add Advantage+ audience expansion. Let it run for a full 7-day learning phase before you touch anything. The algorithm needs data before it can optimize. Killing campaigns early is the most expensive mistake pool builders make with paid ads.

Budget Framework

You do not need a massive budget to make this work. Here is a realistic starting framework:

BUDGET LEVEL	DAILY SPEND	MONTHLY SPEND	EXPECTED OUTCOME
Starter	\$15-25/day	\$450-750/mo	1-3 leads per month. Good for testing and learning. Not a volume play.
Growth	\$35-50/day	\$1,050-1,500/mo	5-10 leads per month. Enough to fill a pipeline and start closing consistently.
Scale	\$75-100/day	\$2,250-3,000/mo	15-25+ leads per month. Full pipeline. Requires strong follow-up system.
Domination	\$150+/day	\$4,500+/mo	Market presence. Multiple campaigns. Full funnel always running.

THE 5-STAGE PAID ADS FUNNEL

The funnel is not complicated. It is a sequence. Cold traffic does not see your pricing first. They see your story. As they engage, each subsequent ad builds on the last — moving them from a stranger scrolling their feed to a homeowner who feels like they already know and trust you before they ever fill out a form.



Cold traffic always enters at Stage 1. Retargeted audiences enter at Stage 2 or 3 depending on their engagement level. Stage 4 and 5 are reserved for the warmest audiences — people who have already interacted with your brand multiple times.

PART ONE: THE 5 STATIC IMAGE ADS

Static ads are still the workhorse of local service advertising. They load instantly, render perfectly on all devices, and can communicate your message in under two seconds. Use high-quality photography — no stock images, no clip art, no generic pool photos from a manufacturer. Every image should be from YOUR jobs.

01

THE FOUNDER STORY AD

Stage 1 — Cold Audience — Awareness



This is the first thing a potential customer sees from you. Your only goal here is to make them feel something and want to know more. Do not sell. Do not pitch. Tell your story.

AD 1 THE FOUNDER STORY [AWARENESS — TOP OF FUNNEL]

Visual Direction	Owner photo at a completed job site, standing in front of the pool or beside a truck with company logo visible. Clean, confident, approachable. Avoid posed studio shots — real job site images outperform every time.
Headline	"We Started This Company Because Pool Builders Deserve Better" — or — "I Have Built Pools in [City] for [X] Years. Here Is Why I Started My Own Company."
Primary Text (Hook)	Start with the real story. Why did you leave your old job? What did you see that was wrong in the industry? What do you believe about craftsmanship and customer experience? Write 3-5 sentences. Be human. Do not sound like a company.
Primary Text (Bridge)	"If you are thinking about adding a pool to your backyard, I would love to earn your trust before I ever ask for your business. Click below to see our work and learn about our process."
CTA Button	Learn More — directs to the top of your landing page (story/about section)
Audience	Cold — Broad targeting. Your full service area. Age 25-65+. Advantage+ audience expansion ON. Do not restrict.
Campaign Objective	Awareness or Traffic. At lower budgets, use Traffic. At \$50+/day, test Leads objective.

Learning Phase

Do not touch this ad for 7 full days after launch. The algorithm is learning who responds.

Andromeda Note

This ad does the heaviest lifting in the funnel. A strong founder story video in place of the static image will outperform it — see the video ad section. Run both and let data decide.



PRO TIP: The single most common mistake with a founder story ad is making it about the company instead of the person. Homeowners do not connect with logos and taglines. They connect with a face, a name, and a real reason. Write the primary text as if you are texting a friend about why you started your business.

02

THE WHY US AD

Stage 2 — Warm Retarget — Trust Building



This ad only shows to people who have already interacted with your brand — watched a video, visited your landing page, or engaged with your social content. They know who you are. Now you tell them why you are the right choice.

AD 2 WHY THIS POOL BUILDER [CONSIDERATION — WARM RETARGET]

Visual Direction

Before/after split image: raw flat lot on the left, stunning finished pool on the right. Or use a finished pool photo with your logo and years in business overlaid as text.

Headline

"Not All Pool Builders Are the Same. Here Is What Makes Us Different." — or — "[X] Years. [X] Pools Built. Here Is Our Standard."

Primary Text

List 4-5 real, specific differentiators in bullet format within the post copy. Not generic: not 'quality work' or 'attention to detail.' Real things: licensed in [state] since [year], every build has a dedicated project manager, we send photo updates at every major milestone, our warranty is [X years] on [specific items]. Specificity builds credibility.

CTA Button

See Our Work — directs to the gallery or project section of your landing page

Audience

Retarget — anyone who watched 50%+ of any of your videos, visited your landing page, or engaged with your Facebook or Instagram page in the last 30 days.

Campaign Objective

Traffic or Leads

Frequency Cap

Show this ad no more than 3-4 times to the same person per week. Too many impressions on a small retarget audience causes ad fatigue.

Andromeda Note

This is your trust bridge. It only works on warm audiences. Running it cold is wasted spend — the context is missing.



PRO TIP: Pull your differentiators from real conversations with past customers. Ask them: what made you choose us over the other bids? What surprised you about working with us? What would you tell a friend who was looking for a pool builder? Their words are your best copy.

03

THE PROCESS AD

Stage 3 — Warm Retarget — Objection Removal



Fear of the unknown is the number one reason homeowners delay signing a pool contract. They are worried about disruption, mess, duration, and surprises. This ad removes every one of those fears by making the process feel predictable and manageable.

AD 3 THE PROCESS WALKTHROUGH [CONSIDERATION — OBJECTION REMOVAL]

Visual Direction	A clean, branded infographic showing your 5-7 step build process. Use icons for each phase: design, permits, excavation, structure, plumbing and electrical, finishing, water and startup. Pool Bros Marketing designs this graphic for you.
Headline	"Here Is Exactly What Happens After You Sign With Us" — or — "From Contract to First Swim — Our Proven 7-Step Process"
Primary Text	Walk through each step in 1-2 sentences each. Use plain language. Avoid contractor jargon. The goal is for a homeowner who has never built a pool to read this and think 'that sounds manageable.' End with: 'We keep you informed at every single milestone. No surprises. That is our promise.'
CTA Button	Get Your Free Quote — directs to your lead capture form
Audience	Retarget — landing page visitors who did NOT complete the form. Also retarget video viewers at 75%+ watch rate.
Campaign Objective	Leads
Timing Note	This ad performs best in the second week of someone's exposure to your ads. Let stages 1 and 2 run for 5-7 days before this one activates in the sequence.
Andromeda Note	This is your objection removal ad. The buyer is close. They are hesitating because they do not know what they are getting into. This ad answers that hesitation directly.



PRO TIP: Include real timelines in your process ad. 'Permitting typically takes 2-4 weeks in [County].' 'Gunitite or fiberglass installation is a one-day event.' Specificity removes anxiety. Vague timelines create it.

04

THE FINAL PRODUCT AD

Stage 4 — Hot Audience — Decision



This is your money ad. The person seeing it has visited your page, watched your content, and knows your process. They are on the edge. Your job is to paint the picture of what their life looks like after the pool is done — and create just enough urgency to push them to act now.

AD 4 THE FINAL PRODUCT REVEAL [DECISION — BOTTOM OF FUNNEL]

Visual Direction	Your single most stunning finished pool photo. Shot during golden hour if possible. Full backyard oasis — decking, lighting, landscaping, the whole picture. This image should make someone stop scrolling and feel something.
Headline	"This Could Be Your Backyard This Summer" — or — "[X] Weeks From Now, Your Backyard Could Look Like This"
Primary Text	Paint the picture in the first 2-3 sentences: 'Imagine pulling into your driveway after work on a Friday. Your backyard is waiting. The water is at 85 degrees. The lights are on.' Then shift to urgency: 'We are booking [season] projects now. Once our calendar fills, the next available start date moves to [month].' End with the CTA.
CTA Button	Check Availability — directs to your booking/quote form
Audience	Retarget — anyone who clicked an ad or visited your landing page but did NOT complete a form. Also retarget anyone who opened your lead form but did not submit.
Urgency Rules	Only use real scarcity. If you have 3 spring slots left, say that. If your next available start is 8 weeks out, say that. Fake urgency erodes trust when discovered.
Campaign Objective	Leads — conversion-optimized
Andromeda Note	This is the highest-cost ad in the funnel per impression but the highest-return per conversion. Do not kill it for high CPM. Judge it by cost per lead and lead quality only.



PRO TIP: Test a carousel version of this ad with 4-5 finished pool photos instead of a single image. Carousels allow the viewer to browse multiple projects, which increases engagement time and gives the algorithm more signal on what imagery resonates with your audience.

05

THE REFERRAL AD

Stage 5 — Past Customers — Loyalty and Referrals



Your most underused ad audience is your existing customer list. These people already trust you, already love the result, and are surrounded by neighbors and friends who ask about the pool every summer. A small ongoing investment here generates some of the lowest-cost leads you will ever find.

AD 5 THE CUSTOMER LOYALTY + REFERRAL AD [LOYALTY — PAST CUSTOMER AUDIENCE]

Visual Direction	Lifestyle photo — a happy family or couple enjoying a finished pool. If you have a real customer photo you have permission to use, that is ideal. If not, a high-quality genuine-looking lifestyle shot from a recent project works.
Headline	"Loving Your New Pool? Your Neighbors Might Be Next." — or — "Know Someone Who Has Been Dreaming of a Pool?"
Primary Text	Open with gratitude: 'Building your pool was the highlight of our season — and we are still grateful you trusted us with your backyard.' Then the ask: 'If any friends or neighbors have been asking about your pool, we would love to take care of them the same way we took care of you. Just send them our way.' Include your referral offer if you have one.
Review Ask Variation	Run a second version of this ad that simply asks for a Google review: 'If we earned it, a quick Google review makes a huge difference for our small team. Here is a direct link — it takes less than 60 seconds.'
CTA Button	Send a Referral — directs to a simple referral landing page or your contact form with a referral tag
Audience	Custom audience — upload your past customer email and phone list to Meta. Run only to this list.
Budget	\$5-10 per day. This is a low-cost, always-on campaign. Do not overspend. The audience is small and you will reach everyone in it within a week.
Andromeda Note	This ad does not need algorithm optimization. It is a direct message to a list of known people. The creative matters, but targeting is handled by your customer upload.

PART TWO: THE 5 VIDEO AD SCRIPTS

Video outperforms static in almost every metric that matters for pool builders: watch time, engagement, trust-building, and retarget audience size. Every person who watches 25%, 50%, or 75% of your video becomes a retarget audience you can serve the next ad in the sequence to. Video builds your funnel automatically.

You do not need professional video production. You need a phone, good lighting (outside, natural light), and something real to say. The scripts below are written for a 30-60 second vertical format — filmed in portrait mode for Facebook and Instagram Reels and Stories.

Production non-negotiables: film outside whenever possible (natural light beats any indoor setup), hold the phone at eye level or slightly above, speak to the camera like you are talking to one person, and do not read from a script. Use these as talking points, not teleprompter text. Authenticity converts. Polished corporate videos do not.

01 **FOUNDER STORY VIDEO**
45-60 Seconds — Cold Audience — Awareness 

This is the highest-performing ad type for local service businesses. A real person, telling a real story, on camera. It cannot be faked and it cannot be duplicated by your competitors.

ELEMENT	SCRIPT DIRECTION + EXAMPLE LANGUAGE
Hook (0-3 sec)	START WITH THE TENSION. "I almost walked away from the pool business in year two. Let me tell you what changed everything." — OR — "Most pool builders will not tell you this about how the industry works. I am going to." The first 3 seconds determine whether they watch the rest.
Story Body (3-35 sec)	Tell the real story. Where did you start? What did you see in the industry that bothered you? What moment made you decide to do it differently? Be specific. 'I watched a homeowner wait 14 months and pay three change orders on a pool that should have taken 10 weeks. I told myself I would never run a company that way.' Real examples. Real emotion.
Your Standard (35-50 sec)	What do you do differently as a result? 'Every client of mine gets a dedicated point of contact. We send photo updates at every major milestone. We do not move to the next phase until the current one is inspected and approved.' This is your organic differentiator pitch — but it lands because it came from your story.
Close (50-60 sec)	Soft and human. 'If you are thinking about adding a pool, I am not going to pressure you. I just want to earn your trust first. Check out the link below and see what we have built. If it feels right, let us talk.' End with your name on screen and your company name.
On-Screen Text	Display your name and title at the 5-second mark. Show your company name and city at the close. Keep text minimal — do not cover your face.
CTA	Learn More — landing page story section
Location	Film at a completed job site if possible. If not, film in front of your truck or at your shop. Avoid indoor home settings for credibility.
Retarget Audiences Built	25% viewers (large, top of funnel), 50% viewers (warm, serve Ad 2), 75% viewers (hot, serve Ad 3)



PRO TIP: Film three takes of this video. Watch them back. Pick the one where you sound the most like yourself — not the most polished. Imperfect and genuine beats perfect and corporate every single time in local service advertising.

02

THE WHY US VIDEO

30-45 Seconds — Warm Retarget — Trust



ELEMENT	SCRIPT DIRECTION + EXAMPLE LANGUAGE
Hook (0-3 sec)	"Here are three things we do that most pool builders in [City] will not." Direct and specific. This hook works because it implies insider knowledge and creates curiosity about what those three things are.
Body (3-35 sec)	Walk through three real differentiators with energy and conviction. Say them in plain language. 'Number one — every single project has one point of contact. You call one number. You text one person. You are never wondering who to call. Number two — we do not take a deposit and disappear. We send you a photo update at every major build milestone...' Keep each one to 5-8 seconds.
Close (35-45 sec)	"Those three things are non-negotiables for us. They were the reason I started this company. If that sounds like how you want to be treated, let us have a conversation." Confident, not aggressive.
On-Screen Text	Display each differentiator as a text overlay as you say it. Bold, clean, easy to read. This reinforces the message for people watching without sound (40%+ of social video viewers).
CTA	Get a Free Quote — lead form
Location	Job site is ideal. Shows you are actively building, which is a credibility signal. In front of a pool in progress is perfect.

03

THE PROCESS WALKTHROUGH VIDEO

45-60 Seconds — Warm Retarget — Objection Removal



ELEMENT	SCRIPT DIRECTION + EXAMPLE LANGUAGE
Hook (0-3 sec)	"Most homeowners have no idea what actually happens after they sign a pool contract. Let me walk you through the whole thing in under a minute."
Process Walk (3-50 sec)	Move through each phase quickly — 4-6 seconds per phase. Ideally filmed AT each stage on an active job: 'This is the excavation phase — the dig usually takes one to two days depending on soil and size.' Cut to steel: 'This is your rebar grid — the skeleton of the pool.' Cut to gunite or fiberglass. Cut to plumbing. Cut to equipment. Cut to decking and finishing. Cut to water day. Narrate over the footage.


Close (50-60 sec)	"From the day you sign to the day you swim, we keep you informed at every single one of those steps. No surprises, no guessing, no waiting for a call back. That is just how we operate."
On-Screen Text	Phase name as a text lower-third during each clip: 'EXCAVATION,' 'STEEL,' 'GUNITE,' etc. Helps viewers track where they are in the process.
CTA	See Our Process — landing page process section, or Get a Free Quote
Production Note	This video can be assembled from clips taken across multiple different jobs. It does not have to be filmed in a single shoot. Keep each clip to 5 seconds max for pacing.

04 THE REVEAL VIDEO

20-30 Seconds — Hot Audience — Decision

This is your shortest, highest-impact video. No talking required. Let the visual do the work. This is the one you invest the most into getting right — great lighting, great pool, great music.

ELEMENT	SCRIPT DIRECTION + EXAMPLE LANGUAGE
Opening Text	White text on a brief black screen or over a raw backyard shot: "8 weeks ago, this was a flat backyard in [City]."
The Reveal (3-20 sec)	Slow, cinematic pan of the finished pool. Golden hour is ideal — the warm light makes water glow. Start at one end of the pool and move slowly across. Show the decking, the water features if any, the lighting if filming at dusk. No talking. Let good music carry it.
Closing Text (20-28 sec)	"Now look at it." Then: "Your backyard could be next. [Season] slots are filling up." Then: company name and city.
Music	Instrumental only. Something aspirational and warm — not too fast, not too slow. Search 'cinematic background music' in any royalty-free library. Artist and Epidemic Sound both work well.
CTA	Check Availability — booking form
Shoot Tips	Film in portrait mode (9:16) for Reels. Gimbal or stabilizer recommended if available. If you only have a phone, move very slowly and steadily. Shaky footage kills the aspirational feel.

 **PRO TIP:** Create a new version of this video for every major project you finish. Over time you will have a library of reveal videos to rotate through — which prevents ad fatigue and gives the algorithm fresh creative to test.

05 THE CUSTOMER TESTIMONIAL VIDEO

30-45 Seconds — Decision + Referral

This single video type will outperform everything else in your entire ad library over time. Nothing sells pool building services better than a happy homeowner standing beside their finished pool telling a camera why they loved the experience. This is the ad you prioritize getting first.

ELEMENT	SCRIPT DIRECTION + EXAMPLE LANGUAGE
Setup	Film at the customer's pool. Natural light. Afternoon is usually best. Ask them to stand poolside — not inside the house. The pool is the context. The pool is the proof.
The Three Questions	Ask them these exactly: 1. 'What were you most nervous about before you decided to build?' 2. 'What was the experience of working with us actually like?' 3. 'What do you love most about the pool now that it is done?' Let them answer naturally. Do not interrupt. Do not coach.
Hook (0-3 sec)	Use a clip from their answer that is emotional or surprising. 'I genuinely thought it was going to be a nightmare — and it was the complete opposite.' That is your hook. Drop the viewer into the middle of their experience.
Body (3-30 sec)	Let their answers play. You do not need to narrate. Their words are your best copy.
Builder Close (30-45 sec)	Cut to you on camera, brief: 'That is what we work for. If you are ready to have that same experience with your backyard, let us talk.' Your name and company on screen.
On-Screen Text	Customer name and city at the start: 'Sarah M. — Huntsville, AL.' Pool type if relevant: 'Custom gunite pool.' Let the viewer know this is a real customer in a real place near them.
CTA	Get Your Free Quote — lead form
Incentive	Offer to give the customer a gift card or pool supply credit in exchange for their time. \$50-100 is appropriate and builds goodwill. Always get a signed video release form before publishing.

AD OPTIMIZATION — WHAT TO WATCH AND WHEN TO ACT

Running ads is not a set-it-and-forget-it exercise. But it is also not a daily tinkering exercise. The biggest mistake pool builders make after launching is changing things too fast. Here is the framework for knowing when to act and what to change.

METRIC	HEALTHY RANGE	RED FLAG	ACTION
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CTR (Click-Through Rate)	1.5% - 3%+ for local services	Below 0.8% after 1,000+ impressions	Replace the creative. The image or hook is not connecting.
CPM (Cost Per 1,000 Impressions)	\$8-20 for local audiences	Above \$35 consistently	Check audience size — may be too narrow. Broaden targeting.
Cost Per Lead	Target \$30-80 for pool builders	Above \$150 per lead	Audit your landing page conversion rate first. Then evaluate creative.
Lead Quality	Leads that know your name and have seen your content	Leads with no context — 'how much does a pool cost'	Check funnel sequencing. Cold leads reaching the form is a targeting issue.
Landing Page Conv. Rate	3-8% of visitors complete the form	Below 1.5%	The landing page is the problem, not the ad. Audit form, CTA, and mobile experience.
Video Watch Rate	25%+ of viewers watch 50% of the video	Below 10% reach 25% completion	Hook is failing. Refilm the first 5 seconds with a sharper opening line.
Frequency	1.5 - 3 for cold audiences	Above 4 for cold audiences	Expand the audience or refresh the creative. Ad fatigue is setting in.

The Optimization Rule: Wait a minimum of 7 days and 50+ link clicks before making any changes to a campaign. The Andromeda algorithm needs data to optimize. Changing budgets, audiences, or creative during the learning phase resets the clock and wastes your spend.

YOUR NEXT STEP

You now have the full paid ads playbook. Five static ads, five video scripts, the funnel sequence, the budget framework, the optimization rules, and the Andromeda strategy. The only thing left is execution.

If you want Pool Bros Marketing to build and manage this entire system for you — the campaign setup, the landing page, the creative direction, the optimization, and the reporting — that is exactly what we do. Every pool builder we work with gets this funnel, built and running within the first 30 days.

Ready to get your pool business growing?

Visit poolbrosmarketing.com to learn about working with us.
Or scan the QR code on any of our videos to book a free strategy call.

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