

Facebook & Google Ad Setup Checklist for Drone Services

Facebook Ads Setup

- Set up a Meta Business Manager account
- Create a Facebook Page for your drone business
- Install the Facebook Pixel on your website
- Define your campaign objective (Leads, Website Traffic, etc.)
- Target by location, age, and interests (e.g., real estate, home selling)
- Upload visuals (video, carousel, or photo)
- Write short copy with CTA (e.g., 'Book Now', 'DM for quote')
- Link ad to contact form, website, or messenger
- Set budget (\$5-\$20/day to start)
- Monitor performance (CTR, CPC, Conversions)

Google Ads Setup

- Create a Google Ads account
- Set up Google Local Service Ads (or Search Ads)
- Target service area (by zip or radius)
- Choose keywords (e.g., 'drone real estate photographer')
- Write compelling headlines and descriptions
- Add phone number and call extension (optional)
- Set daily budget and bid strategy (manual or smart bidding)
- Link to a landing page or contact form
- Track performance via Google Analytics or Tag Manager
- Adjust ad copy or bids weekly based on performance

Tip: Run A/B tests with different visuals and headlines to improve click-through rates and lower costs.