

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- Men or Women?
  - We are talking to both and mainly homeowners
- Approximate Age range?
  - 24 - 60 (Mainly Homeowners), could shoot for commercials, which would be targeting big companies.
- Occupation?
  - Any career, main priority is they will have to own a home, because what renter wants to renovate their home.
  - Also my client has worked with the company "Home Base" it is a hardware store and mainly commercial work. So part of the occupation is the owner of a big business that needs big work.
- Income level?
  - Roughly each job that my client charges is upward \$1,000 so this type of customer would need a stable job and be well responsible adult
- Geographic location?
  - Mainly were the Lubbock Texas areas, but my client will take jobs as far as 4 hours away from our location. So depending on how big the client/ job is depends on the location. I would limit it to no more than 6 hours outside our location.

## Painful Current State

- What are they afraid of?
  - They are afraid to be left out dry, and be hopeless
  - Weather concerns that cause immediate attention
  - Being sold something they do not need
  - Feeling very vulnerable to the fact that this is the first big construction project they have connected with
  - The communication between all parties was my biggest fear,
  - Going above their budget
  - Uncompleted work
  - Wasted time from a company
  - Not reliable, not honorable, not a man of his word
  - Makes promise doesn't keep it

- Misquoted and ends up paying more
- Bad communication, with client and within the business
- Be told it will be done in a few days, and end up taking a few weeks
- 
- What are they angry about? Who are they angry at?
  - They are angry to the fact they cannot find a reliable, honest, and worthy company for their construction projects
  - Uncompleted work
  - Wasted time
  - Paying over what you originally priced them at
  - Not being in the mix of the entire process
  - They are angry at the owner who is unprofessional
  - Also angry at promises they cant keep
- What are their top daily frustrations?
  - Looking at an unfinished project
  - Waiting for a company to contact them back
  - Needing a project done right away
  - Dealing with unprofessional customer service
  - Time consuming
- What are they embarrassed about?
  - A ugly fence
  - AN unfinished fence
  - Unfinished projects
  - Being scammed
  -
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
  - Them dealing with their problems makes them feel unheard, and frustrated and ignored. It also makes them feel unappreciated, and causes pain and headaches. Shame in their lack of knowledge of construction. Also makes them feel easily ripped off. They do not feel valued
  - Others in their world would see them as overwhelmed or inexperienced, vulnerable to being taken advantage of, and lacking confidence. This can lead to concern, distance, and a sense of isolation or reduced respect.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - "I am so pissed off at this company! How could someone in the right state of mind take advantage of their customers? This company not only was unprofessional, but also very dishonest, and ripped me off! They were a complete waste of my time and promised me this dreamland and never held up their end. The worst of it all was the communication between me and the company, you would think that would be the most important part of it all

because without that you have nothing, but no I guess I am wrong about that one. They made me feel like a was not even a client of theirs. “

- What is keeping them from solving their problems now?
  - Trusting another company to do their projects
  - Thinking it will be a waste of time to try to reach out to another company
  - Not Having that feeling of value when talking to another company
  -

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
  - It would look like a a process of steps like this
    1. Search company, click website, satisfied with the website appearance, checks reviews ( satisfied), checks before and afters ( satisfied), asks friends and family about company
    2. Decides to contact company, quick and fast response, very informative, very professional, no time wasted, gives correct and honest quote, does make me feel sold rather makes me feel that i am in charge, sticks to the original price quote, prepared, explained his recommendation, not rushed, made me feel like i was talking to a friend, communication was unmatched , easy to understand quote, approachable ,reachable,
    3. Project is in the process, company making sure everything is running smooth, stays in contact, updating me with every move, sends me progress pictures, finished in 1 day,
    4. After project is finished, no mess, quick and easy, no headaches, no stress, stays in contact even after the project, asks for my opinion when it was finished, polite, efficient, everything done better than expected, extra effort for my satisfaction , very obvious this company has pride in its work
  -
- Who do they want to impress?

- Their family
- Friends
- Coworkers
- Neighbors
- Themselves
- 
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  - Satisfied
  - Confident
  - Eased
  - Relaxed
  - Respected
  - Valued
  - Appreciated
  - Heard
  - Important
  - Priority
  - In charge
  - They secretly desire the feeling of importance, and being heard. There's no worse feeling than not being heard while you're screaming.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - "Lately I have been thinking of building this fence, and a small project for the inside of my house. You know how I am when it comes to other people doing work for me, I am very picky and do not work with just anyone. I need to find a company that is honest, trustworthy, and takes pride in their work just like I do. I am not a sloppy, lazy person, so why would I hire a sloppy, lazy company? Expertise, professionalism and a great attitude is who I am looking for!"

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - Customers feel valued and confident in their decision, appreciating the company's professionalism, communication, and attention to detail. They trust the team, are relieved by the money saved, and are grateful for the overall positive experience.
- Who do they blame for their current problems and frustrations?
  - They blame the company they hired for their construction work. The frustrations stem from the company's disorganization, unskilled workers, broken promises,

poor communication, inflated costs, and unprofessional conduct. They feel deceived, ignored, and as though the company took advantage of their lack of construction knowledge. The delays, incomplete work, and additional damage further contribute to their distrust and frustration, leading them to label the company as unethical and fraudulent.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Yes, they have tried to solve the problem before, but they feel they failed due to trusting the wrong company. They believe they were misled by empty promises, poor communication, and unskilled workers. The lack of transparency, delays in addressing concerns, and overall disorganization made it difficult for them to resolve the issues. They feel their lack of knowledge about construction left them vulnerable to being taken advantage of, leading to failed attempts at resolving the problems.
- How do they evaluate and decide if a solution is going to work or not?
  - They evaluate solutions based on clear communication, past experiences, professionalism, cost-value balance, timeliness, and positive reviews. They seek confidence in the contractor's accountability and ability to deliver reliable results.
- What figures or brands in the industry do they respect and why?
  - They respect well-established brands or contractors with a reputation for reliability, professionalism, and excellent customer service. Companies with positive reviews, transparent communication, and a track record of meeting deadlines and providing quality work earn their trust. Brands that prioritize customer satisfaction and offer value for money are also highly regarded.
- What character traits do they value in themselves and others?
  - They value integrity, reliability, professionalism, empathy, responsiveness, knowledge, and respectfulness in themselves and others. These traits help build trust and foster positive relationships.
- What character traits do they despise in themselves and others?
  - They despise dishonesty, irresponsibility, unprofessionalism, apathy, poor communication, ignorance, and disrespect. These traits erode trust and create frustration in relationships.
- What trends in the market are they aware of? What do they think about these trends?
  - They are aware of trends like sustainable practices, smart home technology, DIY solutions, transparent pricing, and the importance of customer reviews. They view these trends positively, appreciating transparency, innovation, and eco-friendliness in the industry.
- What "tribes" are they a part of? How do they signal and gain status in those tribes?

- **Regular Upkeep:** Showing pride in ownership.
- **Quality Materials:** Using durable, appealing materials.
- **Unique Designs:** Choosing custom styles that reflect their personality.
- **Complementary Landscaping:** Enhancing aesthetics with well-kept gardens.
- **Sharing Transformations:** Posting improvements on social media for recognition.
- **Utilize Testimonials Across Channels:** Incorporate testimonials in social media posts, website content, email campaigns, and Google My Business to build trust.
- **Create Video Content:** Use video testimonials for authenticity, showcasing real customers discussing their experiences.
- **Highlight Pain Points:** Use testimonials that specifically address common frustrations and how your client overcame them.
- **Feature Before-and-After Projects:** Pair testimonials with project photos to visually demonstrate success.
- **Regular Engagement:** Encourage satisfied customers to share their experiences on social media and tag your client

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. ("My journey" type videos)
    - ii. Comments
  - b. IG
  - c. Facebook
  - d. Twitter
  - e. Reddit
  - f. Other Forums
  - g. Amazon.com Reviews
  - h. Yelp and Google Business/Maps Reviews

# Basic Avatar

[PASTE IMAGE HERE]

Name:

Background Details

-

Day in the life:

-

## CHAT GPT

- Highlight the importance of building trust and credibility in marketing efforts.
- Include strategies for showcasing past work and customer testimonials.
- Suggest ways to improve communication and customer service as part of the marketing strategy.
- Emphasize the importance of customer engagement on social media platforms like Instagram and Facebook.
- Recommend optimizing the Google page and website for better visibility and conversions.
- Suggest a budget range for digital marketing based on industry standards.
- Highlight cost-effective strategies that fit within the \$500 budget.
- Emphasize the importance of optimizing social media and Google presence for lead generation.
- Suggest ways to leverage customer testimonials and reviews to build trust.
- Recommend improving the quality of social media content to attract more engagement.
- Suggest targeting specific commercial sectors in marketing efforts to maximize leads.
- Explore the potential of running low-cost ads on social media platforms to boost visibility.
- Suggest specific strategies for targeting commercial sectors, given the client's experience with larger clients.
- Recommend leveraging the existing five-star reviews to build trust in marketing efforts.
- Suggest creating engaging content that highlights successful projects and customer testimonials.
- Explore targeted advertising strategies to reach commercial clients in the Lubbock area

and beyond.

- Encourage the use of video content or tutorials to showcase skills and increase engagement.
- Specify the characteristics of the target audience to refine asset recommendations.
- Consider the types of marketing assets (e.g., social media ads, email campaigns, content marketing) that would be most effective.
- Discuss how to leverage existing reviews and testimonials as part of the marketing asset.

## **Market Research for Fine Build Construction**

### Target Avatar

- **\*\*Demographics\*\***: Homeowners aged 24-60, both men and women, in Lubbock, Midland, Odessa, and surrounding small towns.
- **\*\*Psychographics\*\***: Value integrity, professionalism, and clear communication; concerned about past negative experiences with contractors.

### #### Current State

- **\*\*Physically\*\***: Homeowners in Lubbock area, often dealing with home repairs or improvements.
- **\*\*Mentally\*\***: Frustrated due to past contractor experiences; seeking reliable solutions.
- **\*\*Emotionally\*\***: Anxious and cautious; desire to trust a company with their home projects.
- **\*\*Short-term goals\*\***: Find a trustworthy contractor for immediate repairs.
- **\*\*Mid-term goals\*\***: Complete home improvements that enhance property value.
- **\*\*Long-term goals\*\***: Build lasting relationships with reliable contractors for future projects.

### #### Current Pain and Desires

- **\*\*Pain Points\*\***:
  - Uncompleted work and prolonged timelines.
  - Overspending beyond quoted prices.
  - Poor communication and lack of organization from previous contractors.
  - Fear of being ripped off or receiving subpar work.



- **Desires**:

- Efficient, high-quality work with clear communication.
- Trustworthy relationships with contractors.
- Satisfaction with home improvement projects.

#### Dream State

- **Vivid Dream**: A stress-free home improvement experience, feeling confident in their contractor's abilities, enjoying completed projects on time and within budget, and a beautifully maintained home.

#### Desire for Solution

- **Strength of Desire**: High; homeowners are eager to find a reliable contractor after negative past experiences.
- **Perceived Cost Impact**: Homeowners are willing to invest for quality but are wary of hidden costs or upsells.

#### Trust in Fine Build Construction

- **Trust Level**: Moderate; building trust through positive testimonials and transparent communication is essential.
- **Perceived Mechanism**: If communicated effectively, customer testimonials and strong service history can enhance trust.

#### Level of Awareness

- **Awareness Level**: Mostly problem-aware; they recognize the need for a contractor but may not be familiar with Fine Build Construction specifically.

#### Market Sophistication Level

- **Sophistication Level**: Market Tired of Claims; many homeowners have experienced unfulfilled promises, so they seek transparency and reliability rather than flashy marketing.

### Competitors

- **Texas Select Fencing**: Focuses on transparency and quality.
- **All State Fence**: Highlights customer satisfaction and provides detailed project information.

### ### Customer Personas

- **\*\*Persona 1\*\***: "The Cautious Homeowner" – Anxious about hiring contractors due to past failures; seeks transparency and reliable communication.
- **\*\*Persona 2\*\***: "The Value-Seeker" – Looks for quality at a fair price; appreciates detailed quotes and honest communication.
- **\*\*Persona 3\*\***: "The Referral Seeker" – Relies heavily on word-of-mouth recommendations; wants to see proof of quality through testimonials.

## Competitors

- **Have you considered ornamental fencing? When it comes to a no-maintenance fence that sets any property apart, you can't really beat wrought iron fencing. We sell and install Ameristar/ASSA Abloy fencing, the leading manufacturer of ornamental fence products in the world. Whether you're investing in a residential property or protecting commercial properties and schools, we offer a wide selection of styles and heights to suit any objective you have in mind. Give us a call or click the link below for a free estimate and upgrade your property today!**
- <https://www.allstate-fence.com/get-an-estimate-facebook/>

Are you experiencing issues with your gate? If so, consider upgrading to one of our metal frames to ensure that your gate will never sag again! With a metal-to-metal system and the best hinges on the market (heavy Bull-Dog Hinges), your gate will swing with ease, and you won't have to worry about the common problems that naturally come with an aging wood-framed gate. We can install one for you, or custom build for the do-it-yourselfers. Click the link below for a free estimate on installation or give us a call at any of our supply stores in Lubbock, Midland, or Amarillo to get a custom metal frame gate made for your fence!

- <https://www.allstate-fence.com/get-an-estimate-facebook/>

<https://dfwfencecontractor.com/>

Let's highlight the Dog Ear Fence today! It comes in three different heights - 6', 7', or 8' - and is a great option if you're looking for a cost-effective fence compared to the cap and "Board-on-Board" selections. This fence provides a cozy and subtle ambiance to your yard, making it an excellent alternative to the more traditional Gothic Point Fencing. If you're interested in installing this fence, feel free to click below or give us a call today, and we'll provide a free estimate:

<https://www.allstate-fence.com/get-an-estimate-facebook/>

# Coply

- i. Here's a checklist of mindset shifts and persuasion elements for your copy based on your competitors and your business goals:
- ii.
- iii. **### Checklist for Effective Copy**
- iv.
- v. 1. **\*\*Attention Grabber\*\***
- vi. - Start with a strong headline that addresses a common pain point.
- vii. - Use visuals that resonate with your audience (e.g., high-quality project images).
- viii.
- ix. 2. **\*\*Identify Pain Points\*\***
- x. - Highlight common frustrations with construction companies (e.g., uncompleted work, poor communication).
- xi. - Use customer language to express their feelings (e.g., "wasted time," "broken promises").
- xii.
- xiii. 3. **\*\*Empathy and Understanding\*\***
- xiv. - Show that you understand the customer's situation and emotions.
- xv. - Use phrases like "We know how frustrating it can be..." to build rapport.
- xvi.
- xvii. 4. **\*\*Present Solutions\*\***
- xviii. - Clearly outline how your services address their pain points.
- xix. - Use bullet points to detail your offerings and benefits (e.g., timely communication, professional service).
- xx.
- xxi. 5. **\*\*Build Trust\*\***
- xxii. - Showcase testimonials from satisfied customers prominently.
- xxiii. - Include trust signals like years in business, licenses, and insurance details.
- xxiv.
- xxv. 6. **\*\*Social Proof\*\***
- xxvi. - Highlight positive reviews and star ratings from platforms like Google and Facebook.
- xxvii. - Share case studies or before-and-after project images.

- xxviii.
- xxix. 7. **\*\*Value Proposition\*\***
- xxx. - Clearly articulate what sets you apart from competitors (e.g., “We don’t just build; we care about your satisfaction”).
- xxxi. - Use phrases that emphasize quality, reliability, and customer focus.
- xxxii.
- xxxiii. 8. **\*\*Create a Sense of Urgency\*\***
- xxxiv. - Introduce limited-time offers or promotions (even if not currently offered, consider future options).
- xxxv. - Use phrases like “Book now to secure your spot!”
- xxxvi.
- xxxvii. 9. **\*\*Clear Call to Action (CTA)\*\***
- xxxviii. - Encourage immediate action with strong CTAs (e.g., “Get your free quote today!”).
- xxxix. - Make the next steps easy and clear (e.g., direct messaging or calling).
- xl.
- xli. 10. **\*\*Reassurance and Follow-Up\*\***
- xlii. - Reiterate your commitment to customer satisfaction throughout the copy.
- xliii. - Mention follow-up procedures after project completion to ensure ongoing support.
- xliv.
- xlv. 11. **\*\*Encourage Engagement\*\***
- xlvi. - Ask questions that prompt readers to think about their needs (e.g., “What does your dream project look like?”).
- xlvi. - Encourage readers to share their experiences or needs in comments or messages.
- xlvi.
- xlvi. 12. **\*\*End with a Strong Closing\*\***
- xlvi. i. - Reinforce your dedication to quality and customer satisfaction.
- xlvi. ii. - Remind them of the benefits of choosing your company and prompt them to act.
- xlvi. lii.
- xlvi. liii. **### Implementation Tips**
- xlvi. liv. - Use a friendly and approachable tone throughout the copy.
- xlvi. lv. - Focus on creating a connection with the audience while maintaining professionalism.
- xlvi. lvi. - Consider incorporating visuals, such as infographics or videos, to complement the written content.
- xlvi. lvii.
- xlvi. lviii. This checklist should help guide your copywriting process to ensure it aligns with your goals and resonates with your audience!
- xlvi. lix.

# Drafts

Transform Your Home with Fine Build Construction

Feeling Frustrated with Contractors?

We understand the pain of dealing with unreliable contractors. You deserve a construction partner who respects your time and delivers quality work without the stress. At Fine Build Construction, we're here to change that narrative.

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We Get It—You Have Concerns

- Uncompleted Work: We know how disheartening it is to see projects drag on without resolution.
  - Wasted Time: You've invested hours waiting for estimates or progress updates.
  - Overpriced Estimates: Being quoted one price only to face unexpected increases feels like a betrayal.
- 

Your Trust Matters to Us

We prioritize open communication and transparency. Our team believes in keeping you informed every step of the way, ensuring you're never left in the dark. Just ask our satisfied clients:

*"Fine Build Construction was a breath of fresh air! They communicated every detail and finished my project on time. I felt valued and heard!"* – [Satisfied Client]

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What Sets Us Apart?

- Commitment to Quality: Our skilled team is dedicated to delivering exceptional results, ensuring every detail is perfect.
  - Personalized Service: We tailor our approach to meet your unique needs and preferences.
  - Timely Updates: You'll receive regular progress updates, including photos, so you can track our work.
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We're Here for You

Don't let your worries hold you back. Whether you need a new fence, a home remodel, or general repairs, we have the expertise to bring your vision to life.

Limited-Time Offer:

Contact us today for a free estimate and discover how we can turn your ideas into reality. Act now—spots fill up quickly!

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Get Started Today!

Ready to transform your home? Reach out to us via direct message or call us at [phone number] for your personalized quote. Experience the difference with Fine Build Construction, where your satisfaction is our priority.

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Don't Just Take Our Word for It:

*"They did an amazing job on our home renovation! From start to finish, they were professional, courteous, and attentive to our needs. We couldn't be happier!"* – [Another Satisfied Client]

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Stay in Touch

We believe in building relationships, not just projects. Even after your project is complete, we'll check in to ensure everything meets your expectations.

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Make Your Construction Experience a Positive One

Don't settle for less. Choose a contractor who values your time and delivers on promises. Let's create something beautiful together!

## **Target Audience Overview**

- **Demographics: Homeowners aged 24-60 in Lubbock, Midland, Odessa, and surrounding areas.**
- **Occupations: Various, but must own homes; includes owners of larger businesses needing significant projects.**
- **Income: Stable jobs that can afford projects costing upwards of \$1,000.**

## **Current Pain Points**

- Fears: Unreliable service, poor communication, going over budget, and unfinished work.
- Frustrations: Time wasted, lack of updates, and feeling ignored by contractors.

## **Desirable Outcomes**

- Dream State: A seamless, stress-free construction process with effective communication and high-quality results.
- Values: Integrity, professionalism, and respect in both themselves and their contractors.

## **Marketing Strategies**

1. **Build Trust and Credibility:**
  - Leverage testimonials prominently across your website and social media.
  - Highlight your experience and any certifications to establish credibility.
2. **Showcase Past Work:**
  - Use before-and-after photos on social media and your website.
  - Create case studies that detail successful projects.
3. **Enhance Communication:**
  - Set up a clear communication plan for projects, including regular updates and check-ins.
  - Use client management tools for transparency and responsiveness.
4. **Engage on Social Media:**
  - Share customer stories, project updates, and educational content on platforms like Instagram and Facebook.
  - Encourage satisfied customers to share their experiences online.
5. **Optimize Online Presence:**
  - Ensure your Google Business page and website are updated with accurate information, positive reviews, and engaging content.
  - Use local SEO strategies to attract nearby clients.
6. **Budget-Friendly Marketing:**
  - Focus on organic social media strategies and content marketing, utilizing your existing customer base for referrals.
  - Consider running targeted ads to reach specific demographics or localities.

## **Additional Recommendations**

- Target Commercial Sectors: Given your client's experience, create tailored messaging for businesses needing larger construction projects.
- Leverage Trends: Highlight any sustainable practices or innovative techniques your client employs.
- Continuous Improvement: Collect feedback after every project to refine services and marketing strategies further.

**By implementing these strategies, Fine Build Construction can effectively connect with its target audience, addressing their needs and establishing a strong, trustworthy brand presence in the market.**

# This is the ad i want to run

## Tired of Contractors Letting You Down? Let's Fix That.

### **Unfinished Projects**

Sick of staring at uncompleted work? We guarantee on-time, high-quality results—no excuses.

### **Wasted Time**

Tired of waiting around for quotes or progress updates? Get fast estimates and regular updates. We respect your time.

### **Overpriced & Unexpected Costs**

No more shockingly high bills. What we quote is what you pay. No hidden fees—just honest, affordable pricing.

## Why Wait? Get Your Free, No-Obligation Quote Today!

**Fine Build Construction** delivers reliability, transparency, and top-notch craftsmanship. See why homeowners trust us for their projects! Contact us now and let's turn your vision into reality.

**Click for Your Free Quote!**

# Website design

**Professional Website:** The DFW Fence Contractor website offers a clean and professional interface, which gives a good first impression. They have well-organized sections on their services, including wood, vinyl, and chain link fencing(  
[South Texas Fences](#)

).

**Transparency & Trust:** They highlight specific details on each type of fence and the installation process, which builds trust by educating the client(  
[South Texas Fences](#)

).

**Accreditation & Awards:** Showcasing accreditations and industry certifications adds credibility, making customers feel more secure in choosing their services(



[MapQuest](#)

).

## Recommendations for Your Website:

- **Combine Customization with Professionalism:** Model after South Texas Fences by emphasizing customization and sustainable materials. Highlight personal stories or testimonials to create trust, but ensure the design is as modern and functional as Magnolia Fence & Patio.
- **Showcase Project Expertise:** Like DFW Fence Contractor, provide detailed explanations of your services and materials, offering transparency in the installation process. This adds credibility and helps clients feel more informed.
- **Modern Design & User Experience:** Magnolia's site stands out for its visual appeal. Ensure that your website is easy to navigate and mobile-friendly, with clear sections for each type of fencing and a gallery of past projects.
- **Engagement & Trust:** Include an FAQ section or blog to educate visitors. Adding badges for certifications or affiliations (as DFW Fence Contractor does) will help build trust. Featuring reviews prominently can reassure new customers about the quality of your service.

### 1. Lack of Compelling Visuals:

- **Problem:** The site may not immediately grab attention with strong visuals, making it feel less engaging.
- **Solution:** Add high-quality images or videos of finished projects. Consider before-and-after comparisons for impact.

### 2. Unclear Value Proposition:

- **Problem:** The homepage doesn't make it immediately clear why customers should choose Fine Build Construction over competitors.
- **Solution:** Highlight key differentiators (e.g., local expertise, unique services, or customer satisfaction) upfront.

### 3. Lack of Social Proof:

- **Problem:** Reviews or testimonials are hard to spot.
- **Solution:** Feature testimonials or ratings prominently on the homepage and link to detailed reviews.

### 4. Limited Call-to-Action (CTA):

- **Problem:** CTAs like "Get a Quote" could be more compelling.
- **Solution:** Use more action-oriented, benefit-driven CTAs, such as "Get Your Free Quote in 24 Hours!"

### 5. Navigation and User Experience:

- **Problem:** The navigation menu may be too simple and lack depth, making it harder for customers to find detailed service information.
- **Solution:** Break down the menu into categories like "Residential," "Commercial," "Fencing Services," and "Portfolio" for better user flow.

### 6. SEO and Content Optimization:

- **Problem:** The content may not be well-optimized for search engines, limiting traffic.
- **Solution:** Focus on SEO best practices, such as adding keyword-rich headings, meta descriptions, and blog posts focused on common client questions.

## 7. Mobile Optimization:

- Problem: Ensure it performs as smoothly on mobile devices as on desktop.
- Solution: Test responsiveness and improve mobile layouts for easier reading and interaction on smaller screens.

## 8. Contact Information Visibility:

- Problem: The contact form may not stand out.
- Solution: Place phone numbers, email, and a contact form in a more prominent location, like the top of the homepage or sticky footer.

# Facebook ad

★ All of our customers have rated us 5 stars for our high-quality fences.

- ⚡ Fast, responsive, and friendly service
- 💬 Upfront, transparent pricing with no hidden fees
- 🔒 Quality craftsmanship that ensures privacy and security.

📞 Contact us today for a free estimate and see why our customers love working with us!

CTA → Need a New Fence?

All of our customers have rated us 5 stars for our high-quality fences.

- ✓ Fast, responsive, and friendly service
- ✓ Upfront, transparent pricing with no hidden fees
- ✓ Quality craftsmanship that ensures privacy and security.

📞 Contact us today for a free estimate and see why our customers love working with us!

## GOOGLE ADS

Here's a detailed breakdown of the **\*\*Ad Group for Residential Fencing\*\***, focusing on **\*\*phrase match\*\*** and **\*\*exact match\*\*** keywords. This approach will help you target customers more effectively without using broad matches.

**### Ad Group: Residential Fencing**

**#### \*\*Phrase Match Keywords\*\***

1. "residential fence installation"
2. "wood privacy fence"
3. "vinyl fence installation"
4. "fence contractors near me"
5. "affordable residential fencing"
6. "chain link fence installation"
7. "custom wood fencing"
8. "privacy fencing solutions"
9. "best residential fence companies"
10. "high-quality fencing for homes"

#### #### **\*\*Exact Match Keywords\*\***

1. [residential fence installation]
2. [wood privacy fence]
3. [vinyl fence installation]
4. [fence contractors near me]
5. [affordable residential fencing]
6. [chain link fence installation]
7. [custom wood fencing]
8. [privacy fencing solutions]
9. [best residential fence companies]
10. [high-quality fencing for homes]

#### ### **Tips for Implementation**

- **\*\*Targeting Strategy\*\***: Use these keywords to create highly targeted ads that appeal directly to homeowners looking for fencing services. This specificity helps improve click-through rates and conversion.
- **\*\*Ad Copy\*\***: Make sure your ad copy includes some of these keywords to enhance relevance and boost Quality Score on Google Ads.
- **\*\*Landing Pages\*\***: Ensure that your landing pages are optimized to reflect the keywords used in your ads. This alignment can improve user experience and increase conversion rates.

This approach will enable you to reach potential customers effectively while ensuring that your ads are relevant to their specific search intent. If you have any more requests or need further assistance, feel free to ask!

## **5. Ad Group: Fencing Repairs and Maintenance**

### **Phrase Match Keywords**

1. "fence repair services"
2. "fence maintenance contractors"
3. "affordable fence repairs"
4. "fence staining and sealing"
5. "emergency fence repair"
6. "fence replacement services"
7. "fence inspection services"
8. "fence repair near me"
9. "fix broken fence"
10. "fence upkeep solutions"

### **Exact Match Keywords**

1. [fence repair services]
2. [fence maintenance contractors]
3. [affordable fence repairs]
4. [fence staining and sealing]
5. [emergency fence repair]
6. [fence replacement services]
7. [fence inspection services]
8. [fence repair near me]
9. [fix broken fence]
10. [fence upkeep solutions]

## **Ad Group: Patio and Pergola Builds**

### **Phrase Match Keywords**

1. "patio installation services"
2. "custom patio builders"
3. "affordable patio construction"
4. "pergola design and build"

5. "outdoor patio ideas"
6. "wooden patio builders"
7. "patio paving solutions"
8. "pergola installation near me"
9. "custom pergola designs"
10. "patio and pergola contractors"

## Exact Match Keywords

1. [patio installation services]
  2. [custom patio builders]
  3. [affordable patio construction]
  4. [pergola design and build]
  5. [outdoor patio ideas]
  6. [wooden patio builders]
  7. [patio paving solutions]
  8. [pergola installation near me]
  9. [custom pergola designs]
- [patio and pergola contractors]

# GOOGLE AD COPY

To ensure your copy is aligned with the market research for Fine Build Construction, the messaging should focus on addressing the pain points and desires of your target audience while building trust through transparency, professionalism, and customer satisfaction. Here's how the copy should reflect these aspects:

## Key Alignment Points:

1. **Pain Points:**
  - Uncompleted work, overspending, and poor communication are common frustrations. Your copy should emphasize timely project completion, transparent pricing, and efficient communication to alleviate these concerns.
  - The anxious homeowner needs reassurance that their fears of being taken advantage of or dealing with unprofessional contractors will not be realized with your company.
2. **Desires:**
  - Highlight high-quality craftsmanship, as this is crucial for homeowners seeking both privacy and security for fence installations.
  - Emphasize trust by mentioning your 5-star ratings and showing a proven track record of delivering what was promised, aligning with the desire for trustworthy relationships.
  - The clear, upfront pricing with no hidden fees is also key, reinforcing trust and professionalism.
3. **Dream State:**
  - You want your audience to feel like they can have a stress-free experience. Your messaging should evoke confidence that the project will be done right the first time, within budget, and on schedule.
4. **Customer Personas:**
  - For the Cautious Homeowner, the emphasis on testimonials, transparency, and clear communication will resonate. Provide reassurance that you won't repeat the mistakes of past contractors.
  - For the Value-Seeker, focus on how you deliver quality at a competitive price with no hidden costs.
  - For the Referral Seeker, build social proof through positive reviews and testimonials from satisfied clients.

## Updated Google Ad Copy Aligned with Market Research

### **Google Ad Headline Options:**

1. **Rated 5 Stars for Quality Work**
2. **Fast, Friendly, & Trustworthy Fencing**
3. **Transparent Pricing, No Hidden Fees**
4. **Lubbock's Trusted Fencing Experts**
5. **Get a Free Estimate Today!**

### **Google Ad Description Options:**

1. **Trusted by homeowners for timely, professional service. Contact us today for a free estimate!**
2. **Delivering quality craftsmanship with transparent pricing. No hidden fees, ever!**
3. **Rated 5 stars for fast, reliable fence installations. Call for a free quote today!**

For the Path Fields in your Google Ads display URL, it's important to keep the text clear, concise, and relevant to the ad's content. Here are a few suggestions for your fencing company that fit within the 15-character limit for each path:

#### **Path 1:**

- **Fence-Install**
- **Quality-Fences**
- **Free-Estimates**
- **Fast-Fencing**

#### **Path 2:**

- **Lubbock-TX**
- **No-Hidden-Fees**
- **Trusted-Experts**
- **Privacy-Security**

These path fields help inform potential customers about the type of services you're offering and your location or key value propositions, making them more likely to click through to your landing page. For example, the display URL might look something like:

## **Ad Group 1: Privacy and Security Fencing**

**Keywords**

- **Broad Match:**
  - *fencing contractor Lubbock*
  - *privacy fence installation*
  - *backyard security fence*
- **Phrase Match:**
  - *"fence installation Lubbock"*
  - *"privacy fence near me"*
  - *"home security fence"*
- **Exact Match:**
  - *[privacy fence installation Lubbock]*

## Headlines

1. **#1 Fencing Experts in Lubbock**
2. **Call for Transparent Pricing & Free Estimate!**
3. **Trusted for Quality, Privacy & Security Fencing**

## Descriptions

1. **Ensure safety and privacy with our top-rated fence installations. Transparent pricing—no hidden fees. Call for a free quote!**
2. **Offering secure and durable fencing solutions in Lubbock. Rated 5 stars for quality and reliable service.**
3. **Protect your home with high-quality fences installed by professionals. Book your free estimate today!**

## Path URLs

- **Path 1: *Quality-Fences***
- **Path 2: *Privacy-Security***

## Extensions

- **Sitelink Extension: Get a Free Estimate | View Our Work**
- **Callout Extension: No Hidden Fees | 5-Star Rated | Locally Trusted**
- **Call Extension: (Provide phone number)**
- **Location Extension: Lubbock, TX**

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## Ad Group 2: Affordable Fence Repair and Maintenance

### Keywords

- **Broad Match:**
  - *fence repair services*

- *affordable fencing Lubbock*
- *fence maintenance near me*
- **Phrase Match:**
  - *“fence repair Lubbock”*
  - *“fence maintenance experts”*
  - *“affordable fence repair”*
- **Exact Match:**
  - *[fence repair Lubbock TX]*

## **Headlines**

- 1. Affordable, Reliable Fence Repair**
- 2. Get Your Fence Back in Shape Today!**
- 3. Call Now for Transparent Pricing & Fast Service**

## **Descriptions**

- 1. Affordable fence repair with no hidden fees. Trusted by Lubbock homeowners for quality, efficient service. Free quotes available!**
- 2. Fix your fence affordably with our expert team. Serving Lubbock with prompt, professional repair and maintenance.**
- 3. Fence maintenance done right—transparent pricing and quality you can trust. Book your repair today!**

## **Path URLs**

- **Path 1: *Fence-Repair***
- **Path 2: *Affordable-Service***

## **Extensions**

- **Sitelink Extension: Repair Services | Schedule Repair Today**
- **Callout Extension: Transparent Pricing | Fast Service | 5-Star Reviews**
- **Call Extension: (Provide phone number)**
- **Location Extension: Lubbock, TX**

