



An effective advertising plan for a spray foam insulation company should focus on dominating local search, showcasing visual proof of your work, and staying in front of homeowners and builders across multiple channels until they are ready to book.

1. Define goals and audience

- Set clear goals such as monthly lead targets, booked jobs, and revenue per crew so you can match ad spend to capacity.
- Prioritize high-value segments like homeowners with drafty homes, pole barn owners, metal building owners, and local builders/GCs who send repeat work.

2. Core online presence

- Build or optimize a fast mobile-friendly website with service pages (attics, basements, barns, new builds), before/after photos, testimonials, and clear “Request a Quote” forms and phone buttons.
- Claim and fully optimize your Google Business Profile with categories like “Insulation contractor” and “Spray foam insulation,” service areas, photos of jobs, and a strong description mentioning local cities and benefits such as energy savings.

3. Lead generation channels

- Run Google Ads targeting high-intent keywords such as “spray foam insulation near me,” “garage foam insulation,” and “pole barn spray foam,” sending traffic to focused landing pages with simple quote forms.
- Use Google Local Services Ads (LSAs) where available so your business appears at the very top of search with a pay-per-lead model and trust-building Google Guaranteed badge.

4. Social media and content

- Post consistent photo and video content on Facebook and Instagram showing jobsite walkthroughs, before/after shots, and quick explanations of how spray foam cuts bills, stops drafts, and quiets rooms.
- Run simple geo-targeted Meta ads with offers like “Free insulation inspection” or “Get a spray foam quote for your pole barn” to homeowners in your service radius, testing static images and short Reels that have proven to generate low-cost leads for spray foam jobs.

5. Local and offline advertising

- Attend local home shows, farm shows, and builder events with a branded booth, demo displays, and a lead capture form or QR code so people can book estimates on the spot.
- Invest in awareness channels like local radio or community sponsorships (youth sports, local events) so homeowners hear and see your name repeatedly, which builds familiarity and trust when they later search online for insulation help.

6. Reviews, referrals, and follow-up

- Collect Google reviews after every job using automated email or SMS follow-ups, because a strong rating and review volume dramatically improves local search visibility and conversion.
- Build a referral program that rewards past customers and builders with gift cards or discounts for each completed spray foam job they send, and remind them via email newsletters featuring tips, seasonal offers, and project spotlights.

7. Budget, tracking, and optimization

- Allocate a starter monthly budget across channels (for example: Google Ads/LSAs, Meta ads, and offline events), then shift more dollars into the sources that produce booked jobs at the lowest cost per acquisition.
- Track key metrics such as leads by channel, cost per lead, close rate, and average job size using call tracking numbers and form tracking so you can systematically prune underperforming ads and scale what works.

A strong Facebook and Instagram campaign for a spray foam company should use simple, visual creatives and tight local targeting to generate quote requests at a predictable cost per lead.

1. Objectives and offer

- Use Lead (in-app form) or Conversions (to a quote page) as your primary campaign objective so Meta optimizes for actual inquiries, not just clicks.
- Promote a clear offer such as “Free insulation inspection,” “Pole barn spray foam quote,” or “Lower your energy bills with spray foam – get a same-week estimate.”

2. Targeting and budget

- Target a tight radius (10–30 miles) around your base, exclude areas you do not serve, and focus on ages 30–65 with likely homeowners and home-improvement interests.
- Start with a modest daily budget across 1–2 campaigns, then scale ad sets that hit your target cost per lead while pausing ad sets that send low-quality or out-of-area leads.

3. Creative strategy (photos & Reels)

- Use jobsite photos and short vertical videos/Reels showing before/after insulation, spraying in action, and quick “this is why spray foam beats fiberglass” explanations, as video often outperforms static images for local services.
- Make the hook clear in the first 3 seconds and overlay simple text like “Tired of cold rooms?” or “Seal your pole barn right the first time,” plus a strong call-to-action: “Tap to get a quote.”

4. Campaign and ad set structure

- Build separate ad sets for key segments (e.g., general homeowners, pole barns/metal buildings, builders/GCs) so you can see which audience responds best and shift budget accordingly.
- Use multiple ads per ad set (3–7 variations mixing images and videos) and let Meta find winners, then kill ads with weak click-through or expensive leads while adding new versions every few weeks to combat ad fatigue.

5. Lead handling, retargeting, and optimization

- Connect instant forms to your CRM or at least email/SMS so leads get an immediate reply and call new inquiries within minutes to pre-qualify and schedule estimates.
- Run retargeting ads to people who visited your website or engaged with your videos but did not request a quote yet, using reminders like “Still thinking about spray foam? Get your free estimate this week.”

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