



# DIGITAL MARKETING



Predictive  
Sales AI

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# 5 COSTLY MISTAKES

## CONTRACTORS MAKE IN ONLINE MARKETING

(And How to Fix Them)

## INTRODUCTION

In today's digital-first world, effective online marketing is essential for contractors. While your target market may seem straightforward, ensuring your message reaches the right audience is far more complex. Many contractors fall into common traps that waste money and fail to drive meaningful results. This ebook is designed to highlight these pitfalls and show you how to target smarter, not harder. Along the way, we'll introduce you to our A.I. Audience Manager—a tool designed to revolutionize the way contractors connect with high-value prospects.

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## MISTAKE #1: TARGETING TOO BROADLY

### THE PROBLEM:

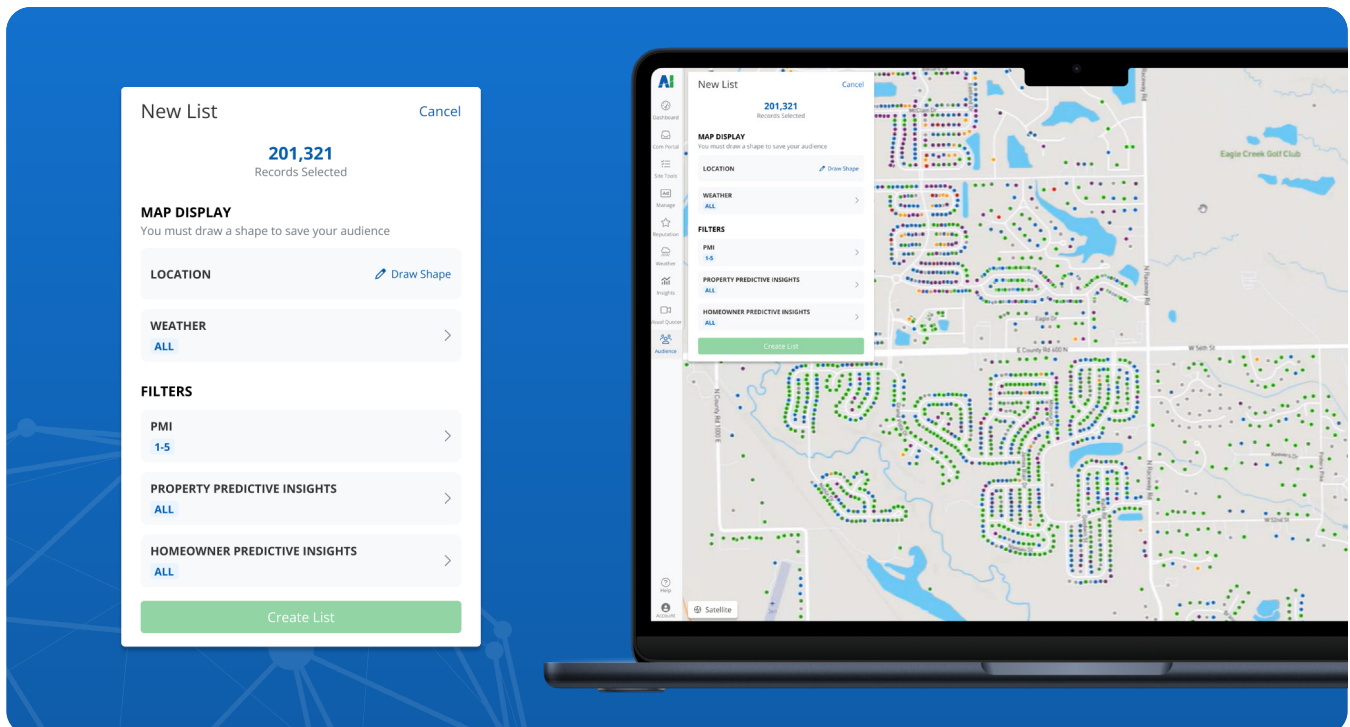
Trying to appeal to everyone often results in connecting with no one. Casting too wide of a net might generate clicks, but those clicks rarely convert into paying customers. Broad targeting also leads to wasted ad spend on users who are unlikely to require your services.

### THE SOLUTION:

Focus your targeting efforts on specific audiences most likely to need your services. Identify characteristics such as location, home value, or property condition that align with your ideal customers. Narrowing your audience increases relevancy and engagement while decreasing cost.

### HOW A.I. AUDIENCE MANAGER HELPS:

Our A.I. Audience Manager identifies the key traits of your most valuable customers automatically. It uses advanced algorithms to segment audiences based on detailed property and homeowner data. By refining your focus, you can target high-opportunity prospects while minimizing wasted ad spend.



## MISTAKE #2: TARGETING GEOGRAPHIES INSTEAD OF HOMEOWNERS

### THE PROBLEM:

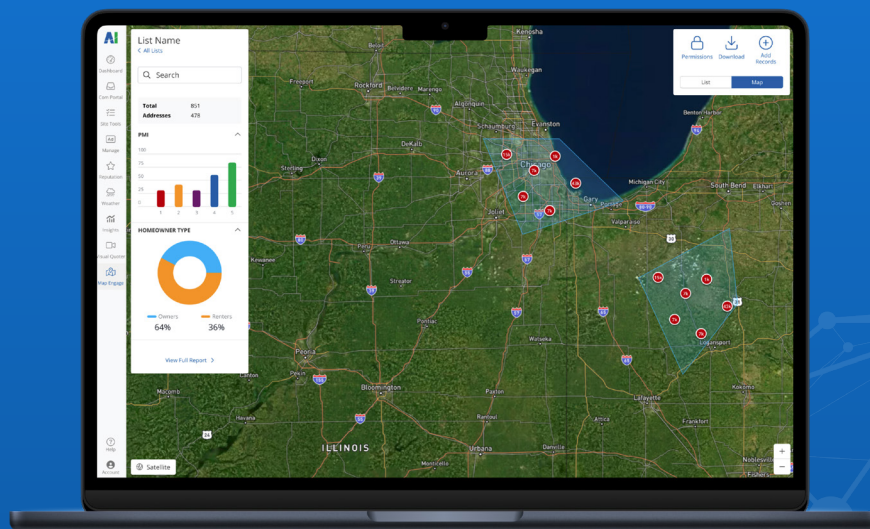
Many contractors rely on broad geographic targeting—blanketing an entire zip code or region with ads. While this approach might seem logical, it's inefficient. Geographic targeting often includes both good and bad prospects, leading to wasted ad spend and missed opportunities.

### THE SOLUTION:

Shift your focus from targeting areas to targeting individuals. Use prospect lists that identify specific homeowners who fit your ideal customer profile. By targeting individuals instead of broad locations, you can maximize your budget and increase conversion rates.

### HOW A.I. AUDIENCE MANAGER HELPS:

A.I. Audience Manager combines geographic data with homeowner-specific insights, ensuring your campaigns reach the right people. By leveraging audience lists enriched with property and demographic data, the tool eliminates inefficiencies and ensures your ads are seen by those most likely to convert.



## MISTAKE #3: IGNORING YOUR OWN DATA

### THE PROBLEM:

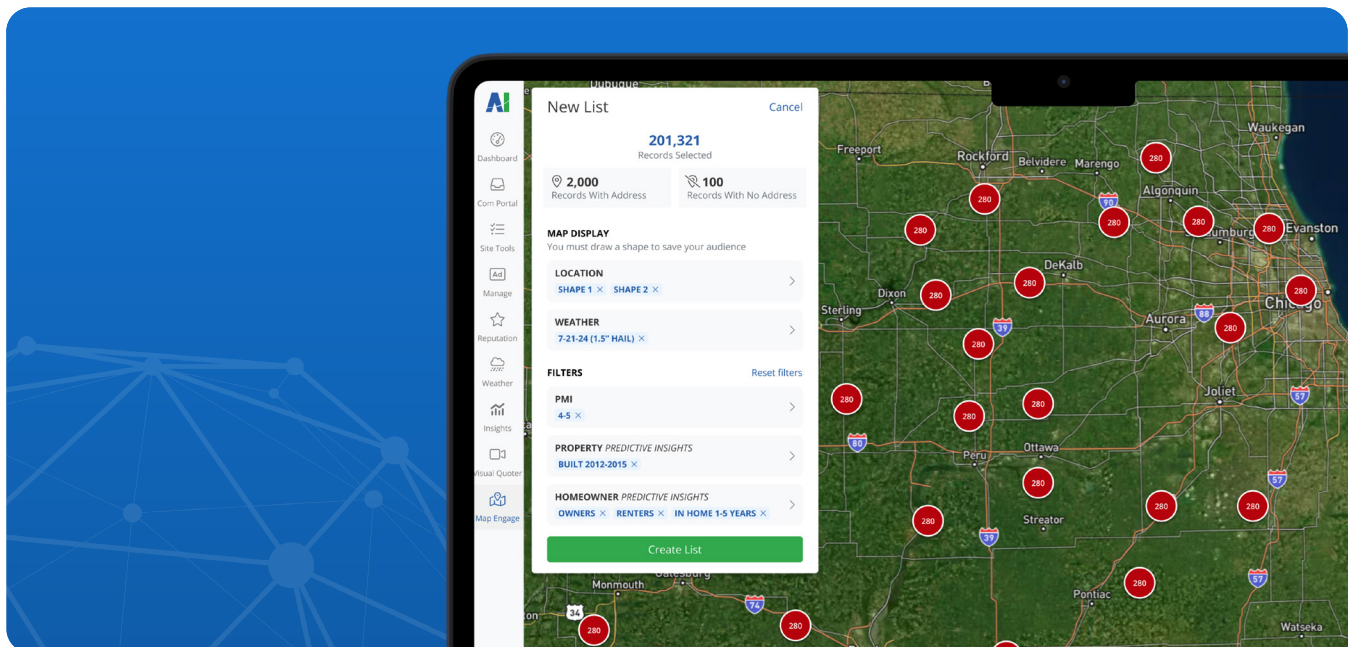
Many contractors overlook the potential of their own data, failing to analyze their customer base for insights. Additionally, they make the mistake of bidding evenly across all audience segments, even though certain groups offer much higher ROI.

### THE SOLUTION:

Leverage your existing data to create lookalike audiences that mirror your best customers. At the same time, prioritize your budget for high-value audience segments based on performance metrics like conversion rates and customer lifetime value (CLV). This dual approach ensures your resources are directed where they'll make the biggest impact.

### HOW A.I. AUDIENCE MANAGER HELPS:

Our A.I. Audience Manager integrates seamlessly with your CRM, enabling you to market directly to high-value contacts. Beyond that, it uncovers meaningful patterns in your data, helping you expand your reach by creating precise lookalike audiences. This dual functionality ensures you're maximizing the potential of your existing customer base while driving efficiency and results.



## MISTAKE #4: NOT USING EXCLUSIONS TO AVOID IRRELEVANT USERS

### THE PROBLEM:

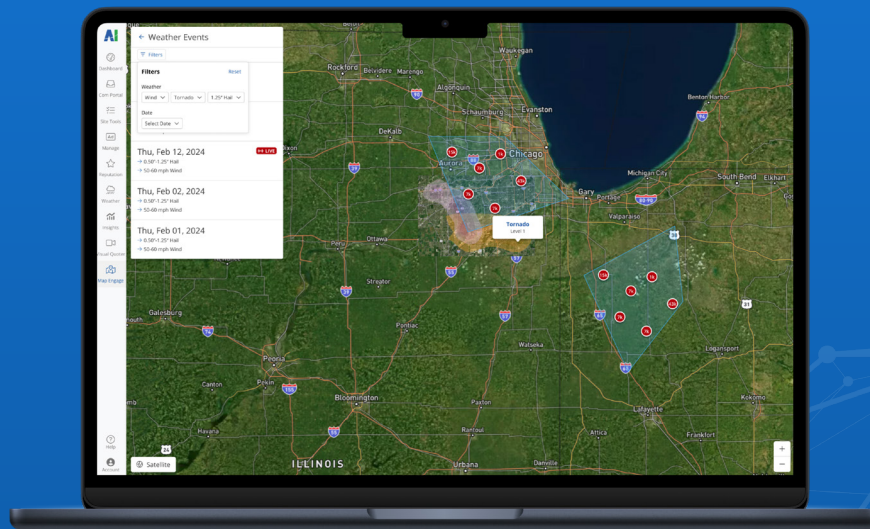
Failing to exclude users outside of your target audience leads to inefficiencies. Ads might reach people in zip codes you don't service or demographics unlikely to convert, inflating your costs without delivering results.

### THE SOLUTION:

Leverage exclusions to filter out irrelevant audiences. For instance, exclude renters if you specialize in roofing or omit regions where home value doesn't meet your ideal customer. Precise exclusions keep your campaigns laser-focused.

### HOW A.I. AUDIENCE MANAGER HELPS:

With A.I. Audience Manager, exclusions are automated and based on predictive insights. Whether it's eliminating renters or excluding demographics unlikely to respond, our tool fine-tunes your targeting for optimal efficiency.



## MISTAKE #5: FAILING TO ADAPT CAMPAIGNS BASED ON PERFORMANCE

### THE PROBLEM:

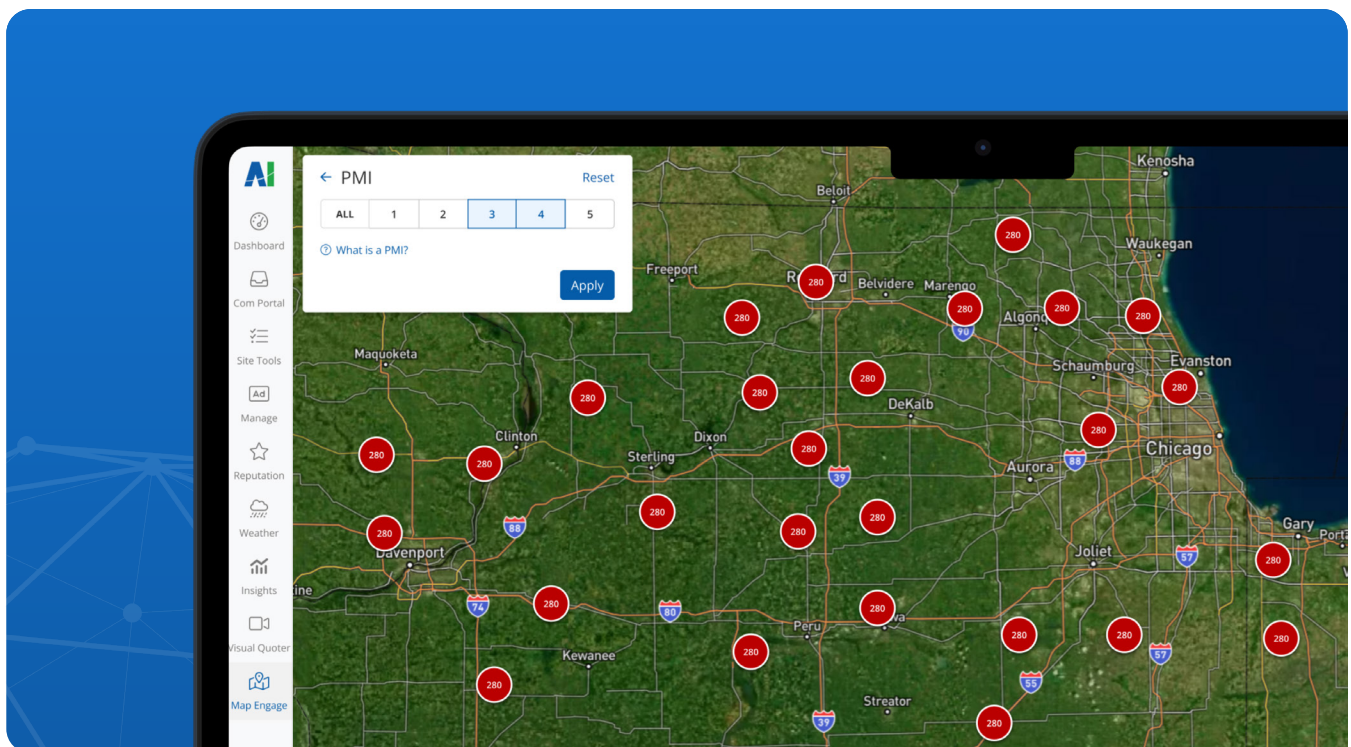
Static campaigns don't account for changing audience behavior or market conditions. Without optimization, you risk continuing to invest in strategies that aren't working.

### THE SOLUTION:

Regularly review your campaign metrics and make data-driven adjustments. Scale up what works, eliminate what doesn't, and experiment with new approaches to stay competitive.

### HOW A.I. AUDIENCE MANAGER HELPS:

Our A.I. technology instantly scores every lead that comes in on an index of 1-5, providing actionable insights for improvement while measuring your success. Furthermore, you can enhance your data by unlocking the condition of those properties so that your outreach is optimized and prioritized.





## | CONCLUSION

Effective audience targeting is both an art and a science. By avoiding these common mistakes and leveraging the power of A.I. Audience Manager, you can create campaigns that drive measurable results. Whether you choose to follow these tips manually or use our software to automate the process, smarter targeting doesn't just save money—it positions your business as the go-to choice for homeowners in need of your services. **Ready to transform your marketing strategy? Let our A.I. Audience Manager show you the way.**

## | TARGET THE RIGHT AUDIENCE, EVERY TIME

Scan the QR code or visit [predictivesalesai.com/lead-generation/ai-audience-manager/](https://www.predictivesalesai.com/lead-generation/ai-audience-manager/) to get started with our AI Audience Manager.

