

Google & Facebook Ads for Dirt World Businesses

How you can use Ads to bring in
more Jobs





The Basics – What Paid Ads Really Are

In the dirt world, most guys rely on word of mouth and the occasional yard sign. Paid ads are like putting your business in front of people at the exact time they're either searching for help or scrolling social media.



Google Ads

Show up when someone searches relevant keywords or terms like “forestry mulching near me”



Facebook Ads

Reach landowners scrolling Facebook who didn't know “forestry mulching” was an option until they saw your before-and-after photos

How Google Ads Help People Who Are Already Searching

- When a rancher types in “fence line clearing in South Texas,” they’re ready to hire. Google Ads let your company pop up right at the top of those results.
- That means less waiting on referrals and more calls directly from folks who are actively needing land work right now.
- Example: Someone planning to build a barn searches “house pad site prep contractor.” If your ad is there, that call goes to you instead of the competition.

How Facebook Ads Find People Before They’re Even Looking

- Many landowners don’t even realize what’s possible—like turning thick cedar brush into usable pasture in one day. Facebook Ads let you target people who own acreage, farm equipment, or hunting property.
- They might not be “searching” for services yet, but when they see a video of your skid steer eating through mesquite trees, they think, “Man, I need that done on my land.”
- It plants the seed early and positions your company as the obvious choice when they’re ready.



The “Highway Billboard vs Grocery Store Shopper” Analogy

Google Ads = Grocery Store Shopper

They’re already in the aisle
looking for land clearing.
You’re simply the first brand
they see.

Facebook Ads = Billboard on the Ranch Road

The rancher wasn’t thinking
about clearing cedar today,
but now it’s on their mind as
they scroll after dinner.

**Together, it’s like owning the highway
AND the store aisle—covering both
planned and impulse buyers.**

Boost



Why Boosting Posts ≠ Running Ads

Hitting “Boost Post” on Facebook is like putting a handwritten sign on a telephone pole. A real ad campaign is like putting up a professional billboard on the busiest road in town.



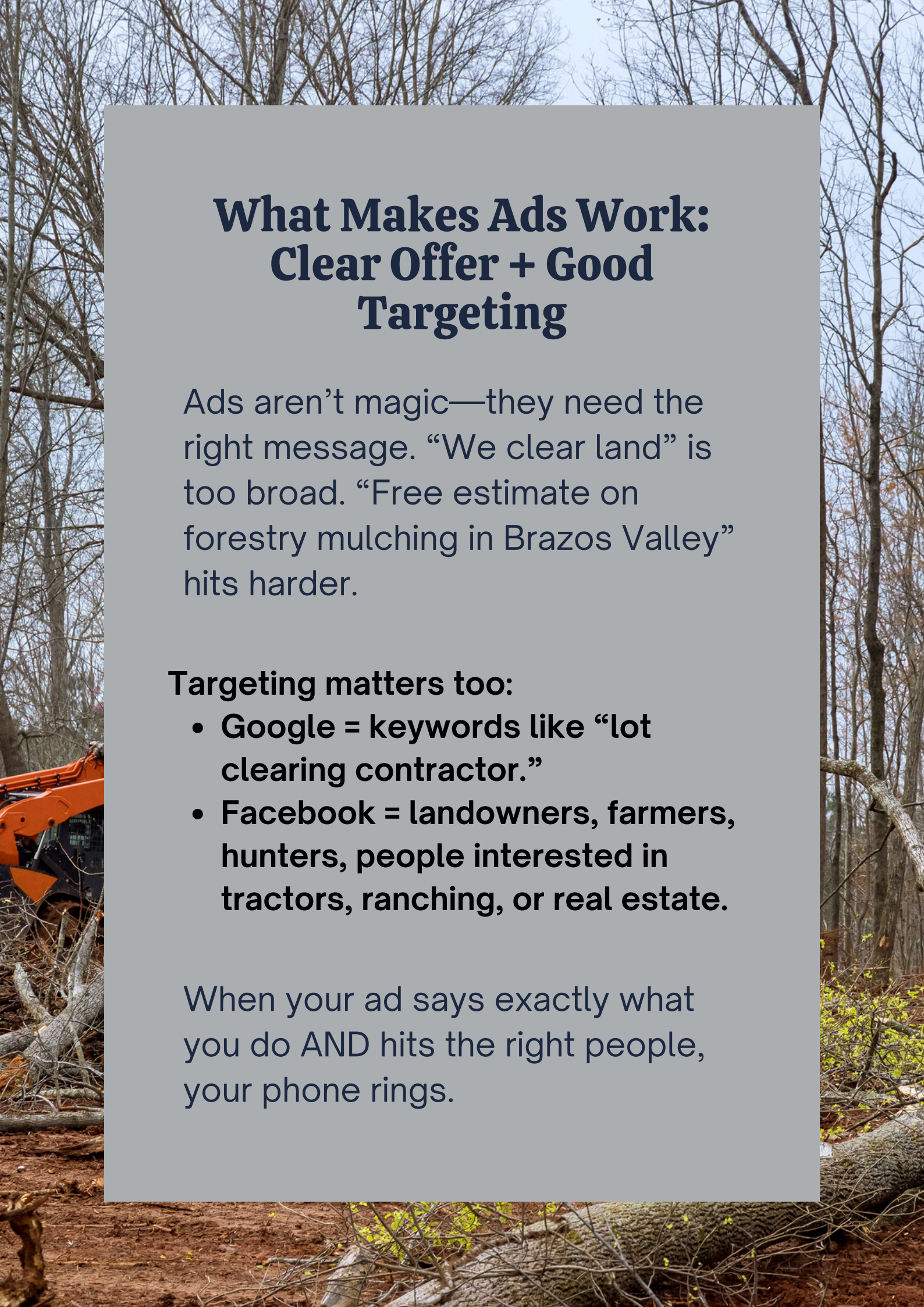
Boosting posts just gets you a few likes. Ads get you phone calls.



With proper ads you can:

- Target only people in a 50-mile radius of your service area.
- Show specific services (pond digging, ROW clearing, stone crushing).
- Track who clicks, calls, or fills out your form.





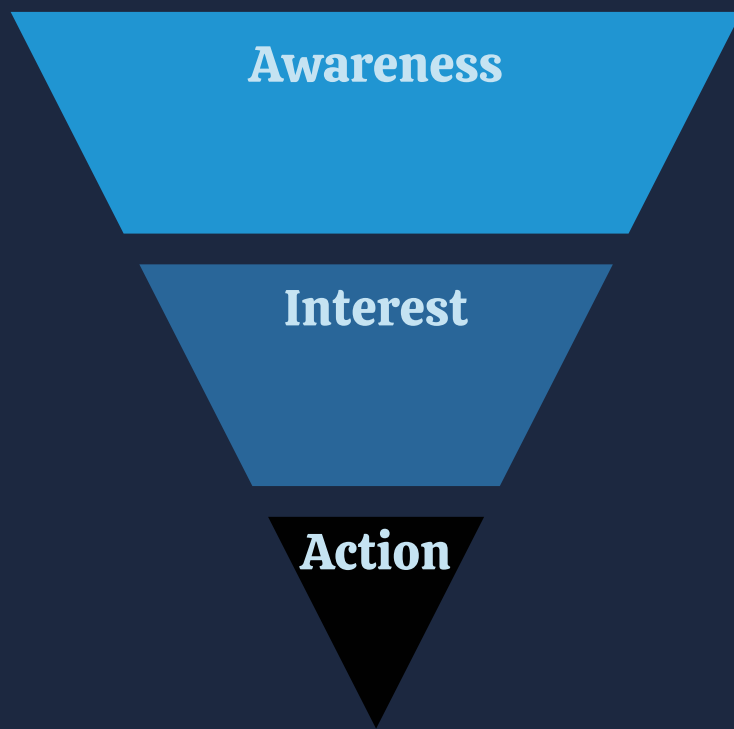
What Makes Ads Work: Clear Offer + Good Targeting

Ads aren't magic—they need the right message. “We clear land” is too broad. “Free estimate on forestry mulching in Brazos Valley” hits harder.

Targeting matters too:

- **Google = keywords like “lot clearing contractor.”**
- **Facebook = landowners, farmers, hunters, people interested in tractors, ranching, or real estate.**

When your ad says exactly what you do AND hits the right people, your phone rings.



The “Ad Funnel” Without Jargon

Think of it like clearing land in phases:

- Awareness = showing someone what’s even possible (like a before-and-after brush clearing video).
- Interest = landowner clicks through to your page to learn more.
- Action = they call you for a quote.

**It’s just moving people
down the line until
they’re ready to say “let’s
get it done.”**

Common Mistakes Dirt World Businesses Make

- Wrong audience: Showing ads to city apartment dwellers instead of rural landowners.
- Sending traffic to homepage: Homepage is like a cluttered yard—too many distractions. A dedicated landing page that says “Forestry Mulching in [City] – Get a Free Estimate” works far better.
- No tracking: Not knowing if calls came from ads is like running equipment without gauges—you’re flying blind.

How to Tell if Ads Are Working

Don’t just look at likes and shares—measure the stuff that pays bills:

- How many calls came in from ads.
- How many turned into actual jobs.
- Cost per lead (what you’re paying for each call).
- Example: If you spend \$1500 and get 10 calls, and 3 of them become \$3k jobs, that’s a win.



Do You Need Both Google and Facebook Ads?



Google Ads

shine when people are already searching (“excavation contractor near me”).



Facebook Ads

shine for showcasing big transformations (like a 30-second time-lapse of mulching).

The combo is powerful: catch the people who are ready to buy today and plant seeds for future customers.

Ready to Turn Clicks Into Real Jobs?

Many dirt world contractors waste money on ads because they don't know how or have the time to aim them. That's where Blue Goat Land Leads comes in. We specialize in helping land clearing, excavation, and site prep businesses like yours turn Google and Facebook ads into phone calls, quotes, and booked jobs.

Get a Free Strategy Call Today



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