

# TikTok Ads Quick-Start Checklist

For Plumbers, HVAC, Electricians, Roofers & Service Contractors — 2026 Edition

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## Why this checklist exists

TikTok Ads is the cheapest paid channel most contractors have never tested. New advertisers can claim up to **\$6,000 in ad credits** through TikTok's official program — meaning you can run real campaigns, generate real leads, and spend almost nothing out of pocket while you figure out what works.

This checklist gets you from zero to a live campaign in under 30 minutes.

## Step 1 — Create your Ads Manager account (5 min)

- Go to the official TikTok for Business signup link (below) — this is the link that unlocks the ad credit offer.
- Use your business email, not personal.
- Choose your country and time zone carefully — you can't change time zone later.
- Verify your email and add a payment method (required even to claim credits — you won't be charged until credits run out).

**Signup link:** [Create your free TikTok Ads Manager account](#)

## Step 2 — Build your first campaign (10 min)

- Choose objective: **Lead Generation** or **Website Conversions**. Skip "Traffic" — it brings clicks, not customers.
- Use **Smart Performance Campaign** if it's your first run. TikTok optimizes targeting, bidding, and creative.
- Set your service area: your city + 25-mile radius is the sweet spot for most home-service trades.
- Age targeting: 30–60. Most homeowners with budget land in this band.
- Daily budget: \$20–\$50 to start. Don't go below \$20 — TikTok can't optimize.
- Run schedule: 7 full days minimum before judging results.

## Step 3 — Creative ideas by trade (10 min to film)

Trade	Video idea that works
Plumbing	20-sec clip of snaking a drain or fixing a leak. Caption: "This is what \$400 of plumbing actually buys you."
HVAC	Before/after of a dirty vs. clean coil. Caption: "3 signs your AC is about to fail this summer."
Electrical	Show a cracked breaker panel next to the new one. Caption: "This panel was a fire risk. Yours might be too."
Roofing	Drone shot of an old roof, cut to the finished one. Caption: "From this to this in 2 days."
Excavation	Time-lapse of a trench dig or pad prep. Caption: "What 8 hours of excavation actually looks like."

## Step 4 — The 7-day metric checklist

Don't kill a campaign before day 7. After 7 days, ask:

- **Cost per lead** — is it under what you pay on Google? If yes, double the budget.
- **Lead quality** — are at least 1 in 3 leads actually local and ready to book?
- **Cost per click** < \$1.50? Good. > \$3? Change the creative, not the targeting.
- **Video completion rate** > 25%? Your hook is working. Below 15%? Re-cut the first 3 seconds.
- **Conversion rate on landing page** > 5%? Scale. Below 2%? Fix the landing page before increasing spend.

## Step 5 — Scale or kill

- If CPL is below your Google CPL, double the daily budget every 3 days until it stops performing.
- Never increase budget more than 50–100% per change — TikTok's algorithm resets learning.
- Refresh creative every 10–14 days. Fatigue is the #1 killer of TikTok campaigns.
- If after 14 days the math doesn't work, kill it and try the next creative angle from Step 3.

**Ready to start?** [Claim your TikTok ad credits here](#) — takes 5 minutes, no commitment, and you get the credits applied to your first campaigns automatically.

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