



The Cleaning Marketing **Playbook**

The Facebook ads behind growing Aussie cleaning businesses.

Three ready-to-run ads, how to set them up in 15 minutes, and how to make sure every enquiry turns into a quote.

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Why Facebook works for cleaning businesses

People don't search for a cleaner until they need one. But they're on Facebook and Instagram every day. A good ad puts you in front of them in the week they're moving out, the month they're sick of doing it themselves, or the quarter their office lease renews.

RH Media runs Facebook ads for Australian cleaning and home-service businesses. What we've seen work, again and again:

\$3.76

Per end-of-lease lead. 107 leads in 30 days.

Campaign ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓
[RHM] EOL Clean Campaign	107 Leads (Form)	10,088	2.12	\$3.76 Per lead (form)

Facebook Ads Manager, last 30 days: 2 Sep 2026 to 1 Oct 2026

Those are best-case numbers, not promises. Your cost per lead depends on your area, your offer and how fast you reply. The three ads below are the starting point we use.

The rule that matters more than any ad: reply within 5 minutes. A lead that waits an hour usually books someone else.

End-of-lease cleans

(the fast leads)

Why it works: renters have a deadline and a bond on the line. They want it sorted, not cheap.

HEADLINE

Bond-back end-of-lease cleaning

BUTTON

Get quote



Image: a real photo of your team or a spotless kitchen you've cleaned. Before and after works best. Real photos beat stock and AI images every time.

Only claim what you do. If you don't offer a free re-clean or carpet cleaning, delete those lines.

PRIMARY TEXT (COPY AND PASTE)



Your business
Sponsored

Moving out? Get your bond back without lifting a finger.

Our end-of-lease clean covers everything your property manager checks: oven, windows, skirting, bathrooms, carpets on request.

- ✓ Fixed price, quoted upfront
- ✓ Fully insured, police-checked team
- ✓ Re-clean free if your agent flags anything

Tap below for a quote in minutes.



Bond-back end-of-lease cleaning

Get quote

Example image. Use your own photos.

Recurring home cleans

(the steady income)

Why it works: busy families and professionals will pay to get their weekends back. One recurring client is worth 20+ cleans a year.

HEADLINE

Weekly and fortnightly home cleaning

BUTTON

Get quote



Image: your cleaner at work in a real home, or a calm, tidy living room. People buy the feeling of walking into a clean house.

PRIMARY TEXT (COPY AND PASTE)



Your business
Sponsored

Come home to a clean house every week.

Same trusted cleaner, same day, every week or fortnight. You'll get a text reminder the day before, so there are no surprises.

- ✓ No contracts, cancel anytime
- ✓ Insured and police-checked
- ✓ First clean is a deep clean, so we start properly

Tap below to check availability in your suburb.



Weekly and fortnightly home cleaning

Get quote

Example image. Use your own photos.

Commercial and office cleans

(the big contracts)

Why it works: office managers hate chasing cleaners. Reliability sells, not price.

HEADLINE

Reliable commercial cleaning

BUTTON

Learn more (or Get quote)



Image: a clean, bright office or your team in uniform. Avoid stock photos of people in suits laughing.

Targeting tip: run this one in business districts and suburbs with lots of small offices, and expect fewer leads that are each worth much more.

PRIMARY TEXT (COPY AND PASTE)



Your business
Sponsored

Is your office cleaner turning up?

We clean offices, clinics and shops after hours, on a schedule that suits you. You'll get a photo-verified record of every clean, so you never have to wonder.

- ✓ After-hours, zero disruption
- ✓ Insured, police-checked staff
- ✓ One point of contact, fast replies

Tap below for a free site visit and quote.



Reliable commercial cleaning

Learn more

Example image. Use your own photos.

Set it up in 15 minutes

- 1 **Go to Ads Manager** (business.facebook.com) and click **Create**.
- 2 **Objective: Leads.** Choose **Instant form** so people can enquire without leaving Facebook.
- 3 **Budget: \$10 to \$20 a day per ad** to start. Run one ad at a time if your budget is tight, starting with Ad 1.
- 4 **Location:** your service area only. Drop a pin and set a radius (10 to 25 km), or add the suburbs you actually service.
- 5 **Audience:** leave Advantage+ audience on. Meta finds the right people better than manual interests now.
- 6 **Placements:** Advantage+ placements are fine.
- 7 **Instant form:** ask three short questions that help you quote and filter time-wasters:

Suburb

Type of clean (end-of-lease, regular, commercial)

Preferred date
- 8 **Thank-you screen:** "Thanks! We'll text you a quote shortly."

The setting most people get wrong:

they pick "More volume" on the form and get junk leads. Choose **Higher intent**. You'll get slightly fewer leads, and far more of them will pick up the phone.

What should a lead cost?

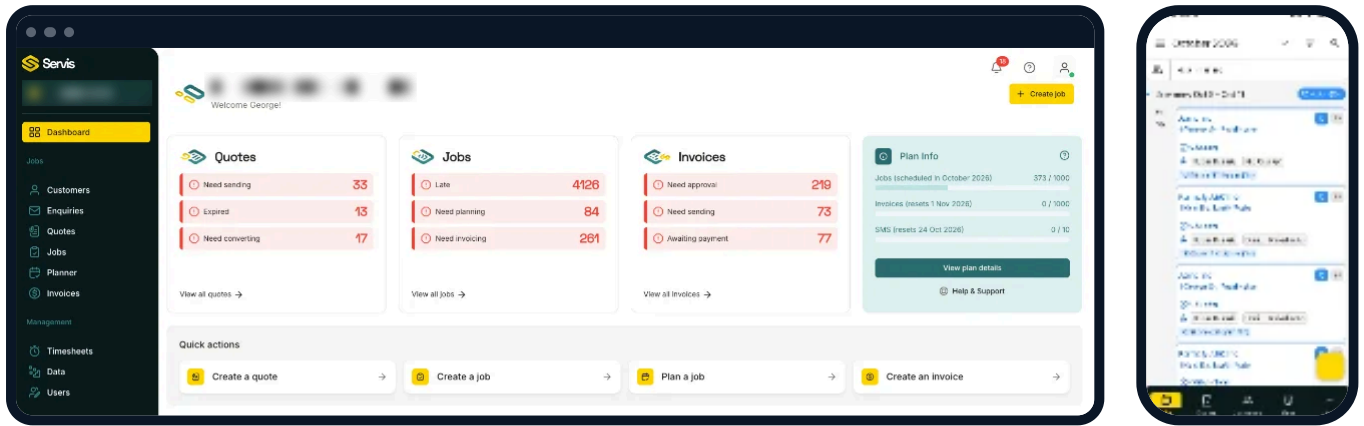
Work it out from your own numbers:

Max cost per lead = average job value x % of leads you win x your margin

Example: \$400 end-of-lease job x 30% win rate x 40% margin = **\$48 max per lead**. Anything under that makes you money.

Catch every enquiry

Ads create enquiries. Systems turn them into jobs. This is where most cleaning businesses leak money: the lead sits in a Facebook inbox, a voicemail or a notebook, and nobody follows up.



With Servis, every enquiry lands in one place, ready to quote:

- 
Website enquiry form: put the Servis form on your website, Google profile or Instagram bio. Enquiries drop straight into Servis.
- 
Quick quotes: turn an enquiry into a professional quote in under 2 minutes and track it from sent to accepted.
- 
Automatic reminders: SMS and email reminders before every job, so clients are home and ready.
- 
Recurring jobs: set a weekly or fortnightly clean once and Servis schedules it from then on.
- 
Your crew's app: cleaners see their jobs, add photos and notes, and close the job on site. Job notes can be translated into their language.
- 
Xero, MYOB and QuickBooks: invoices sync, so there's no double entry.

Book your free 15-minute setup

We'll connect your enquiry form, set up your first quote template and your recurring jobs with you, so every lead from these ads lands in Servis.

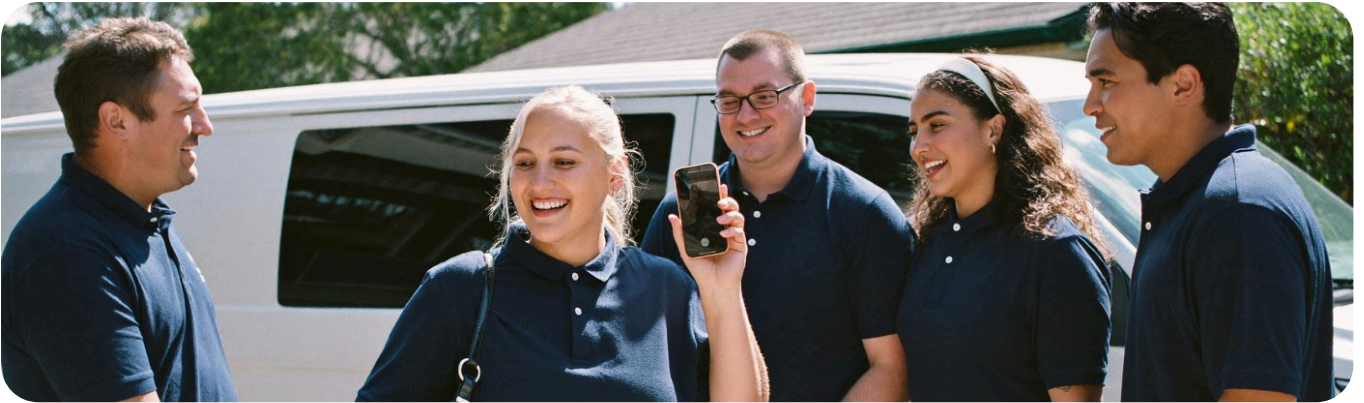
[Book my free setup](#)

Your 7-day launch checklist

	DAY	DO THIS
☐	1	Pick one ad. Take or choose a real photo. Set up the instant form.
☐	1	<u>Book your Servis setup</u> so leads have somewhere to land.
☐	2	Launch at \$10 to \$20 a day. Turn on Facebook notifications for new leads.
☐	2-7	Reply to every lead within 5 minutes. Quote the same day.
☐	4	Check your cost per lead against your max (section 5).
☐	7	Under your max? Raise the budget by 20%. No leads after \$50 spent? Try a new photo or headline first, not a new offer.

When to change an ad: the first thing to test is the image, then the headline. Keep the offer the same for at least a week so you're comparing like with like.

Want a hand?



FREE

Book your free 15-minute Servis setup

Get your enquiry form, quotes and recurring jobs connected so no lead from these ads gets lost.

Book my free setup

Join Servis Growth on Skool (free)

A community of Aussie cleaning business owners. Share what's working, get feedback on your ads, and join a monthly live Q&A with RH Media.

Join the community

Rather have it done for you? **PAID SERVICE**

RH Media can build and run these ads for your cleaning business: creative, targeting, lead forms and weekly optimisation. This is a paid service, separate from Servis.

Book a chat with RH Media

Servis Software is 100% Australian owned. Results quoted are from RH Media client campaigns and are not a guarantee of future results; your costs will vary with your area, offer and how quickly you follow up.