

Paid Ads That Pay

Google and Meta ads for local and service businesses — benchmarks, structure, budgets and kill rules, 14 industries.

HOTELS & TOURISM

RESTAURANTS, BARS & CAFÉS

HEALTH & CLINICS

BEAUTY

GENERAL SMB

LAW FIRMS

REAL ESTATE

LOCAL RETAIL, GYMS & BOUTIQUES

AUTOMOTIVE

EDUCATION

EVENTS & WEDDINGS

FINANCIAL SERVICES

HOME SERVICES

WINE & AGRICULTURE

About this series

Five playbooks, one operating system. Each book covers one system in full and then applies it to all 14 industries NetWebMedia serves, so you read the method once and then only the section written for your business.

1. **Get Cited by AI** — The Answer Engine Optimization playbook
2. **Own the Map** — Google Business Profile, local SEO and reviews
3. **The 30-Day Content Engine** — Reels, TikTok, blog, email and WhatsApp, run with AI
4. **Paid Ads That Pay** — Google and Meta ads for local businesses — **this book**
5. **From Click to Client** — Lead capture, follow-up and retention systems

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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section.

Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Statistics are reported as published by the sources listed in the Sources section, with their dates. Where a source is a vendor, a PR firm or a modeled estimate, the text says so. Benchmarks are medians or averages measured on other businesses; they describe a range, not a forecast for your business. NetWebMedia does not guarantee rankings, citations, leads, costs or revenue. Results vary.

Company, product and platform names are the property of their respective owners and are used for identification only. Worked examples are hypothetical unless a source is cited.

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Start Here

This book is for the owner or manager who is about to put money into Google or Meta ads, or who is already spending and cannot say whether it is working. You do not need to be a marketer. You need to know what a lead costs in your category, what to fix before the first dollar goes out, how to structure two platforms without hiring an agency, and when to switch a campaign off.

By the end you will have four things. First, the median cost of a lead in your industry on Google and on Meta, so you can build a budget from a number instead of a hunch. Second, a readiness checklist you complete before launch — profile, landing page, tracking, offer, response. Third, a campaign structure that fits your business: Search plus Local Services Ads on Google, one leads campaign on Meta, and nothing else until those work. Fourth, kill and scale rules written down in advance, so a bad month ends in week two instead of month three.

Read Part 1 in order. It is the method, and it applies whether you run a dental clinic or a vineyard. Then read only your own industry section in Part 2 — each gives you the published cost per lead for your category, five specific moves, the compliance rule that will get your ads disapproved, and a 30-day checklist. Part 3 holds the templates: readiness checklist, campaign build sheets, weekly review, creative angle bank, policy pre-flight. Come back to it every week. That is where the routine lives.

Here is what this playbook does not do. It does not promise you a result. Every benchmark in it is a median from agency-managed accounts in the United States, published by WordStream and LocaliQ, and a median describes other people's accounts, not a forecast of yours. Your costs will land above or below depending on your city, competition, offer and landing page. It does not teach account management at scale, ecommerce feed optimization, or brand campaigns for national advertisers. And it will not make a bad offer profitable — if the phone does not get answered, no campaign structure here will save it. Paid ads buy attention. What you do in the next five minutes decides whether that attention becomes money.

INDUSTRY PLAYBOOK 1 OF 14

1. Hotels & Tourism

► Where the money leaks

Google's Travel row for 2026: CPC \$2.14, conversion rate 5.83%, cost per lead \$44.70 — down 39.35% year over year, the largest drop in the table.¹ Meta publishes no Travel leads row at all; traffic only, at \$0.51 CPC and 2.76% CTR.⁶ Cheap clicks are the trap. The two leaks are bidding broad on the destination name instead of accommodation intent, and buying clicks for dates you have no inventory for. At \$2.14 a click, neither is visible until the month closes.

► The five moves

1. Brand Search on exact match, purely defensive — the OTAs bid on your property name.
2. Non-brand Search on accommodation intent ("hotel in {city}"), never on the destination name alone.
3. One Performance Max asset group fed by real property photography, not stock.
4. Meta as retargeting on date-range abandoners only. No cold prospecting.
5. Make book-direct the entire offer, and add a last-minute midweek gap-filler with a hard date plus a "locals' weekend" campaign at a two-hour drive radius.

► Watch out

Travel itself is not a restricted vertical, so your live constraint is the accuracy of price claims: every rate in an ad must be the rate a guest can actually book. Separately, Google's personalized advertising policy blocks advertiser-curated audiences in sensitive categories, which limits remarketing lists built from health or financial signals.³⁰

The number that matters: \$44.70 per lead on Google Travel, down 39.35% in a year.¹ Travel got cheaper to buy in 2026 — but that is a median across agency-managed US accounts, not a rate card for your property.

► First 30 days

- ☐ Brand exact-match campaign live, with OTA brand terms as negatives
- ☐ Non-brand ad group restricted to accommodation-intent keywords
- ☐ Booking-engine tracking confirmed with a test reservation
- ☐ Date-range abandoner retargeting audience built on Meta

Anuncios que pagan

Google y Meta Ads para negocios locales y de servicios — benchmarks, estructura, presupuestos y reglas de corte, 14 industrias.

HOTELES Y TURISMO

RESTAURANTES, BARES Y CAFETERÍAS

SALUD Y CLÍNICAS

BELLEZA

PYME GENERAL

ESTUDIOS JURÍDICOS

BIENES RAÍCES

RETAIL, GIMNASIOS Y BOUTIQUES

AUTOMOTRIZ

EDUCACIÓN

EVENTOS Y MATRIMONIOS

SERVICIOS FINANCIEROS

SERVICIOS PARA EL HOGAR

VINO Y AGRICULTURA

PLAYBOOK POR INDUSTRIA 1 DE 14

1. Hoteles y Turismo

► Dónde se fuga el dinero

Fila de Viajes de Google 2026, en cuentas estadounidenses: CPC US\$ 2,14, conversión 5,83%, costo por lead US\$ 44,70, con una caída de 39,35% interanual, la mayor de la tabla.¹ Meta no publica fila de clientes potenciales para Viajes: solo tráfico, con CPC US\$ 0,51 y CTR 2,76%.⁶ Las dos fugas son pujar amplio por el nombre del destino en vez de por intención de alojamiento, y comprar clics para fechas sin inventario.

► Las cinco jugadas

1. Búsqueda de marca en concordancia exacta: las OTA como Booking, Despegar o TripAdvisor pujan por el nombre de tu propiedad.
2. Búsqueda de no marca sobre intención de alojamiento ("hotel en {ciudad}"), nunca sobre el destino solo.
3. Un grupo de recursos de Performance Max con fotografía real de la propiedad.
4. Meta como remarketing solo sobre quienes abandonaron con fechas seleccionadas.
5. La reserva directa como oferta completa, con llenado de huecos entre semana.

► Ojo con esto

Viajes no es un rubro restringido: tu restricción real es la exactitud de los precios, y cada tarifa debe ser la que un huésped puede reservar. En Chile eso pasa de buena práctica a ley, con SERNAC fiscalizando; la fuente está en el chequeo de la Parte 3. Aparte, la política de publicidad personalizada de Google bloquea las audiencias creadas por el anunciante en categorías sensibles, lo que limita las listas de remarketing hechas con señales de salud o financieras.³⁰

El número que importa: US\$ 44,70 por lead en Viajes de Google, con una caída de 39,35% en un año.¹ Es una mediana de cuentas estadounidenses, no una lista de precios para tu propiedad.

► Primeros 30 días

- ☐ Campaña de marca en exacta, con las marcas de las OTA como negativas
- ☐ Grupo de no marca restringido a intención de alojamiento
- ☐ Medición del motor de reservas confirmada con una reserva de prueba
- ☐ Audiencia de abandono con fechas construida en Meta

YOUR NEXT STEP

Want us to run this for you?

Everything in this playbook is work you can do yourself. If you would rather have it done, NetWebMedia runs it as a monthly service — in English and Spanish, for businesses in the United States and Latin America.

1

Run the free instant checker

At netwebmedia.com: see in one minute whether AI engines currently find your business.

2

Get the \$49 AI Visibility Scan

A written report within 48 hours: real queries across ChatGPT, Claude, Perplexity and Google AI, an AEO score and a 10-point fix list. The \$49 is credited in full toward the AEO Starter plan.

3

Pick a plan

AEO plus SEO and content strategy from \$249 a month. Elsewhere, AEO/GEO retainers start at \$1,000–2,500 a month according to The Digital Elevator's 2026 pricing guide.

AEO Starter

\$249/mo

AEO + SEO + content strategy

CMO Growth

\$999/mo

+ paid ads + social media

CMO Premium

\$2,490/mo

Full-stack marketing department

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