

Canva Ad Creative Template

One Master Template • Drag & Drop Your Before/After Photos

Your Pro Marketing Assistant • Private Course

You now have access to a powerful, ready-made Canva template designed specifically for roofing Facebook/Instagram ads. This single template can be customized for almost every offer you run.

Your Master Template Link:

<https://canva.link/ldikss52b5wid6o>

How to use it (takes 2 minutes):

1. Click the link above → it opens in Canva
2. Click **Duplicate** (top right corner) so you own your own copy
3. Replace the placeholder images with your real before/after job photos
4. Update the text (offer headline, savings amount, city, phone number)
5. Download as PNG (1080x1080 or 1080x1350 works best for Facebook)

Pro Tip: After duplicating once, save it in a Canva folder called "Roofing Ad Creatives". Then every time you need a new ad, just duplicate that saved version instead of going back to the original link.

How to Customize This Template for Different Offers

This one template is flexible. Here's how to quickly adapt it for the most common roofing offers:

1. Free Honest Roof Inspection (Best for cold traffic)

- Use a strong before/after or clean roof photo
- Headline: "Get Your Free Honest Roof Inspection"
- Sub-text: "No hard sell. Just the truth about what your roof needs."

2. Don't Replace, Restore (High ticket savings)

- Use dramatic before/after transformation
- Big number overlay: "\$10,000 – \$55,000 Saved"
- Headline: "Not Every Roof Needs Replacing"

3. We Pay YOU \$500 (Risk reversal)

- Use a trustworthy team/worker photo or clean after photo
- Headline: "Or We Pay YOU \$500"
- Sub-text: "If we can't beat your current quote or deliver better results."

4. Storm Damage / Emergency Leak

- Use a darker, moody roof photo or clear damage shot
- Headline: "Leaking Roof or Storm Damage?"
- Urgency text: "Get inspected before the next big rain"

Quick tip for fast testing: Create 3–4 versions of the same template with different headlines/offers. This lets you test creative angles quickly without starting from scratch every time.

Best Practices for Maximum Results

- **Use real photos** from your own jobs whenever possible. Real before/after beats stock images every time.
- **Keep text big and readable** — most people scroll on their phones. Avoid tiny text.
- **Test both square (1080x1080)** and **vertical (1080x1350 or 9:16)** versions of the same creative.
- **Blur faces and license plates** in your photos for privacy (Canva has an easy blur tool).
- **Save multiple versions** with different offers so you can launch new campaigns fast.
- **Export at high quality** — Canva's PNG export at 1080px width is perfect for Facebook ads.

What to Do Next

1. Duplicate the master template using the link above
2. Create your first version with a strong before/after photo
3. Upload it to Facebook Ads Manager and test against your current creatives
4. Once you find a winner, duplicate it again and make small variations (different headline, different photo, different offer)

This one template + your real job photos is enough to create high-converting ads for months. Focus on getting great before/after photos from your jobs — that's the real secret.

Need help customizing the template for a specific offer or city? Message me privately on Facebook Messenger and I'll walk you through it.