

How to advertise USparkle

A step-by-step guide for Facebook, Instagram, YouTube, TikTok and Uber — using the videos already made for you.

Start here — everything is ready

You do not need to make anything new. Your advert videos are already finished:

- Your videos: usparkle.app/settings/social — preview any video and tap Download to save it to your phone or computer.
- Your website link: use <https://usparkle.app/booking> — it takes customers straight to the booking page.
- Your tracking link: use <https://usparkle.app/quote?src=facebook> (change the word facebook to youtube, tiktok or uber) when you want to see in your Management page how many people came from each advert.
- Your budget: start with £5 a day for 14 days. That is about £70. If bookings come in, raise it; if not, try another video.

Which advert to run first?

Platform	Best video to use	Best for
Facebook + Instagram	The customer adverts	Booking customers — start here
YouTube	Any video, or the worldwide one	People searching for cleaners
TikTok	The short customer advert	Younger customers, cheap clicks
Uber	Any customer video	Extra reach once the others work

Part 1 — Facebook and Instagram (do this first)

The easiest way is from your phone, straight from your USparkle Facebook page:

1. Go to your USparkle Facebook page and post one of the customer videos (download it first from usparkle.app/settings/social).
2. Under the post, tap Boost post (on the phone app) or Boost post button on the computer.
3. Goal: choose Get more website visitors.
4. Link: type <https://usparkle.app/booking>.
5. Audience: tap Edit → Locations → add the countries you cover (start with the UK). Ages 25–55.
6. Budget: £5 a day. Duration: 14 days.
7. Pay with your card and tap Promote. Facebook checks it (usually under an hour) and the advert goes live.

When the first advert works, do the same on Instagram: open your Instagram account, post the video, tap Boost, and pick the same settings. Instagram Reels adverts are the cheapest way to reach people who scroll on their phone.

Part 2 — YouTube adverts

1. Go to youtube.com and sign in to your channel. Upload the video from usparkle.app/settings/social.
2. In the video description, put your link: <https://usparkle.app/booking>.

3. Under the video, tap Promote (or go to studio.youtube.com → Promotions → New promotion).
4. Goal: Website traffic. Link: usparkle.app/booking.
5. Audience: choose your covered countries and the languages your customers speak.
6. Budget: YouTube starts from about £5 a day. Two weeks is a fair test.

Part 3 — TikTok adverts

TikTok is the cheapest clicks of all, and your vertical videos are already the right shape:

1. Post the customer advert on your TikTok account.
2. Tap Promote under the video (you may need a TikTok business account — it is free to switch in Settings → Account).
3. Goal: Website visits. Link: <https://usparkle.app/booking>.
4. Budget: TikTok lets you start from a few pounds a day. Try £5 a day for 7 days.

Part 4 — Uber adverts

Uber sells advert space inside its own apps — you cannot place your advert on the Uber Eats pages directly, but Uber Advertising does sell space to outside businesses:

1. Go to advertising.uber.com and create an advertiser account.
2. Uber's advert products (Journey Ads) show your advert to people during rides in the cities you pick.
3. Uber's advertising usually has bigger minimum spends than Facebook or TikTok, so treat it as a later step — once Facebook and YouTube are bringing bookings.
4. Cheaper alternative that reaches the same people: in Facebook's advert settings, add interests like Uber Eats and food delivery to your audience. You reach Uber Eats users without paying Uber's prices.

Copy-and-paste advert text

Use this text with any of your videos. Change the city name to where you are advertising.

Caption for the advert

Sparkling clean home, zero stress. Book a vetted USparkle cleaner in [city] in under 2 minutes — full price shown before you pay, every clean tracked live, and a 48-hour happiness guarantee.

Tap to book: <https://usparkle.app/booking>

Short version (TikTok / WhatsApp status)

Need a cleaner in [city]? Booked in 2 minutes, price shown up front. <https://usparkle.app/booking>

How to know if it is working

- Give every advert 7-14 days before judging it. One week is too soon.
- Check your Management page (usparkle.app/management) → quote tracking shows visits and quote requests for each source (facebook, youtube, tiktok) when you used the ?src= link.
- A good result: about 1 booking or quote request for every 100-200 people who visit the page.
- If an advert brings visits but no bookings after two weeks, change the video, not the budget.
- Never spend more than £10 a day until you have seen at least one booking come from adverts.

Your first month, in order

Week	What to do	Spend
Week 1	Boost one customer video on Facebook and one on Instagram	~£70
Week 2	Check quote tracking in Management; keep the best platform	same
Week 3	Add a YouTube promotion for the best video (£5/day)	+£35
Week 4	Stop what did not work, double the budget on what did	your call

Rules that keep your money safe

- Always use the link usparkle.app/booking — never a link you typed by hand, one wrong letter sends customers nowhere.
- Set a daily limit, not a total limit, so you can stop any day.
- Pay with a card you can check easily, and look at the advert platform's spend page once a week.
- Do not advertise in a country where you have no cleaners yet — use the countries list in your Management settings.