

FACEBOOK ADVERTISING FOR ROOFERS

**A Complete Facebook Ads Guide
For Local Roofing Contractors**

F₅ **A**₁ **C**₂ **E**₁ **B**₃ **O**₁ **O**₁ **K**₂

WELCOME ROOFERS!

WHY SHOULD YOU USE THIS FACEBOOK ADS GUIDE?

The answer is sweet & short. The top-notch digital agency specialized in roofing niche, Profit Roofing Systems, will tell you a few secrets on how to generate quality roofing leads by covering the best practices we use to amaze our clients with the astounding results. Get busy, read the FB ADS Guide and let the information soak in!

WHY FACEBOOK?!



Facebook is one of the largest social media platforms at the moment. There are **2 BILLION MONTHLY ACTIVE USERS** and 22 billion clicks per year! Obviously, FB gives you a great opportunity to find potential customers on the platform. Later on, we'll tell you how to find your audience among 2 billion FB users and most importantly how to grab their attention to make them convert.





FACEBOOK IS SMART – it has amazing targeting options, and once you've collected your potential customers' data and spent some cash, you'll have Facebook's algorithm working for you in the great battle for getting new clients.



Another reason why you should use FB Ads for growing your business is that **FB ADS ARE CHEAP**. They are way cheaper than traditional marketing methods or wasting your time (which equals money) and energy on door knocking to find roofing customers. Yes, you'll have to spend some \$\$\$ 'cause nothing in life comes for free... but you'll be amazed by the results.

IT'S NOT EASY, but it's WORTH YOUR TIME & MONEY

We're not trying to tell you that getting leads through Facebook is a piece of cake. It's NOT. Remember, whoever claims that Fb Ads is easy, probably doesn't know a shit about it and won't run a successful FB Ads campaign. Running a FB Ads campaign demands a certain set of skills, putting in some effort and investing some money in it. But it won't be a situation of „time & money wasted“.



BEWARE OF THE CRAPPY AGENCIES

We kinda roll our eyes over when we see digital agencies offering roofers to manage their FB Pages, interact with their customers, write great content, and post it once or twice a week. Some of them even tell you they'll get you more likes. But likes won't make you money so who gives a f..k about likes.

You should be getting more LEADS.

That's where the money is.

The metrics that matter are Website Leads, CPL (Cost per Website Lead) and the agencies should be talking about ROI (Return of Investment). The days of organic are long gone and you will get no leads that way.

Reach, Impressions, Likes, Shares are just a fancy marketing terminology which is presented to you because those metrics are expressed in the biggest numbers. **Your roofing business needs quality roofing leads for a reasonable Cost per Lead.**

**How to run FB HAIL
FUNNEL & GENERATE
100+ LEADS for less than
\$20 a POP**



This Guide is focused on the FB Ads for roofers who offer their service when the hail hits a particular area.

The most important thing is to act FAST. When an area gets hit, you need to push your funnel live within a few hours. You need to be faster than door knockers who will try to dominate the area.

AD CREATIVE FOR FB ADS HAIL FUNNEL

Make a 60" video showing the hail ravishing the area of the city. All you need is a mobile phone and a little bit of time to catch the stormy weather with your camera. Believe it or not, people enjoy watching armageddon scenes and they will be drawn to your Ad in that way plus you'll get some organic traffic.

AD COPY FOR FB ADS HAIL FUNNEL

Keep your copy short and integrate a CTA (Call to Action) in it.

Call out your audience, ask them if they got hit by a hail and offer them support. Finish with a CTA and provide a link leading to a page where they are able to leave their contact data (first name, email address and phone number).

LINK LEADING TO A LANDING PAGE

You can use your website, landing page or a survey created exclusively for your hail campaign. The survey can be created by using Surveygizmo (surveygizmo.com), Google Forms or by a similar tool you'll find online. In the survey, you should ask them a few questions before you ask for their contact data. In this way, people are getting engaged and are more willing to leave you their name, email address, and their phone number. Before asking their personal data, ask them did they get hit by hail, how old is their roof, what type of roof do they have...

**WHEN YOU GET A LEAD
(A PERSON FILLS OUT
THE CONTACT FORM),
CALL THEM ASAP!!!**

TARGETING FOR FB ADS HAIL FUNNEL

Facebook removed some targeting options on August 15th, 2018. One of the removed targeting options are "Homeowners" which were a perfect target for roofing businesses since these are the people that own homes and may be interested in roofing service.

Are you asking yourself "What now?!". **Don't panic. This is a great opportunity to get the most out of the FB Ads** because the amateurs won't be able to run the campaigns as easy as they used to.



TARGETING FOR FB ADS HAIL FUNNEL

You can target the people who are interested in home improvement, landscaping, home repair, renovation... Start from here. The cost will be higher while you're collecting your data. You need to get at least 30 conversions from the initial targeting.

We're not arrogant and we certainly don't think we're smarter than Facebook. That's why the first goal of every campaign is to gather data (even at the higher price) but once you have it you can let Facebook find the people similar to those that already converted. Then you should expand your targeting and scale your budgets.

Pretty COOL, right?



Do you have any questions? Do you agree or disagree? Scroll to the bottom and **SCHEDULE A CALL WITH** our charismatic CEO Matt Jacob.

READY TO TAKE YOUR ROOFING COMPANY TO THE NEXT LEVEL?

Schedule A **Free 1-on-1** **Roofing Blueprint Session**

Want to get a custom blueprint on how to easily generate leads and grow your roofing company?

Click the button below and **SCHEDULE A FREE 1-on-1 ROOFING BLUEPRINT** with Matt Jacob, the owner of the top-notch digital agency Profit Roofing Systems.

Best of all: It's 100% free.

[Click Here To Book A Call](#)



Contact

W: profitroofingsystems.com

E: matt@profitroofingsystems.com

P: (347) 269 3804