

# TAO OF MARKETING: Roofer Ad Tide Water Roofing

Business objective: Get More Clients

Getting leads via facebook ads

## WINNERS WRITING PROCESS

### 1. Who am I talking to?

- a. Homeowners who have damaged roofs
- b. People who like the keywords
  - i. Professional
  - ii. Efficient
  - iii. Quickly
  - iv. Specialists
  - v. Neatly
  - vi. Responsive
  - vii. Knowledgeable
  - viii. Friendly
  - ix. Transparent
  - x. Communicative
  - xi. Walk me through
  - xii. First to come down

### 2. Where are they now?

- a. Current state
  - i. In need of roof repair
  - ii. In need of a roof estimate QUICKLY
  - iii. Debating trying to fix things themselves
  - iv. Searching facebook for roofers
  - v. On facebook scrolling, because they got sucked into the matrix
- b. Market awareness (in between 3 and 4)
  - i. Know they need roof repair
  - ii. Might know of the company
- c. Market sophistication (5)
  - i. Know that roofers work
  - ii. Want the best experience possible
  - iii. Leaving the roofing to professionals

- d. Dream state
  - i. Repaired roof by professionals
  - ii. Good roofing company they can go to (people who like)
    - 1. Professional
    - 2. Efficient
    - 3. Quickly
    - 4. Neatly
    - 5. Responsive
    - 6. Knowledgeable
    - 7. Friendly
    - 8. Transparent
    - 9. Communicative
    - 10. Walk me through
    - 11. First to come down
  - iii. Best price they can get what they need done

### 3. What do I want them to do?

- a. Fill out the contact form OR call the phone number

### 4. What do they need to think/feel/experience to do those things

- a. Get them to click on the video
  - i. The man staring at the camera with coffee is interesting because it has nothing to do with roofing so you want to see what it's all about
- b. Keep their attention for 15-20 seconds
  - i. Dramatic music
  - ii. Violent action
  - iii. Red alert color
  - iv. Destroying the computer
  - v. Fun music (post destruction)
  - vi. Guy signaling that he admits that the narrator is right
  - vii. Positioning the roofing company as the professionals that should be fixing your roof
- c. Trust
  - i. Years of experience
  - ii. Using words like professionals
  - iii. "Quality guaranteed"
  - iv. Count on us
- d. Certainty
  - i. Reviews from other customers
  - ii. People know that roofs work
- e. Is it worth it?
  - i. Most people know they need to keep their house up-to-date
  - ii. *"If I could give more than 5 stars I would. Excellent service completed in a timely and professional manner. Thank you."*

