

## Roofing FB Ad Copies

**#1.**

**Headline:** Get A New Roof For As Little As \$500!

**Body:**

Did you know all it takes is one storm to warrant a full roof replacement?

With a compromised roof your home will be left open for moisture to seep in and mold build up which not only damages the structure but also poses health risks.

Also, when the next storm rolls around your roof will be exposed and can easily collapse.

A lot of times the damage is not visible from ground level. Only a trained professional from atop your roof or drone can assess the damage.

The good thing is insurance will typically cover a new roof due to storm damage so all you'd need to pay is the deductible which is on average \$1,000 compared to a new roof which costs upwards of \$10,000.

**CTA:** Click the link below to schedule your free inspection and find out if your roof qualifies for a replacement covered by insurance!

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**#2. Headline:** Increase Your Home's Value and Take Pride in Your Home Again!

**Body:**

A new roof makes all the difference. It's one of the first things people notice about your home.

Your friends and neighbors will think you are neglectful and don't care about your family's safety.

But you can rest easy during the next storm knowing that your roof is backed by a 10 year labor/30 year material warranty.

We offer the best service in the industry and have been trusted by thousands of customers for 10+ years.

**CTA:** Click the link below to get a free estimate instantly!

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**#3. Headline:** Don't put your family at risk with an old or damaged roof!

**Body:**

Older/Damaged roofs are more susceptible to storms and can be easily ripped away causing harm to your loved ones and significant property damage.

Your home's value will also drop significantly and can be the deciding factor between your house and another with a newer roof.

**CTA:** Don't wait any longer. Click the link below to get a free estimate instantly and find out how much it will cost to get your roof replaced!

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**#4. Headline:** Don't let a damaged roof ruin your home's appearance!

**Body:**

Your roof is one of the first things people notice about your home. If it's damaged people will be hesitant to buy your home and visitors will think less of you.

Why should you work with us?

- ✓ Unmatched Respect & Care for Every Customer
- ✓ Expert Roof Repair, Replacement, Restoration & More
- ✓ Transparent Process Explained After Inspection
- ✓ Insurance Adjuster Coordination
- ✓ 200 + 5 Stars on Google
- ✓ Consultants Conveniently Located Across North Texas
- ✓ A+ BBB Rated
- ✓ Member of The Good Contractors List

**CTA:** Schedule your FREE inspection today and let our expert team guide you through the process of upgrading your home's exterior.

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**Creative:**

Picture or video of a drone inspecting a roof.

Video of the owner or sales person at their house explaining the quality work they do and the inspection process in order to build trust with the customer and see who they'd be working with.

## Targeting:

Men and Women ages 30 - 65 in the DFW area (or at least the portion that they serve).

# Market Research Template

Who exactly are we talking to? *Homeowners.*

## What kind of people are we talking to?

- Men or Women? *Men and Women*
- Approximate Age range? *Ages 30 - 65*
- Occupation? *They can have basically any occupation since nearly everyone has a roof.*
- Income level? *Middle Class to Upper Class (Possibly even lower income since insurance can pay for roofs if there is hail damage which is common in Texas where I'll be targeting.)*
- Geographical location? *DFW Texas Area*

## Painful Current State

- What are they afraid of? *They are afraid of their roof leaking and causing more damage that could have been fixed earlier had they got a new roof instead of waiting.*
- What are they angry about? Who are they angry at? *They are angry at their leaky/damaged roof that causes them issues whenever it rains.*
- What are their top daily frustrations? *Their top daily frustrations are looking at their roof as they come home from work and worrying about potential leaks and what their neighbors will think of them for neglecting their roof.*
- What are they embarrassed about? *They are embarrassed about their roof that doesn't look good and leaks which their guests notice.*
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? *They can't deal with this problem themselves and feel overwhelmed when thinking about paying for a new roof. People think they are cheap and/or poor when they see their roof.*

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? *They would say "I'm so tired of looking at my roof everyday it makes me worry that it's not going to hold up in the next storm that rolls through."*

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? *Having a new roof installed by professionals that get the job done quickly and don't leave a mess.*

- Who do they want to impress? *They want to impress their neighbors who currently have to look at their house everyday.*

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? *They would feel like a burden is lifted off their shoulders since they no longer have to worry about the next storm and for the safety of their family. They desire safety for their family the most.*

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? *They currently believe they are neglecting the safety of their family and if they don't get it fixed than their family is in danger.*

- Who do they blame for their current problems and frustrations? *They blame themselves and the weather.*

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? *They have not tried to solve their problematic roof before.*

- How do they evaluate and decide if a solution is going to work or not? *They decide based on how trustworthy the roofing company is and if they have heard about them before.*

- What figures or brands in the space do they respect and why? *N/A*

- What character traits do they value in themselves and others? *They value trustworthy and dependable people. They value companies that don't give them any trouble and are easy to work with.*

- What character traits do they despise in themselves and others? *They despise liars and people who don't do what they say.*

- What trends in the market are they aware of? What do they think about these trends? *They are aware of free roofs due to hail damage and have likely heard about drone roof inspections. They think this is a great way to get a new roof and the drones are great for checking damage while being a safe alternative to someone going up on their roof.*

# WINNERS WRITING PROCESS

## 1. Who am I talking to?

- a. Home Owners, primarily aged 30 - 65. Can be either man or woman but more likely to be a man since he makes decisions for the house and finances for a majority of households.

## 2. Where are they at now?

- a. Scrolling on Facebook
- b. Level 4/4.1 - They are not aware if they need a new roof since they can't go up there themselves but they believe that they may have damage from a recent storm. They are aware of the solution to get a new roof and they are aware of the product as well which is a new roof.
- c. Stage 5 - Market is tired of everything. Since every building has a roof and there haven't been many/any new mechanisms.
- d. Current State - Worried, Concerned, Stressed Out, Doom Scrolling,
- e. Dream State - Peace of Mind, Safety from Future Storms, Low Cost Replacement
- f. Perceived cost is fairly high - A new roof can be fairly expensive.
- g. Dimmed the pain right now
- h. Belief in idea - They fully believe that a new roof is the solution.
- i. Trust/knowledge in company - Fairly low, they have probably never heard of Matt's company specifically.

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

- a. Stop scrolling
- b. Read the ad
- c. Click the link with the intent to schedule a free inspection and then if it's actually damaged to get a new roof ASAP.

## 4. What do they need to experience/think/feel to do that?

- a. Stop Scrolling
  - i. A damaged roof with a stormy background with bright lightning to catch their attention.
  - ii. Bold Letters to get them to quickly read before deciding to keep scrolling.
  - iii. Strong statement/headline to grab attention.
  - iv. Showing the dream outcome of a house with a nice looking roof.
- b. Read the Ad/Lead them to Click the Link
  - i. They need to feel intrigued by the ad and to find out if they qualify for a new roof.
  - ii. They need to feel that the company is trustworthy and will deliver on promises.
  - iii. Someone explaining what hail damage looks like in the video.

- iv. Amplify the pain that comes with a damaged roof. They need to have an emotional response and feel the need to solve this problem since it is really affecting their safety and can get worse.
- v. Need to believe in the company and that they are trustworthy and will get the job done.
- vi. CTA to click the link and learn more or to book an appointment for an inspection directly.

“Is your roof damaged from a recent storm?”

One Step Lead Generation:

- Call them to action and explain that roof damage can be hard to see and it's better to replace your roof sooner so “Book Now”.
- These people don't need to be problem aware but can be since not everyone that gets their roof replaced necessarily has damage that causes a leak. It could just be surface level from hail for example.
- It'd be good to build trust by saying how many 5 star reviews or something like that. People trust people who people trust.
- This is to get people who might impulsively click the link out of worry for future damage or the safety of their loved ones.
- This assumes that the reader has never heard of this roofing company.

Two Step Lead Generation:

- This is where you show an ad to a large group of people but don't try to sell to them right away but get them to say they're interested. Then you proceed to sell to these people who expresses interest. This can be expanded to more steps beyond just two.
- Step 1: Show something to get people to express interest.
- Step 2: Sell to these select people either in this step or move them along the chain and sell to them through a series of steps.
- Have the reader show interest in some sort of way.....
- How to do this???
- Offer them to click the link and get a free online quote in minutes and see if they could qualify for a new roof covered by insurance.
- After getting their information we can then retarget and run an ad to straight up sell to them without warming them up at all.
- The first step is to first “warm up” the lead and get them to trust your company and determine if they're a good fit for the service the company is offering.

**One Step:**

***“Attention [City]! Storm Damage Has Been Reported in Your Area!***

Don't hesitate to give us a call or text.

A damaged roof is more susceptible to future storms that can compromise the safety of your loved ones and belongings.

But with a new roof you can have peace of mind knowing that your family and belongings are safe and protected.

Click the link below to see if you qualify for a roof replacement covered by your insurance.”