

Research:

Where are they: Scrolling through FB

Where do I want them to go: Message us

What steps do they need to take: They need to be disrupted, Feel fear of paying for roof replacing, Then need to look at us as a solution to remove the fear.

Are they problem-aware: They are not aware that their roof needs work done on it

Are they solution-aware: No very minimal knowledge on roofing - they obviously know about roofing but not about specific services and repairs etc

FB Ad Copy:



If your house was built before 2001, listen in...

Your roof will likely need replacing any day now if it hasn't had any repair work done on it yet...

And I hate to be the one to tell you this...

A roof replacement is likely going to set you back £5,000 - £18,000.

And it also means you and your family won't be able to live in the house for a week or so.

Don't believe me on any of this - Google it and see for yourself!

There is only one quick way to dodge this hefty cost and headache...

Simply get your roof repaired now before it gets to the point where it needs replacing.

Click the Message Us button to book a free roof inspection (no strings attached)

And if a repair isn't needed we will tell you straight so we don't waste your time and money as well as ours!!!