

Tao Of Marketing: Roofing Calculator

Business Objective: Use roof calculator

<https://www.facebook.com/ads/library/?id=3577985479121435>

1. Who am I talking to?
 - a. Homeowners
 - i. Home is on finance (most likely)
 - ii. Parents
 1. Have or want kids (pets too)
 - iii. Both men and women
 - iv. Aware of necessary home maintenance.
 - b. 30 and up
 - i. People that can afford a home
 - c. Phrases and words used by market
 - i. "It gave me an estimate of the cost of a new roof without being called and harassed by anyone."
 - ii. The use of the calculator was easy, the only part that made me hesitate was the need to give my phone number and email - always fear to get my email flooded with unwanted emails and not desired calls."
 - iii. "Seemed simple and easy to understand."
 - iv. "I found the sight to be very informative and easy to navigate"
 - v. "All they did was take my info and sell it off to local roofing companies who are now harassing me with constant phone calls."
2. Where are they at now?
 - a. Market Awareness
 - i. They are aware of their problem
 1. Old/bad/damaged roof
 - ii. They know the solution
 1. Get a roofing company to fix it

- iii. Unaware of product
 - 1. Our roofing calculator
 - 2. Also we are assuming they don't know about our roofing co.
 - b. Market sophistication
 - i. They are level 5 sophisticated
 - 1. With the roofing calculator this is getting reset to level 3
 - 2. Also we are tapping into experience (from level 5) when this is claiming to be "so easy"
 - c. Trust in the company?
 - i. 1/10
 - 1. Haven't heard of them before
 - d. Will this work for me?
 - i. 5/10
 - 1. Second guessing the calculator's competence because of their unique situation. Ex. tree over roof.
 - e. Is the value I receive worth it?
 - i. 9/10
 - 1. So little time investment it's hard to say no
- 3. What actions do I want them to take?
 - a. click the video
 - b. Read the copy
 - c. Use the calculator
- 4. What do they need to feel/experience to get there?
 - a. Stop the scroll
 - i. See hook
 - 1. Well groomed man (primal) standing on a roof (interesting)
 - ii. Green highlighted word
 - 1. Can't 100% read it so you click to find out what that says
 - b. Watch the video
 - i. Realize you can get a quote within minutes if you click the link (increases belief it will work for me) + (value goes up because of the small time investment)
 - ii. Trust in company goes up because you see the owner in the video
 - c. Read the copy
 - i. "Instant roofing calculator"
 - 1. Increase value because of little time investment
 - ii. "Don't get suckered into a high pressure roof sales pitch!"
 - 1. Addresses a fear or concern the reader has within the industry
 - iii. "Click the link for an instant roof quote!"

1. CTA, again low time investment
- iv. “Find out what your roof will cost in less than 30 seconds.”
 1. Gives specific time frame - increasing value
- v. “No sales people needed! Just a simple price! Click the link!”
 1. Completely removes the concern of salesman from the reader
 2. Uses keyword “simple”
- d. CTA
 - i. “Need a new roof? Instant roof estimator tool using AI”
 1. Calls out target market
 2. Makes people interested because they don’t know much about AI
- e. Use the calculator
 - i. Quick and simple to use just like the copy says
 - ii. Asks for your email and name at the end (squeeze)

Rules Ex. 10 rules of

As a {blank} Ex. As a plumber

Mistakes Ex. 10 mistakes