Constantclicks

FREE REPORT

5 Costly Marketing Mistakes Roofers Make

And How to Attract Better, Higher-Paying Customers



www.constantclicks.com.au

1 Using Generic Ad Campaigns Without Roofing Industry Expertise

You may have tried running Google Ads yourself or hired an agency, only to find it didn't deliver the results you were hoping for. The problem often lies in the account manager lacking the experience and understanding of the nuances required to get a roofing campaign firing on all cylinders. Without that specialized knowledge, these campaigns fall flat, leading to missed opportunities and low-quality leads that don't convert.

SOLUTION

At Constant Clicks, we've seen this time and again. But because we have proven results in the roofing space, we know exactly how to get these campaigns to work. Imagine having so many exclusive, high-quality leads that you can pick and choose the jobs you want. One of our clients became so busy with the leads we generated that he was turning away 15 jobs per week. With our laser-focused Google Ads strategies tailored specifically for roofers, you'll attract homeowners who value quality and are ready to pay for it — not just the cheapest quote. Our campaigns are optimized to put your business at the top of search results, capturing high-intent leads directly and consistently.

2 Not Tracking ROI: Wasting Money on Unmeasured Marketing

Many roofers invest in various forms of advertising but never truly know if it's paying off. The problem? They aren't tracking conversions with precision, so they're left guessing which marketing dollars are working and which are wasted.

SOLUTION

Constant Clicks takes the guesswork out of marketing by using laser-precise conversion tracking. We leverage the most advanced, dedicated call-tracking software, ensuring you know exactly which campaigns are driving calls and appointments. Not only that, but we also gather invaluable data on which specific keywords are making your phone ring. This allows us to optimize your campaigns, driving down your cost per lead and boosting your return on ad spend. With this level of precision, you can confidently invest in what's working and stop wasting money on what's not.

3 Sending Traffic to a Traditional Website with Too Many Distractions

One of the biggest mistakes roofers make is sending their paid traffic to a traditional website filled with navigation bars and multiple links. This only creates distractions, causing potential customers to lose focus and click away. Instead, you should be directing your traffic to a single, high-converting landing page.

SOLUTION

At Constant Clicks, we use proven landing page templates that convert like crazy and take out all the guesswork, ensuring your campaign hits the ground running. These single-page sites eature powerful sales copy to position you as the best choice in your area. We strip out any navigation so that visitors are left with only two clear options: pick up the phone or enter their details into a form. By simplifying their decision-making process, backed by a Google Ads campaign run by a roofing specialist, your leads will go through the roof (pun intended). This streamlined approach keeps visitors focused on taking action, driving more conversions and delivering higher-quality leads.

4 Failing to Follow Up with Leads Quickly

Homeowners looking for roofing services often reach out to multiple companies at once. If you're not responding promptly, you're leaving money on the table. Studies show that responding to leads within 5 minutes can significantly increase your conversion rate.

SOLUTION

Use automated lead response systems or set up notifications to respond to inquiries ASAP. This will help you stay ahead of competitors who are slow to follow up, ensuring you capture more business before your competitors even pick up the phone.

5 Relying on Lead Buying Services: Competing for Low-Quality, Shared Leads

Many roofers turn to lead-buying services to fill their pipeline, but here's the issue: these services often sell the same leads to multiple roofing companies, turning it into a fierce competition where only the cheapest bid wins. When you're constantly racing against 3, or sometimes even 6, other companies for the same lead, it drives down your profit margins and forces you to compete on price rather than the quality of your work. This approach doesn't just hurt your bottom line — it also attracts customers who are only interested in getting the cheapest deal, not necessarily the best service.

SOLUTION

Instead of competing for low-quality, shared leads, invest in a strategy that brings you exclusive, high-intent prospects directly. At Constant Clicks, we specialize in Google Ads campaigns designed specifically for roofers. Our proven strategies attract homeowners actively searching for roofing services, so you receive exclusive leads that aren't being shopped around to your competitors. This way, you can focus on providing top-notch service and get paid what you truly deserve, rather than constantly fighting for scraps.

BONUS TIP

Advertising Isn’t a Cost — It’s Your Ticket to Consistent Growth and Freedom

A common mindset that holds roofers back is thinking of advertising as a cost rather than an investment. Many business owners hesitate to spend on marketing because they see it as just another expense, rather than a powerful tool to transform their business and personal lives. But here’s the reality: when done right, advertising doesn’t just pay for itself — it can completely change your future.

SOLUTION

Imagine if you had an ATM where you could insert a $5 note and it spits out a $50 note in return. That’s what a well-executed ad campaign can do for your roofing business. But it’s not just about growing your revenue — it’s about the freedom that comes with it.

Imagine being able to pick and choose the jobs you want, instead of scrambling for work. Imagine having so many quality leads that you can finally take that family holiday you’ve been putting off, knowing your business is still thriving. Picture not having to stress about slow months or unpredictable income anymore.

When you work with Constant Clicks, you’re not just investing in ads; you’re investing in a more stable, profitable, and fulfilling life. With our targeted strategies, every dollar you invest brings a tenfold return, giving you the peace of mind to focus on what matters most — both in your business and your personal life.

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Ready to Grow Your Roofing Business?

We only have the capacity to work with 5 new clients each month, so if you're serious about growing your business, fill out our quick application form to see if you qualify for this offer.

Apply Now

Time is running out—don't miss this limited-time offer! ⏳

