BULL ROOF / MARKETING AGENCY

# ROOFING MARKETING MADE SIMPLE

A clear, à-la-carte service menu for roofing companies that want more visibility, more qualified leads and better follow-up.

**START SMALL. BUILD SMART.**

Choose one service, combine a few channels, or build a complete marketing and sales system around your roofing company.

Transparent setup fees • Simple monthly options • Built for roofing businesses

# 1. Brand, website and local visibility

Build the basic online presence customers need to find and trust a roofing contractor.

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| **Roofing brand starter** | $199 | — | Logo cleanup, colors, fonts and a basic brand guide. |
| **Google Business Profile setup** | $199 | — | Profile setup or cleanup, categories, service area, services and photo checklist. |
| **Google Business Profile management** | $99 | $149 | Up to 4 posts per month, photo updates and profile maintenance. |
| **Social profile setup** | $149 | — | Facebook, Instagram, TikTok and LinkedIn profiles with consistent branding. |
| **One-page roofing website** | $499 | $49 | Template-based mobile site with services, service area, contact form and click-to-call. |
| **Five-page starter website** | $899 | $99 | Home, About, Services, Reviews and Contact pages with basic on-page SEO. |
| **Growth website** | $1,499 | $149 | Up to 10 pages, project gallery, financing section, forms and tracking setup. |
| **Service or city page** | $99/page | $19/page | Dedicated page for a roof type, city or service area. |
| **Lead landing page** | $199 | $29 | Focused page for a promotion or advertising campaign. |
| **Website care and updates** | — | $49–$149 | Hosting coordination, backups, small edits and maintenance. |
| **Website conversion upgrade** | $299 | $49 | Estimate form, financing call-to-action, trust elements and lead tracking. |

# 2. Local SEO and search visibility

Improve visibility in local search with a defined scope by location and monthly activity.

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| **Local SEO Essentials** | $199 | $199 | One location, profile upkeep, basic keyword tracking and 2 profile posts. |
| **Local SEO Growth** | $299 | $399 | One location, service pages, listings, 4 posts and a monthly report. |
| **Roofing SEO Plus** | $499 | $699 | Up to 2 locations, one new page or article per month, technical checks and link opportunities. |
| **Additional location SEO** | $199 | $149/location | Location profile and local page support for each added market. |
| **SEO audit** | $299 | — | Website, profile, rankings and competitor review. |
| **Citation cleanup** | $149 | $49 | Correct business details across key business directories. |
| **AI search readiness** | $199 | $99 | Structured business information, FAQs and content formatting. |

# 3. Paid advertising and lead generation

Campaign management is separate from the advertising budget. The roofer pays each ad platform directly.

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| **Google Search Ads** | $299 | $399 | One market and one campaign with call or form tracking. |
| **Google Ads Growth** | $499 | $599 | Multiple campaigns, monthly optimization and conversion tracking. |
| **Local Services Ads setup** | $199 | $149 | Profile and service-category setup plus lead process support. |
| **Facebook / Instagram ads** | $199 | $299 | One campaign and basic creative; client pays Meta directly. |
| **Retargeting ads** | $149 | $149 | Reach past website visitors with follow-up ads. |
| **Microsoft / Bing Ads** | $199 | $199 | Search campaign setup and management. |
| **Seasonal storm campaign** | $299 | $249 | Short campaign for storm, wind or hail season. |
| **Campaign landing page** | $199 | $29 | Dedicated page for an ad campaign or roofing offer. |

# 4. Social media, photos and content

Consistent content helps a roofing company show its work, explain services and stay recognizable.

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| **Social Starter** | $99 | $199 | 8 branded posts per month across 2 platforms. |
| **Social Growth** | $199 | $399 | 12 posts and 4 short videos using client-provided footage. |
| **Social Pro** | $299 | $699 | 16 posts, 8 short videos and a monthly content calendar. |
| **Short-video editing** | — | $25/video or $149 for 8 | Client supplies jobsite footage; agency edits and captions. |
| **Jobsite photo package** | — | $199/visit | Local visit, photo set and basic captions; travel extra. |
| **Blog or roofing article** | — | $99/article | One educational article with basic SEO formatting. |
| **Email newsletter** | $99 | $99 | One email per month using client-provided news, projects or offers. |
| **Seasonal campaign creative** | $99 | $99/campaign | Graphics and copy for a seasonal promotion. |

# 5. Reviews, referrals and customer follow-up

Turn completed work and existing customer relationships into a repeatable referral and follow-up process.

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| **Review generation system** | $149 | $99 | Review link, QR code, request templates and follow-up sequence. |
| **Review response support** | — | $99 | Responses to up to 30 reviews per month. |
| **Referral program setup** | $199 | $49 | Referral offer, simple tracking sheet and customer messages. |
| **Email / SMS follow-up** | $199 | $149 | Up to 2 campaigns per month; messaging fees may be extra. |
| **Past-customer reactivation** | $149 | $99/campaign | Outreach campaign to the roofer’s existing customer list. |
| **Missed-call text-back** | $199 | $49 | Automated text response to missed calls; platform fees may be extra. |

# 6. CRM, phones and business workflow

Organize incoming leads and make it easier for the team to respond, book and track opportunities.

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| **CRM starter setup** | $299 | $99 | Lead stages, basic fields and user setup. |
| **CRM growth setup** | $599 | $199 | Lead pipeline, sources, reminders and basic automations. |
| **Lead notification system** | $149 | $49 | Route new website leads to email or phone. |
| **Call tracking setup** | $99 | $49/number | Track calls by campaign; phone charges may be extra. |
| **Estimate follow-up automation** | $299 | $99 | Reminders for estimates that have not been accepted. |
| **Appointment booking setup** | $199 | $49 | Calendar, booking form and reminders. |
| **Sales dashboard** | $199 | $99 | Leads, appointments, estimates, closes and lead sources. |
| **Custom business workflow** | $499+ | $99+ | Intake, handoffs, reminders or reporting quoted to scope. |

**REPUTATION RULE**
Ask customers for honest reviews. Do not make an incentive conditional on a positive review.

# 7. Sales tools, sales recruiting and hiring

Help roofing contractors build a sales team and a repeatable process for attracting, evaluating and onboarding candidates.

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| **Roofing sales starter kit** | $299 | — | Call script, appointment checklist and follow-up templates. |
| **Sales training session** | $199 | — | One remote sales training session for the team. |
| **Monthly sales coaching** | — | $299 | Two remote coaching sessions per month. |
| **Sales job launch** | $199 | — | Job description, application form and hiring scorecard. |
| **Sales recruiting campaign** | $299 | $299/month | Job ads, candidate leads and weekly applicant report; roofer interviews/selects. |
| **Active sales recruiting** | $499 | $699/month | Source candidates, screen résumés and schedule interviews for one open role. |
| **Sales hire success fee** | — | $1,500 per hire | Pay when the candidate starts; includes a 30-day replacement search if they leave. |
| **Sales onboarding kit** | $299 | — | First-week checklist, call scripts, appointment process and KPI sheet. |
| **Recruiting + onboarding** | $499 | $799/month + $1,000 per hire | Active recruiting for one role, onboarding kit and 30-day check-in. |
| **Recruiting campaign setup** | $199 | $149/month | Job post, application form and lead tracking for other roofing roles. |
| **Recruiting support** | — | $399/month | Candidate-screening coordination and weekly report. |
| **Operations playbook** | $499 | — | Documented lead-to-job workflow and operating checklists. |
| **Monthly business support** | — | $299–$599 | Scheduled consulting, marketing review and process support. |

# 8. Custom tools and apps

Add simple digital tools that support the roofer’s sales and operations process.

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| **Roofing quote calculator** | $499 | $99 | Basic web calculator using roofer-approved inputs. |
| **Customer portal / project tracker** | $999+ | $199+ | Scope and integrations defined before quoting. |
| **Custom internal app** | $1,499+ | $199+ | Price based on workflow, user count and feature limits. |
| **Form or app integration** | $199–$499 | $49–$99 | Connect website forms, CRM and notifications. |

**Custom app scope:** Define supported users, workflows, included support and change requests before work begins.

# Simple packages to get started

Bundles make it easier to explain the first step. Clients can add a la carte services as they grow.

## ROOFING LAUNCH

**Setup $499 | $199/month**

One-page site, Google profile cleanup and basic website care. For a new roofer getting online.

## LOCAL LEAD STARTER

**Setup $699 | $499/month**

Five-page site, Local SEO Essentials and lead tracking for one market.

## LEAD BUILDER

**Setup $799 | $899/month**

Local SEO Growth plus Google Ads management. Advertising budget billed directly to the roofer.

## FULL MARKET BUILDER

**Setup $1,499 | $1,499/month**

Website, local SEO, Google Ads, social posts, review system and dashboard.

## MARKETING OPERATIONS PARTNER

**Setup $1,999 | $2,499/month**

Multi-channel marketing, CRM automations, sales support and monthly planning.

## SALES RECRUITING STARTER

**Setup $299 | $299/month**

Recruiting campaign, job ads, applicant tracking and weekly applicant report for one role.

## SALES RECRUITING + ONBOARDING

**Setup $499 | $799/month + $1,000 per hire**

Active search, screening, interview scheduling, onboarding kit and 30-day check-in.

# How pricing works

Straightforward terms keep expectations clear for both Bull Roof and the roofing company.

- All setup fees are one-time. Monthly services renew at the listed recurring price.
- Advertising spend is paid directly by the client to Google, Meta or the selected platform.
- Domain, premium software, phone, texting, CRM seats, printing, stock photos and travel are extra unless listed as included.
- Each plan should state its page count, number of locations, posts, campaigns, revisions and support limits.
- Client owns its website, business profiles, advertising accounts and customer data. Bull Roof receives only the access needed to provide service.
- No specific lead count, ranking or closed-job result is guaranteed. Reporting should show calls, forms, booked appointments, campaign spend and follow-up.
- Extra service areas, urgent campaigns, custom development and major revisions are quoted separately.

# A simple client onboarding flow

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| **1 Choose** | Select the service, location and measurable business goal. |
| **2 Connect** | Client provides access to owned business profiles and platforms. |
| **3 Approve** | Review website copy, campaign assets, offers and service areas. |
| **4 Improve** | Review lead and sales reporting, then adjust the next month’s work. |

**RECOMMENDED FIRST OFFER**

Start with Roofing Launch for new roofers. Move qualified clients into Local Lead Starter or Lead Builder once their website, response process and advertising budget are ready.