

Client Success

Lead Generation | Roofing Industry

Challenge:

Generate a stable volume of leads from a new PPC account.

Client: PW Roofing

PW Roofing specialise in providing high quality roofing installations for: residential, commercial and industrial clients.

Account Highlights

- 1/ PPC can generate high quality leads from launch
- 2/ Client feedback can help us to generate the leads you want.

Strategy

Brief: Launch a PPC campaign to generate: calls and requests to quote.

Google Ads Search Campaigns

Use BoostOnline UK's industry experience and best practises to launch a new campaign to generate leads at a profitable cost per lead.

30/60/90 Plan:

Identifying profitable jobs and locations for PW Roofing allowed us to generate **high quality leads** for the jobs requested.

- Phase 1: Create PPC campaigns targeting the identified locations.
- Phase 2: Optimise bids and ad copies to increase lead volume.
- Phase 3: Report back to PW Roofing and optimise the account based on their feedback.

Results:

Our PPC campaign is able to **generate daily leads** in the locations targeted.

Challenge

Generate local and national leads for roofing quotes.

Client: A. Goodwill Roofing

Proud to be a Which? Trusted Trader with over 30 years roofing experience, Goodwill Roofing are a roofing company servicing all areas.

Results:

69%

National Leads

31%

Local Leads

Brief

Generate regular leads for roofing repair quotes across local and national markets.

30/60/90 Plan:

Using granular targeting and detailed instructions from the client we were able to build campaigns to maximise their return on ad spend. Introducing them to a larger national market.

Google Ads Search Campaigns

Use BoostOnline UK's industry experience and best practises to launch a new campaign to generate leads at a profitable cost per lead.

Results:

Our Google Ads campaign is able to **generate leads around the country.**

Challenge

Generate local roofing leads in specific locations

Client: WeatherTIGHT Systems Ltd.

We are a family-owned business and we pride ourselves in all of our work. Our ten-year guarantee is second to none and we will always stand behind our work.

Results:

100%

Leads are from the selected postcodes targeted.

Brief

Generate roofing leads within selected postcodes.

30/60/90 Plan:

Leverage Google Ads granular location targeting to generate leads from specific postcodes and towns.

Google Ads Search Campaigns

Use BoostOnline UK's industry experience and best practises to launch a new campaign to generate leads at a profitable cost per lead.

Results:

Our Google Ads campaign is able to **generate leads from specific postal codes.**



To find out how we can help you to generate more leads please get in contact.

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