



A DATAMAN GROUP WHITE PAPER

Direct Marketing for Roofers – Outbound Strategies

As a Roofing Professional you already know the importance of a steady flow of leads to keep your sales people busy and your installers completing projects. Now word of mouth is a great source of leads and referrals, but it's usually not enough. In today's marketing landscape experts preach about *Integrated Marketing*, which is defined as "an approach to achieving the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other."

Roofing Companies have a broad arsenal of marketing options at their fingertips, including Outbound Marketing, such as Direct Mail, Telemarketing, Door-to-Door, and Inbound Marketing, such as your website, SEO, and Social Media. In this White Paper we will be focusing on Outbound Marketing Strategies.

REACH OUT FOR NEW BUSINESS

In Outbound Marketing, you are finding the customer. How does one company attract new customers? Maybe it's because of a Great offer, or a High Quality Product/Service, or Reaching Homeowners when their looking to buy, friendly sales people, and the list goes on. Roofing Professionals need to understand their business and the mindset of potential customers. A single Homeowner might receive 5 mailers and quotes in a week, so how can your Roofing Company stand out from the rest?

BUILDING TRUST

The first thing Roofing Companies needs to do in their Outbound Marketing is **Gain the Trust** of the Homeowner. You can accomplish this by having the following¹:

- A Permanent Place of Business with a Telephone Number
- Tax Identification Number

¹National Roofing Contractors Association <http://staticcontent.nrca.net/consumer/steep.pdf>

- Business License
- Contractor's Liability Insurance Coverage and Workers Compensation Certificates
- List of client references and completed projects, able to be called by prospective buyers
- High Rating of the Better Business Bureau
- Member of any local, state, regional, or national roofing industry associations

You want to have this important information available on your company website, any on-line Directory, all Printed Collateral (Direct Mail, Door Hangers, and Business Cards) and make sure your Telemarketers have this information available as well.

Remember, your companies quote won't always be the lowest. That doesn't mean you can't win that bid. Provide all potential customers with a written line-item proposal and quality-control procedures. Give Homeowners some credit; they do understand the lowest price isn't always the best deal, which is why building Trust will help you close the deal.

TARGETING YOUR BEST PROSPECT

Outbound Marketing does have a cost associated with it, whether it's buying a Telemarketing List, cost of Direct Mail Piece, or the cost of labor to go Door-to-Door. **Reaching the right prospects** will help you increase conversions and save costs associated with your advertising.

Who is a potential prospect for Roofing Company - anyone with a Roof? Not quite. A Home owner living in a single family dwelling unit is the most basic requirement for all Roofers. It is a waste of your marketing budget to reach out to Renters; you are throwing money away when contacting them. But, you also need to remember that not all Homeowners are your prospects.

Consider some of these different demographics when deciding who to reach:

- Year Home Built
- Modeled Credit Score
- Ethnic Information – Primary Language
- Home Value/Income
- Square Footage

All of these selects can be applied to a Direct Mail List, Telemarketing List, or Door-to-Door prospect list. Every market is different, so understanding who your current customers are along with their demographics, will allow you to better target the most responsive new prospects.

Many roofing companies focus their efforts on Home owners in single family homes that are more than 10 years old; others look for homes with a large footprint in terms of square footage.

With direct marketing, you pick your shots.

TIMING

Now that we know whom to target, when is a good time to reach these Homeowners? After a storm hits, you need to be the first Roofer mailing, calling or door knocking the affected area. Use a resource such as <http://hail.org/map/NOAA.html>, which allows you to see Hail affected areas.

****Tip - If ordering a list, use a radius from the focal point of a storm****

HINT: Keep postcards ready-to-go in your office, so that you are able to mail the day the storm ends. Remember, people will want to take care of their roofing needs right away. It takes just a few hours to get a list; another few hours to get the postcards prepared to mail. This is the time to be first in the door!

REFERRALS

We all know that nothing beats a referral but we can't always count on our customers to market for us. You might want to consider marketing in an area where you are currently on a job or have just finished one. See if you can place Yard Signs at your current job, and then run a Direct Mail Campaign that coordinates with the design to on the mailer and yard sign. This is your change to build brand awareness in addition to building trust.

YOUR MARKETING NEEDS TO BE COST-EFFECTIVE

Direct Mailing and Telemarketing are the two most cost-effective methods used by the Home Improvement industry to obtain qualified leads. Use the above suggestions to help plan and formulate your Outbound Marketing Strategies.

Dataman Group Direct has been providing marketing lists for Roofers for 33 years. Visit the [Home Improvement section of our website](#) for additional information.

Scott Filhaber is a Direct Marketing Specialist for [Dataman Group Direct](#). He has served as the President of the Florida Direct Marketing Association and on the Board of the American Marketing Association – Palm Beach. Dataman Group Direct has been in business for 33 years and specializes in providing targeted Direct Mail Lists for a number of Industries.