



Intuit Marketing

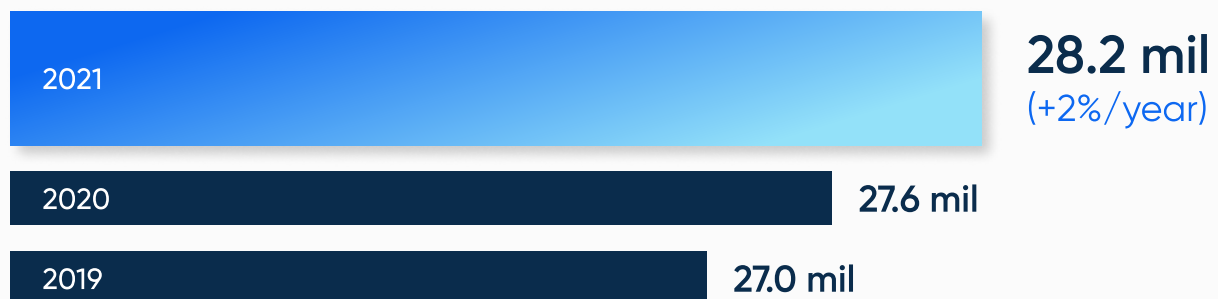
# Residential Metal Roofing

See how the market is growing and how to take advantage of untapped revenue sources

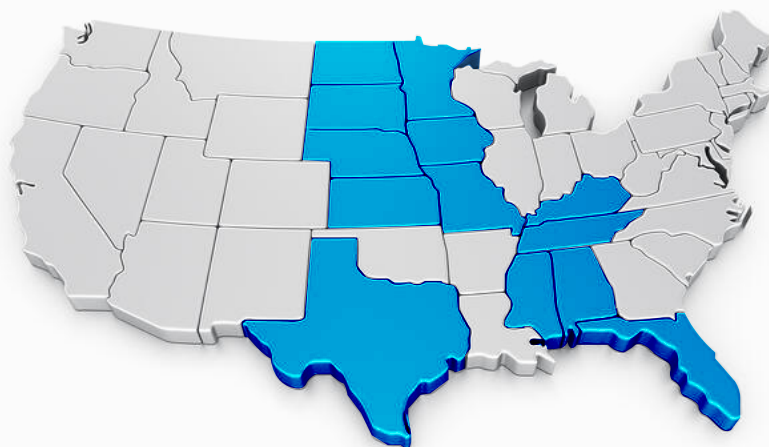
**M**etal Roofing is one of the most overlooked and under-utilized verticals in the current market. This is not due to lack of demand, but instead to lack of advertising effort and education. Largely seen as a commercial application in the past, metal roofing in the residential sector is perfectly positioned to grow and become the permanent roofing solution of choice for many consumers. Those who are at the forefront of the digital wave for metal roofing will stand to benefit most and establish themselves in their local markets as the go-to professionals for permanent roofing needs.

## Market Growth

US demand for metal roofing is conservatively projected to rise 2.0 percent annually to 28.2 million squares in 2021<sup>1</sup>.



With only a fraction of the states<sup>2</sup> focusing on growing metal roofing there is plenty of opportunity throughout the country to expand.



<sup>1</sup> - <https://www.marketresearch.com/Freedonia-Group-Inc-v1247/Metal-Roofing-Product-Subregion-11101161>

<sup>2</sup> - <https://www.metalroofing.com/news/mra-issues-us-and-canadian-residential-metal-roofing-industry-outlook-2020/>

Conventional marketing efforts do little to educate and introduce your product to the audience at hand. Brand advertising only works to attract those that are actively searching for a metal roof replacement and direct response marketing is largely ineffective due to the sticker cost of the product. This methodology misses a huge portion of potential clients, leaving opportunity on the table for the taking. As such companies in large rely on a good service record, word of mouth and repeat business to get sales.

## Residential Market Share

In a \$3.0+ bil metal roofing market in USA\*, residential sector makes up 29% of that, with metal tiles, shingles and shake leading the pack in terms of growth. This is a clear indication of customer awareness of the look and value provided by such products and companies that offer these products reap the benefits of an easier sale.



\* – <https://www.marketresearch.com/Freedonia-Group-Inc-v1247/Metal-Roofing-Product-Subregion-11101161/?progid=91041>

## Online advertising

How do conventional marketing strategies perform? Look at it this way – the better you think the particular traffic source is the bigger chance every other company thinks the same. This implies you're entering an overcrowded online auction to pursue the exact same prospective clients.

Let's consider SEM (search) as an example. There are only a finite number of keywords that relate to metal roofing. With each new incumbent that enters the race the number of keywords doesn't grow, only the price to use them does.

This table depicts actual costs per click for some of the top keywords relating to metal roofing:

Table 1 \*

Keyword	Avg. monthly searches	Top of the page bid
metal roofing near me	8 100	\$22.77
residential metal roofing contractors near me	590	\$27.41
metal roof installation	9 900	\$19.29
metal roofing companies near me	1 600	\$35.67
metal roofing contractors	2 400	\$33.00
metal roofing prices per sheet	2 900	\$6.66
metal roof estimate	480	\$15.00
residential metal roofing	1 600	\$16.97
metal roof cost	18 100	\$10.83
cost to install metal roof over shingles	880	\$16.04
metal roofing contractors near me	1 300	\$25.65
metal roofing companies	1 300	\$29.68

*(Note: If you narrow down to 3-5 states, search volume would drop up to 2 to 5 times for each keyword, and click cost could increase 30-50%)*

\* – obtained by <https://ads.google.com/home/tools/keyword-planner/> – USA/Canada, "Metal Roofing", Last 12 months, English



It is also important to understand that prospects which use these general queries are in "shopper" mode and will click the first page links to get quotes from everyone, including your competition. They aren't there to create a relationship or learn about the product – they just want to spend less.

### Metal Roofing Company #1

Ad • <https://roofingcompany1.com> ▼

Step 1: Enter Your Zip Code. Step 2: Find Up To Four Local Pros.

No obligation • Free Estimates • Project Cost Guides • Free to Use

#### Best Price

Best Price

Compare Installation Bids For Free!

#### Shingles

Best Price

Get Quotes For Free w/ ZIP Code.

#### Installation

Looking To Re-Roof Your Home?

Find A Roofer That Fits Your Budget.

#### Repair

Damaged Roof?

Find Repair Quotes Fast & Free.

### Metal Roofing Company #2

Ad • <https://roofingcompany2.com> ▼

Step 1: Enter Your Zip Code. Step 2: Find Up To Four Local Pros.

No obligation • Free Estimates • Project Cost Guides • Free to Use

### Metal Roofing Company #3

Ad • <https://roofingcompany3.com> ▼

Step 1: Enter Your Zip Code. Step 2: Find Up To Four Local Pros.

No obligation • Free Estimates • Project Cost Guides • Free to Use

### Metal Roofing Company #4

Ad • <https://roofingcompany4.com> ▼

Step 1: Enter Your Zip Code. Step 2: Find Up To Four Local Pros.

No obligation • Free Estimates • Project Cost Guides • Free to Use

Typical search queries will produce typical results. As useful as it might seem to be on the first page of the results, it is not the most efficient way of attracting clientele.

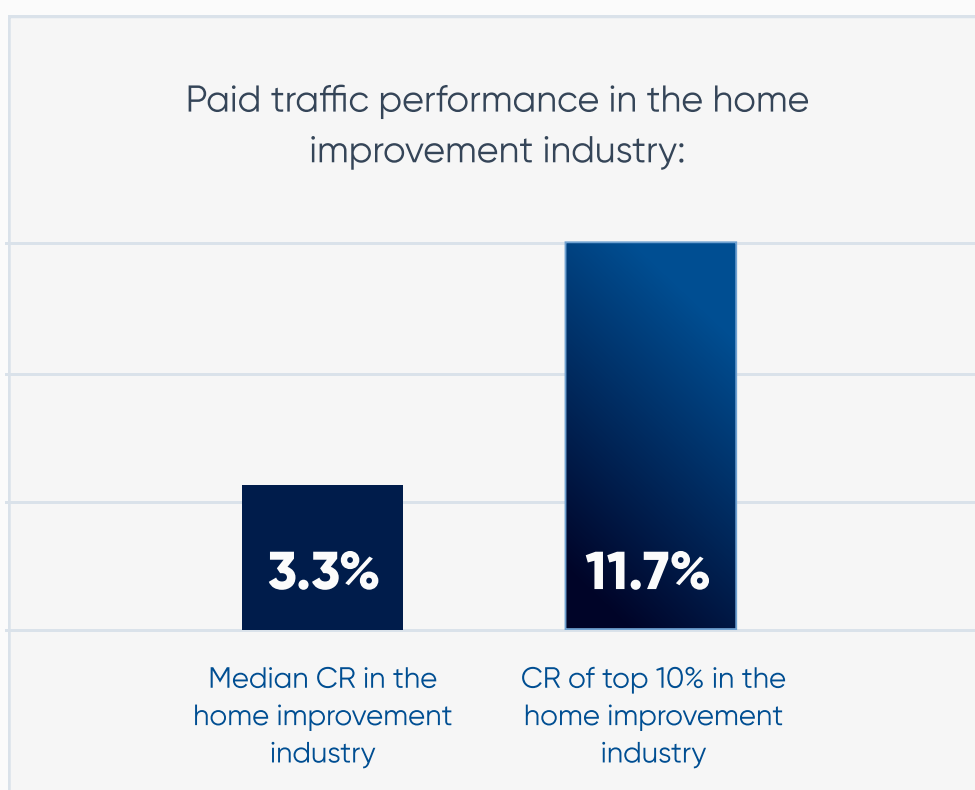
**W**e can further break down a marketing funnel that is widely used.

Most funnels have the following structure:

ad → landing page → confirmation call → on-site estimate

We can combine all the figures we've examined with the metrics produced by Unbounce.

Table 2 \*



*(results may vary depending on the acquisition channel)*

If we optimistically assume 15% as a typical CR, use the click costs 25\$-30\$ from above and go through the entire search funnel, we can estimate the cost of a lead to be \$166-\$200. If we factor in typical closing rates of 10-25%, we obtain a total acquisition cost of ~\$700-2000, which is where most companies will, or should, be.

Typical search funnel consists of a company ad that leads to a company landing page. When it comes to SEM this funnel is virtually identical for everyone.



Will the above approach yield results? Yes. But there are conditions attached. The pool of prospects you are marketing to is the same as the competition and your first sale revenue will be decreased as you will need to lower your out-of-the-gate pricing to compete. In addition, this approach is not scalable as there is only a finite number of individuals searching for given terms.

## Our approach

We wanted to break away from the ordinary and offer a solution that works while minimizing competition and maximizing results. To achieve this we have developed a multi-touch funnel that does several things differently and focuses on client need above all else.

**1**

We identify those who are potentially interested in a metal roof, but aren't actively searching for it online

**2**

We introduce to them the benefits of the product to spark their interest

**3**

Based on user interaction we filter out those that are likely to convert and give them a more detailed look on the features and benefits of the product

**4**

Once a prospect is interested enough, we collect their information and pass it on to a local partner



The benefits of this approach are very significant to a business and its growth and are as follows:



Opens up a completely new audience segment and a new pool of potential customers. Your company name is never mentioned at the top of the funnel and we never do any brand advertising. This ensures we don't compete with your internal efforts;



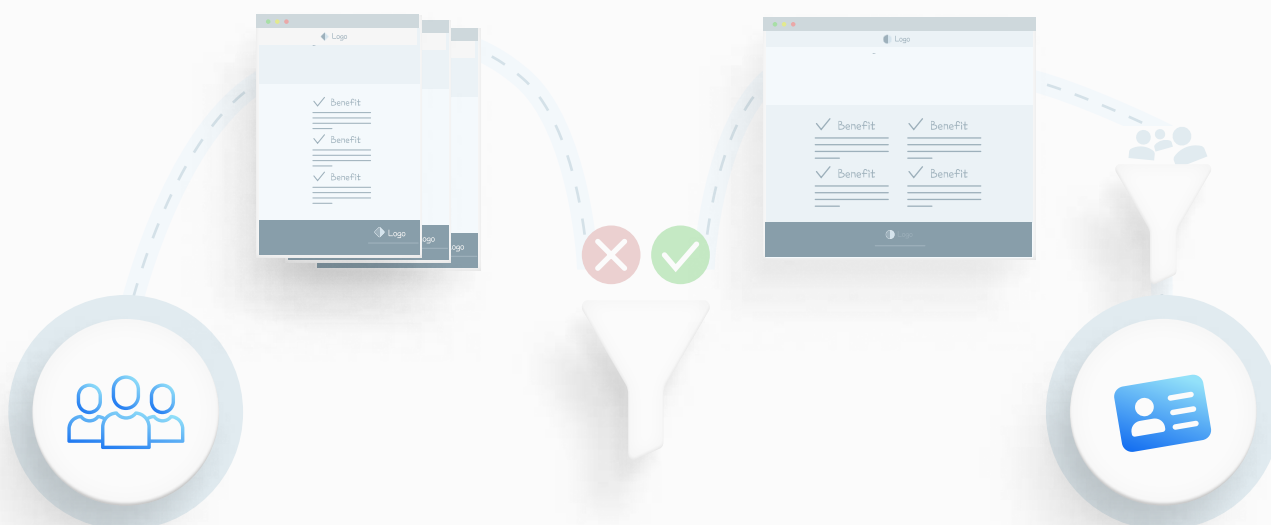
Prospects that are legitimately interested in the product and will listen to your sales pitch. Quality wise the people that make it through our whole funnel convert to a sale at a double-digit rate;



The flow of new business is very scalable. We deliver as much or as little as your budget will allow;



100% exclusive and real-time leads. We do not resell leads, we pass it on once to a single partner company and that's it.



## Test our approach 100% Free

Yes, really! We will work with you completely free of charge. We will build out a custom campaign specifically for you and launch it. Once you close a few sales **you** decide if we continue working together.



### No Contract

This offer is obligation and commitment free. You can stop working with us anytime you want. We take on all the risk.



### No Setup

We will do all the heavy lifting without you even noticing. There are two things we would need from you during our setup: Your coverage area and your working hours – that's it.



### No overlap with your existing campaigns

We genuinely believe in market saturation; thus, our team managed to uncover untapped markets where no one else is looking.

## What Should You Do If You're Interested:

Please reach out to us at [partnerships@intuit-marketing.com](mailto:partnerships@intuit-marketing.com), we would love a chance to speak with you and see how we can work together.



[partnerships@intuit-marketing.com](mailto:partnerships@intuit-marketing.com)



[intuit-marketing.com](https://intuit-marketing.com)