

REBRANDED LEAD GENERATION & CONVERSIONS

Qualified leads are the lifeblood of service organizations & these creative campaigns drove leads & sales through the roof!

A creative rebranding strategy that focused on the critical emotional decision involved in making a roofing decision as well as micro-targeting campaigns to key categories including Churches, Synagogues, industrial buildings, hi-rise offices and more

- New Identity: **“Roofing Redefined for YOUR Peace of Mind”**
- Emotional Anchor: **“Avoid The Threat of Roof Regret”**
- Call to Action: **“Schedule A Free Threat Analysis”**
- New Evaluation Score: **“Roof Reliability Rating”**
- Direct Mail Campaign (Multiple versions)
- Telemarketing Action Plan/Script
- Best Practices/Lead Management Guide



“Overhead” problems stressing you out?

Avoid the threat of Roof Regret

Would a Fiddler on YOUR Roof be Safe?

“Your church supports the needy, we’ll support your roof!”

Chicago weather could wreak havoc with your church roof, ruin your cherished possessions or worse, injure your worshippers.

Protect your church and congregation from costly Roof Regret!

Schedule your FREE Threat Analysis today and learn the Gospel Truth about your roof!

Contact Raincoat Roofing Today, We’re Chicagoland’s leading Church and Steep Roof Experts!

raincoatroofing.com

RAINCOAT ROOFING
Roofing Redefined... for YOUR Peace of Mind

REPAIR | MAINTENANCE | REPLACEMENT

(708) 681-1010

Drove New Leads & Sales Through The Roof!!!

The image is a collage of various roofing advertisements. At the top left, a man in a grey shirt looks stressed with his hands on his head, with the text 'Overhead problems stressing you out?'. Below this is a photo of a city skyline at night with the text 'Avoid the threat of Roof Regret'. In the center is a large orange starburst graphic with the text 'Drove New Leads & Sales Through The Roof!!!'. To the right is a photo of a priest in a dark suit holding a tray of money, with the text 'Your church supports the needy, we'll support your roof!'. Below the priest is a photo of a synagogue interior with the text 'Would a Fiddler on YOUR Roof be Safe?'. At the bottom is a photo of a fiddler on a roof with the text 'A leaky, damaged roof can seriously injure your worshippers and harm your most cherished possessions!'. The Raincoat Roofing logo and tagline are at the bottom left, and the phone number '(708) 681-1010' is at the bottom right.