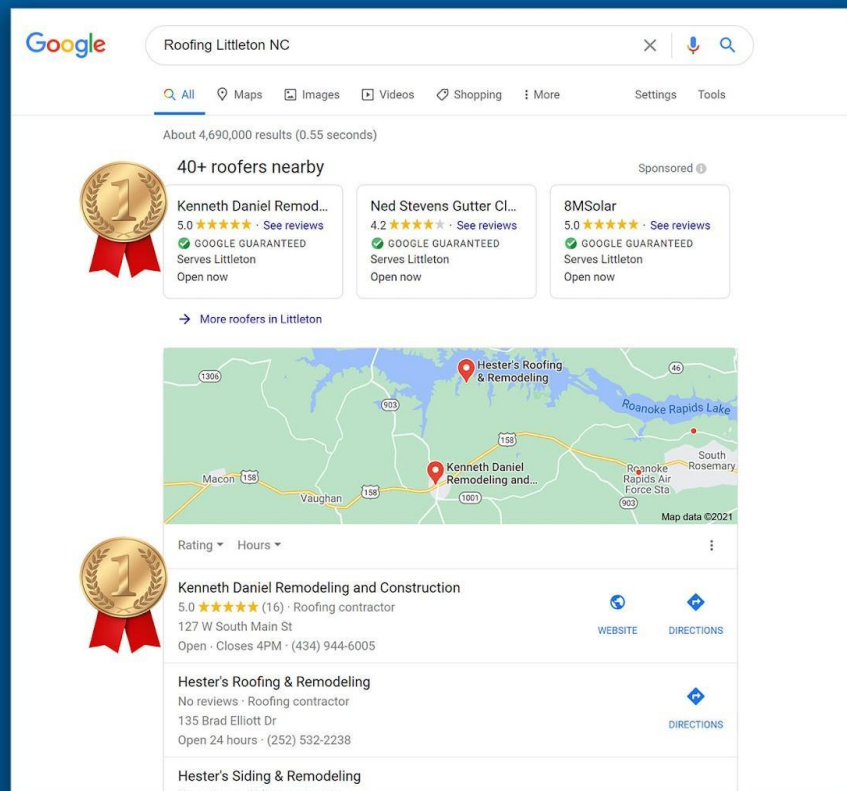




The Authority Marketing System

Our “**Authority Marketing System**” is a marketing service that will transparently increase your company’s exposure in your local market(s) by making your ROOFING BUSINESS seen as **the #1 Roofing Business in your service area(s).**



HOW DOES THIS SYSTEM WORK?

01 - Showcase Your Professionalism.

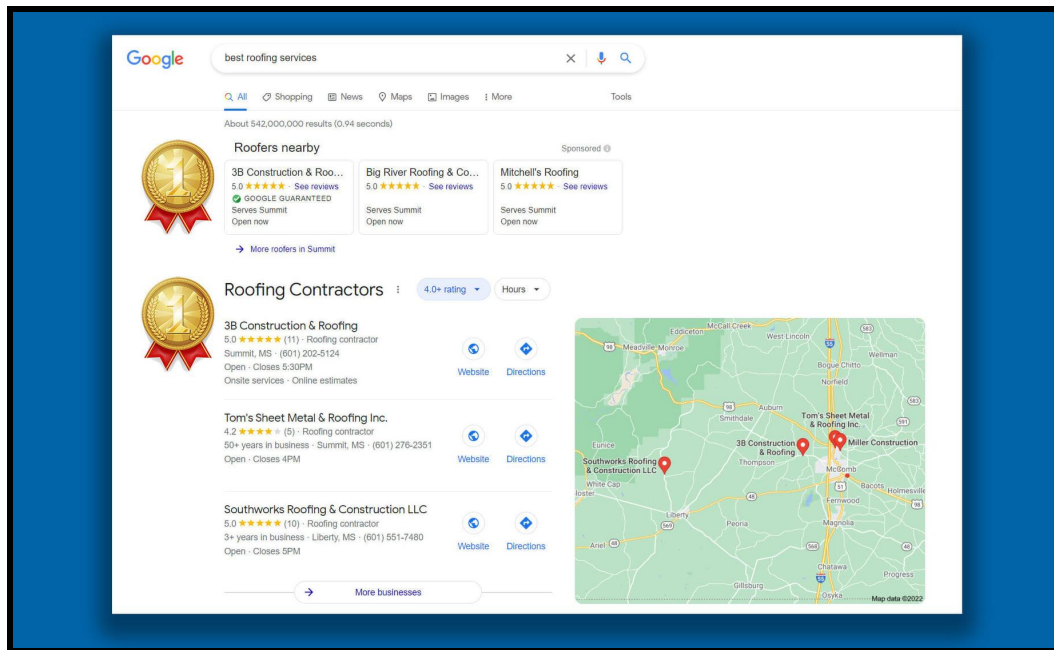


Your online foundation (digital assets) is the most important aspect of your business when it comes to successful online marketing that turns potential customers that are **SEARCHING / LOOKING** for the best roofing company into profitable sales for your business. **When your digital assets are fully aligned and professional, potential customers will be attracted to your business and will contact you for more information on how you can solve their roofing problems.**

Your **“Foundation Set Up”** includes:

- Create and launch a new website that is fully search engine optimized & features your live reviews Google & FB. *(Builds trust)*
- Connect your website with your Google Properties & FB Page for auto-posting your finished roofing projects. *(Promotes credibility)*
- Implement **Phone Call Tracking & Performance Tracking** to ensure all marketing efforts are 100% TRANSPARENT. *(Creates clarity of what is generating revenue)*
- Set your company up with the **Contractor Authority Web App** for online booking for Free Roof Inspections. *(Simplifies your customers' experience)*

02 - Be The ‘#1 Roofer’ In Google’s Local Search Results



‘1st Page’ Google MAP Results

We perform every action needed to show Google that your roofing business deserves to be the #1 Roofing Company in its LOCAL MAP SEARCH Results.

This includes:

- Google Business Profile Optimization & Management
- Sync Business Citations to over 70+ directory websites
- (1) 500 Word Blog Post Per Week (posted to website, Google Business & FB Profile)
- Acquire high-quality Backlinks to increase online authority
- Connect Website to Google Business & Facebook Page for auto posting content

& ‘1st Page’ Google Guaranteed Results

Google Local Services ads is Google’s new pay-per-lead advertising platform. (Calls & Bookings)
“**Google Guaranteed**” Local Services Ads are placed at the very top of local search results. We perform every action to get the MOST EXPOSURE for your ad budget to generate lead calls & messages.

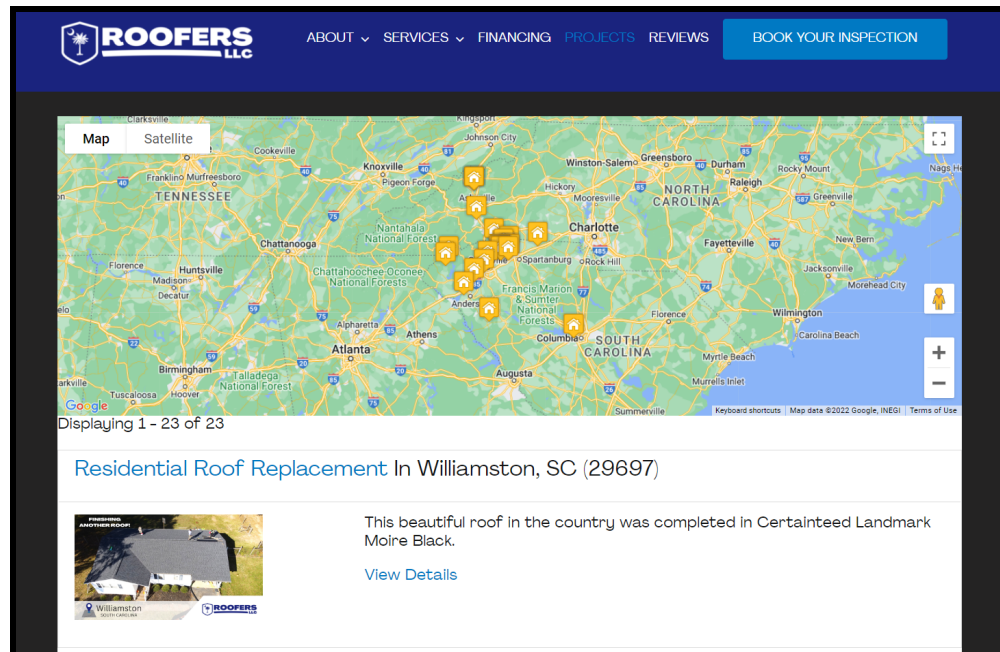
This includes:

- Guide your company through getting “**Google Guaranteed**”
- Fully optimize your Local Service Ads profile & continue doing so ongoingly.
- Fully manage disputing bad leads.
- Provide ongoing management to get the most out of your advertising budget.

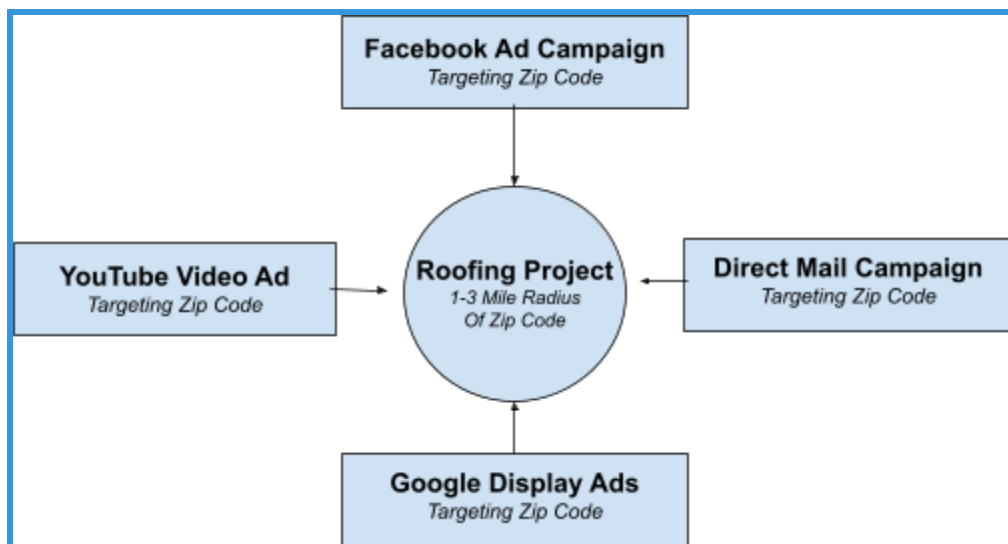
03 - Be Seen As The ‘Top Roofing Company’ In The Area

We make sure all of the neighbors around your completed jobs know about your company with “**Neighborhood Campaigns**”. We promote your finished work on your website, by postcard & by Google / YouTube / FB Ads.

All of this is triggered and immediately put into action when a roofing project is marked as “**Completed**” within your CRM. The postcards & display ads will target a (1-3) mile radius around your finished roofing job to get maximum exposure for your business in the neighborhood that you just completed a project in.



HOW IT WORKS:



GOOGLE DISPLAY ADS & FACEBOOK ADS:



DIRECT MAIL: Optional - **Dope360** Account Required.

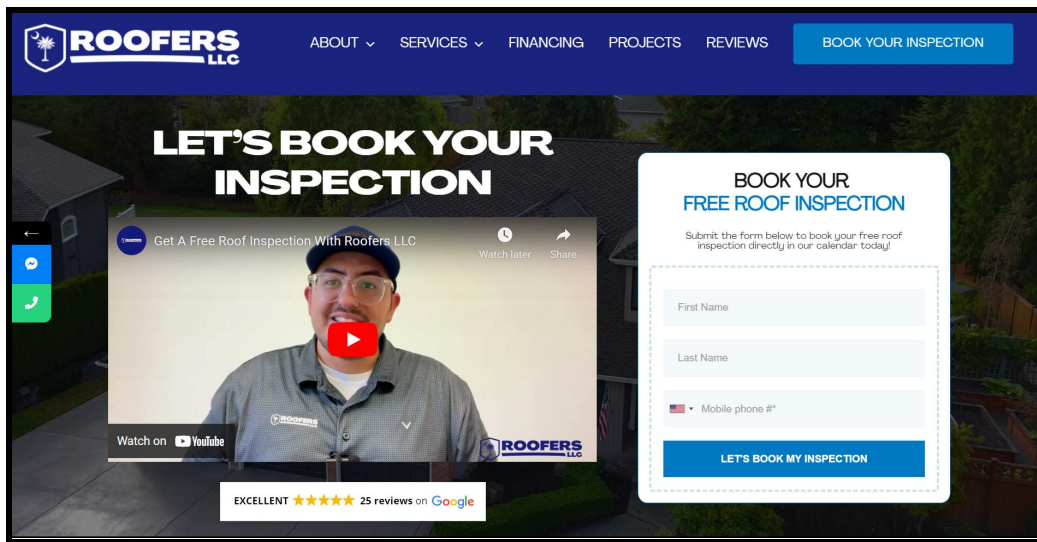


DOPE
360

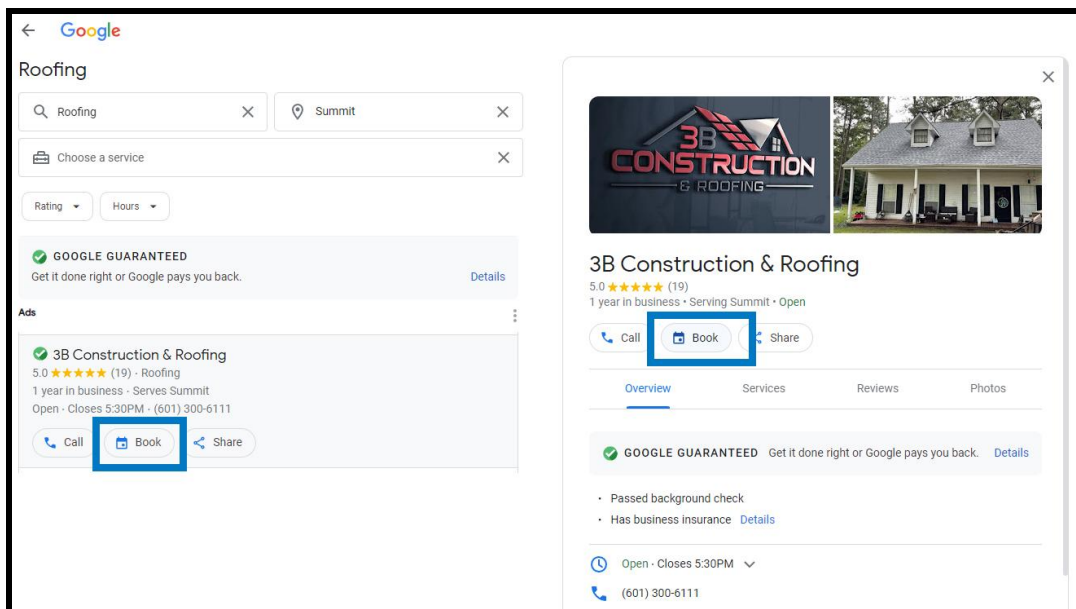
04 - Simplify Your Potential Customers Experience

Your customers want to have clear expectations when working with your business. One way to accomplish this is by providing a way for them to be able to DIRECTLY book their roof inspections through an online calendar. **All Roof Inspection BOOKINGS automatically sync with your existing CRM!** (RoofLink, JobNimbus & Acculynx!)

Potential Customers Can Book ROOF INSPECTIONS Through Your: WEBSITE

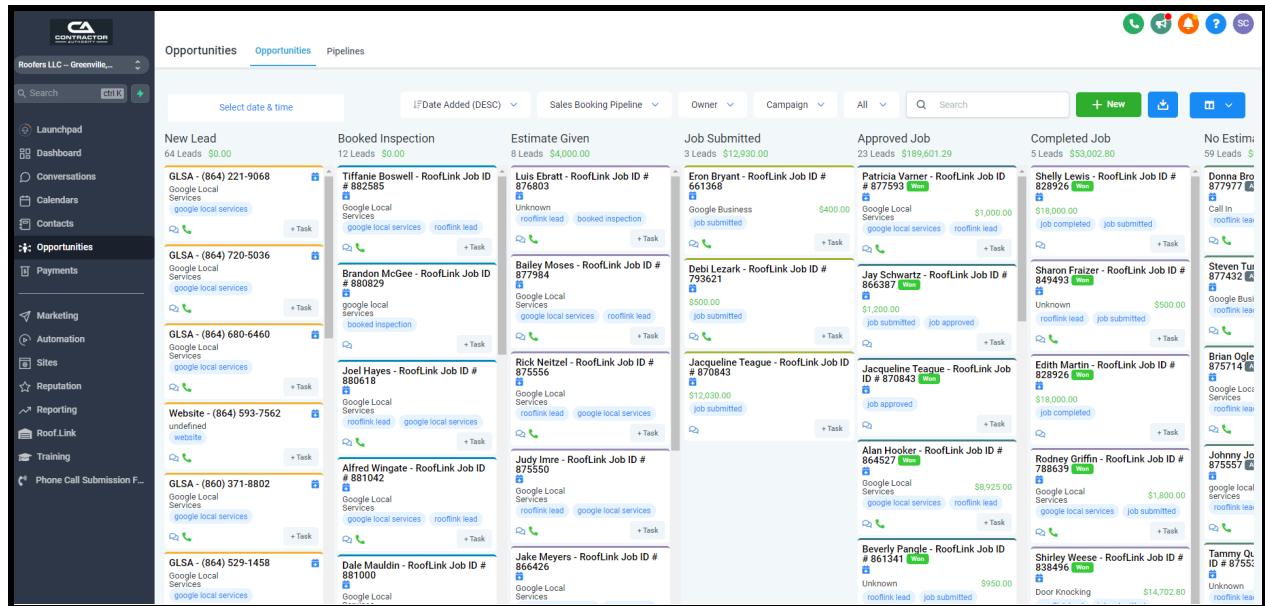


& GOOGLE LOCAL SERVICE ADS



05 - Streamline Your Entire Customer Acquisition

1) Consolidate Your Leads: All “Leads” (Website form submissions, phone calls, Google Business Messaging, FB Messages, GLSA calls, Roofle, RoofR, Web Chat & MORE!!!) come into 1 platform for your Sales Staff to easily engage.

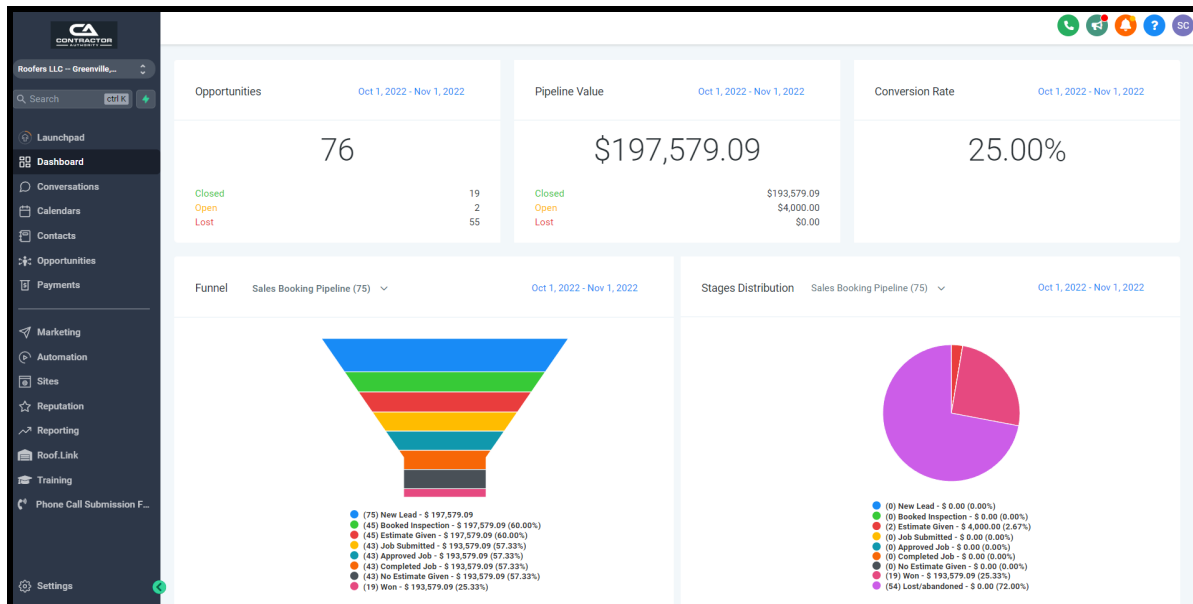


2) Re Engage “Dead” Leads: All “Leads” that don’t turn into a “Booked Inspection” within 24 hours are marked as “abandoned” to notify your staff to re-engage immediately with them.

3) Ensure Estimates Are Provided Timely: It is incredibly important for a potential customer to receive their Estimate timely after a roof inspection. Any booked inspections that are not provided an estimate within 2 days is marked for managerial staff to assess the sales rep’s performance.

4) Syncs Directly With Your Existing CRM: The entire customer acquisition pipeline fully syncs with your existing CRM to have a clear picture of your company’s performance. *(Includes: RoofLink, Acculynx & JobNimbus)*

06 - Get **Transparent Reporting** That SHOWS What Marketing Efforts Are Generating Revenue



& Automatically Capture Your Lead Sources:

Every call automatically creates contact in our app and is marked with the correct SOURCE that generated that call. **No more relying on your staff to ask “How did you hear about us?”** The “source” of the potential customer is synced with your CRM when a call is turned into a potential customer by booking an inspection or providing an estimate within your CRM.

The interface shows the 'Opportunity' form for 'Tiffany Boswell'. The form includes fields for Contact Info, Opportunity Info, Pipeline, Status, and Opportunity Source. The 'Opportunity Source' field is highlighted with a blue box, showing 'Google Local Services'.

Below the form, a list of opportunities is displayed, including:

- Patricia Yarnor - RoofLink Job ID # 877593
- Jay Schwartz - RoofLink Job ID # 866387
- Jacqueline Teague - RoofLink Job ID # 870843
- Alan Hooker - RoofLink Job ID # 864527
- Beverly Pardo - RoofLink Job ID # 861341
- Shelly Lewis - RoofLink Job ID # 828526
- Sharon Frazer - RoofLink Job ID # 849493
- Edith Martin - RoofLink Job ID # 828526
- Rodney Griffin - RoofLink Job ID # 788639
- Shirley Weese - RoofLink Job ID # 838496

Includes Everything Needed To Be The #1 Roofing Contractor

In Your Service Area(s):

1. Foundation Setup

- Competitive Analysis
- Google Business Profile Setup/Optimization
- New Website optimized for SEO
- Google Business Site
- Phone Call Tracking, Ad Performance Tracking & Local Search Rank Tracking
- Web App

2. Google Local Map, Organic Search & Local Service Ads Local SEO Services

- Google Business Profile (Map results) Optimization and Management
- Google Organic Search (SEO, blog posts, acquire backlinks, etc.)
- Google Guaranteed - Local Service Ads Setup, Optimization and Guidance for best results.

3. Neighborhood Ad Campaigns

- Post Finished Projects To Website
- YouTube, Facebook, Google Display & Direct Mail Setup & ongoing management

4. Web App

- Online Bookings, Streamlined Customer Acquisition Pipeline, Customer Communications, Review Generation & more!
 - Setup and 7 days a week technical support

5. Transparent Performance Reporting (Dashboard & Email Reports)

6. Monthly Performance Report & Consultation

No Contracts. All-Inclusive. 100% Transparent.

Anticipated Additional New Yearly Revenue:

\$2,121,792.00+ per service area

CLIENT EXCLUSIVITY:

Our company will **ONLY work with your business** in your service area(s) for as long as services are being provided by Contractor Authority.

READY TO GET STARTED?

Book a consultation today at: <https://contractorauthority.io/consultation>