

Moy Consulting Blog Article Suggests Strategies on How to Get Roofing Leads

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Moy Consulting has recently posted a blog article on their website that talks about how roofing companies should go about generating more sales leads. The article gave several examples of successful methods the agency has used over the years to help their roofing clients grow their businesses. Many of Moy Consulting clients say they have gotten dramatic results from putting these online marketing strategies to work for them.

Agency owner Mats Moy had this to say about the recently posted article, "I have been specializing in helping roofers generate sales leads for their companies for many years now. In that time, I have seen some methods that didn't work so well at generating roofing leads and some that produced great results. This trial and error period has helped me accumulate a list of roofing marketing strategies that produce outstanding results. I wrote the blog article to share these lead generation ideas with other roofing companies in an effort to help them grow their businesses. Best of all, these marketing strategies work just as well for those who are new to the roofing trade as they do for veteran roofing companies."

The article itself went on to discuss several marketing strategies that the agency has used successfully to help roofing companies generate more sales leads. The first marketing strategy mentioned was to create effective blog posts that reflect a roofing contractor's typical buyers' persona. The article went on to say this is done by collecting data about a company's target audience such as their age, where they are located, their hobbies, interests, and pain points. Another impactful lead generation tool that was brought up in the post was for a roofing company to start a giveaway campaign. It was recommended that a company giveaway be targeted in such a way that it had the potential to significantly grow a roofing company's email list.

Also in this blog article on how to get roofing leads, it mentions that retargeted Facebook ads can take advantage of this popular social media site's huge following. With Facebook retargeting, roofing companies basically show relevant Facebook ads after readers exit their roofing website. Another successful roofing

marketing strategy that was talked about in the article is a roofing company having its business information (Name, Address, Phone Number) listed on well-established local business directories. These business directories include Google My Business, the Better Business Bureau, Yelp, Thumbtack, and the Yellow Pages. Other online marketing strategies that were mentioned in the blog post include asking customers to leave reviews, answering questions on Quora, nurturing an email list, creating location pages on a company website, showcasing a work portfolio, offering payment options, and distributing brochures and flyers.

For those who are wondering if Moy's roofing lead generation ideas work, here is what two of the agency's clients had to say. Zak Slavin, the owner of Slavin Home Improvements, says, "We had a record-breaking month this year. We were able to complete a total of 12 roof replacements over 14 days thanks to Mats." Straight Arrow Roofing owner Joel Guerra added this, "Just last month, I generated 183 roofing leads! Working with Mats has been the best decision I've ever made for my business."

Some of these marketing strategy tips are also discussed in a YouTube video that Moy Consulting has posted online at <https://www.youtube.com/c/matsmoy>.

Canada-based Moy Consulting is a digital marketing agency that specifically focuses on helping roofing companies generate sales leads. Their services help roofing contractors and companies from all over the world attract a steady stream of potential customers. Their marketing strategies, such as the ones in the above-mentioned article, are designed to enable roofers to reach their ideal audience to help improve their reputation. Moy says that when these online marketing strategies are done effectively, it has the impact of helping a roofing contractor become recognized by homeowners, business owners, and property managers as a leading roofing authority in their location.

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Moy Consulting

Moy Consulting, based in Canada, is a consulting company that helps roofing contractors and companies worldwide attract a steady stream of roofing leads. Whether your roofing business is residential or commercial in nature, we're here for you.

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