

RS Scotland Roofing Services Team Grows To Meet Customer Demand

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In order to support the level of growth, RS Scotland extent marketing to a whole new level to enhance market stability and to service our existing customers with more insurance backed services, the new £250,000 business loan offers new scope and a clear road ahead. Internet marketing is the regional focus for our marketing team and company goals for 2016.

The 2014/2015 financial years were highly productive compared to the previous year where only £20,000 accounted for marketing expenses. This saw a 60% growth in new business and accumulated £400,000 in sales by acquiring a new business loan, provide by The Royal Bank of Scotland. We intend providing high quality roofing service over the next 10 years. We foresee that RS Scotland becomes financially stable, as all net income will be banked for future planning, and no dividend payments will be made to directors until the company reaches a high level of stability.

Offering green products to customers throughout Scotland have seen a 30% growth on green roofing, compared to 2013 where customers saw no value in buying green products from RS Scotland, as marketing was not focused on environmental friendly roofing products.

RS Scotland now positions themselves within the Scottish marketplace as the ideal solution for green roofs, bituminous membrane roofing, rubber roofing products such as Firestone RubberCover EPDM and a range of tiled roofing products, such as Redland slates, Welsh slates, Chinese roofing slates and a range of Spanish slates roofing services. Providing warranties of up to 25 years have helped grow sales by 38% through February 2014 until December 2014.

In order to maintain this level of grows, ongoing planning is developing at a steady rated as 800 hours per week have been allocated in developing customer focused sales funnels within the company. Our planning is key to the success of the company as our budgets are limited to marketing the company brand.

Our Google Adwords spending is up by 158% from the previous year 2014, and it will continue to rise as

costs per click stabilizes. Our Bing and Yahoo per click advertising raised by 32% compared to the previous year 2014, and will continue to rise as cost per click stabilizes.

Introducing

Robert J. Mcleary ? RS Scotland Roofing Systems: Scottish Business Development Director

Robert brings a great deal of experience from his previous company at MCL Marketing Limited and more recently, Utility Plan Limited. With over 8 years within the Internet marketing industry, Robert will assist the new Internet marketing team within RS Scotland in identifying new business opportunities within the roofing industry. The new marketing teams have budgets of £150,000 over 2015 and we have an advanced plan to take 30% of the roofing services market around Scotland. Robert says:

?This is the right choice for me right now and an excellent opportunity for me to move forward with something I love to do, the future is bright and I'm excited about my current position with RS Scotland.?

Introducing

Dianne Mcleary - Sales Director RS Scotland

Dianne's background is telesales and direct marketing has surpass here, her experience accumulated with her previous employers Direct Telesales Wishaw Limited over a period of 7 years, Dianne became an expert in closing down sales and being clever about offering benefit, focused, products to customers, she won employee of the year from 2010 and for a further 3 years as she continued to win awards within the company. Her career was set to be in business for herself, so she decided to join her brothers company RS Scotland, as it was a choice that was put before her.

The Future and Beyond

RS Scotland will focus on two main aspects of the business, one, future grow and planning, and two, staff training and entering other parts of the UK, including London, Birmingham, Nottingham, Newcastle and Liverpool. We are confident that we will break through into other parts of Britain as our employees are well versed in our approach and our level of commitment and passion our team member have for the company.

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