

# Recession... what recession?

- ▶ Our roofing clients received over 20,000 leads in the last 12 months
- ▶ Adtrak are digital marketing experts in the roofing industry

adtrak.





## Focused on lead generation for roofing companies

We help roofing companies get more customers through strategic digital marketing.

- ▶ We have worked with over **20 roofing companies**
- ▶ We brought over **300,000 visitors** to their websites
- ▶ This generated over **20,436 leads** for these clients

Looking for more leads for your roofing business? **Let's work together.**

Some of our clients:



## We understand the roofing sector

It's important to get value for your digital marketing and this is why we focus on the performance metrics that matter.

On the right are the average performance metrics for our clients.

**4%**

Click-through rate

**15%**

Conversion rate

**£5.54**

Cost per click

**£31.23**

Cost per lead







## Digital strategies designed for success

Technology has fundamentally altered the way we search for services.

Customers now search a variety of keywords online, making the search engine results pages incredibly competitive.

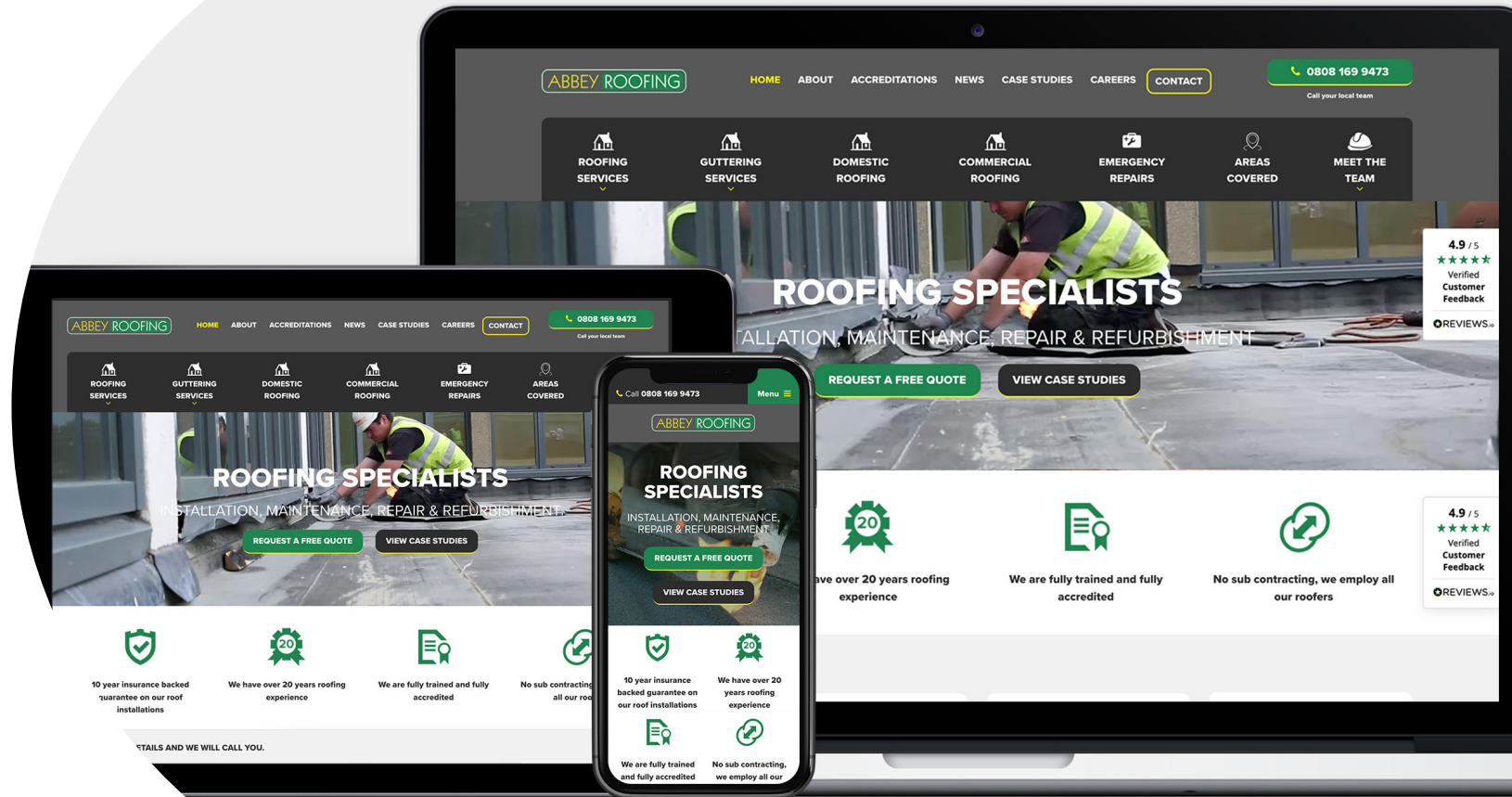
On average:

- ▶ There are **93,000** monthly Google searches for 'roofing companies near me' in the UK
- ▶ There are **43,000** monthly Google searches for 'roofing contractor' in the UK
- ▶ There are **11,000** monthly Google searches for 'commercial roofing' in the UK

## Case Study: Abbey Roofing

### ► Roofing Company in North London

“We as a company have received an excellent service from the Adtrak team, they have improved the design of our website and in turn increased our sales.”



100+

Leads p/m

26%

increase in leads  
(year on year)

24%

Lead-to-visitor

# An award-winning digital marketing agency

We provide performance-driven marketing solutions for businesses looking to succeed online.

Reasons to talk to us:

- ▶ Full-service digital marketing agency
- ▶ Proven in the roofing industry
- ▶ Google, Meta & Microsoft Advertising Partner
- ▶ No contracts - our clients stay with us because we perform

## Our Values

1

Simplicity

2

Visibility

3

Performance

## Our Services



Web Design



SEO



PPC



Copywriting



Social Marketing



Telecoms



Photography



Videography



Graphic Design



Branding



Brand Guidelines



Brand Strategy

Forward-thinking lead generation.  
Let's work together.

Contact Adtrak today and find out how we can grow your business online.

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