



ROOF-AID

AI Driven. Built by Roofers.

AI · DRIVEN · BUILT BY ROOFERS

— GO-TO-MARKET STRATEGY · UNITED STATES

How to sell **Roof-AID** to every roofer in the USA.

End-to-end digital acquisition plan powered by a landing-page CMS, a lead-lifecycle CRM, and paid media on **Google Ads** and **META Ads**, with full operational launch in 30 days.

CLIENT

Roof-AID CRM

MARKET

USA · 50 states

AUTHOR

Smart Tech

PHASE 1

30 days · Set-up

DOCUMENT

Roof-AID · Full deployment plan

01

— DIAGNOSIS & OPPORTUNITY

The US roofing market is worth over **USD \$156 B** and runs on generic CRMs.

There are more than 107,000 residential roofing companies in the United States. Most run on spreadsheets, ServiceTitan or JobNimbus — tools that *track* jobs but don't *close* sales. Roof-AID is the only CRM designed to turn storms into revenue. This proposal lays out how to put the product in front of the right roofer at the right moment.

<p>107K+ US roofing companies</p>	<p>\$156B Annual market size</p>	<p>68% Use generic CRMs or Excel</p>	<p>\$2,400 Target LTV per account/yr</p>
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The 4 pillars of the plan

<p>CMS Landing page builder segmented by state, weather and vertical.</p>	<p>CRM Lead pipeline, scoring, automations and prospect lifecycle.</p>	<p>Google Ads Search, Performance Max and YouTube with high purchase intent.</p>	<p>META Ads Facebook & Instagram for awareness, retargeting and creative lead-gen.</p>
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Thesis: Roof-AID competes against inertia, not against other CRMs. Being a better product isn't enough — we need to be the most visible when the roofer searches, the most relevant when they scroll social, and the easiest to try when they land on the page.

What this plan delivers

<p>MONTH 1 0 → 1 Platform, segmentation and creative ready for media to go live.</p>	<p>MONTH 2-3 450 Qualified leads (MQL) generated from Google + META at target CPL < USD \$35.</p>	<p>MONTH 6 180 Active Roof-AID accounts fully on-boarded within the first 6 months.</p>
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— DIGITAL ARCHITECTURE

Four pieces working as a single demand engine.

Each pillar plays a specific role in the funnel. Without a CMS there are no tailored messages; without a CRM, leads slip through; without Google we only capture those who already know us; without META we don't build the brand or win back those who didn't convert.



CMS · Landing page manager

PIECE 1 · CAPTURE

Headless builder with roofing-first templates. Each campaign spins up its own landing in minutes: variants per state, storm season and roofer type.

- ◆ Visual editor + block library (hero, calculator, form, testimonials).
- ◆ Native A/B testing with auto-traffic routing to the winner.
- ◆ GA4, Meta Pixel and CAPI integrations for server-side tracking.
- ◆ Edge CDN hosting — Core Web Vitals > 90 guaranteed.



CRM · Lead manager

PIECE 2 · CONVERSION

360° pipeline with lead scoring, automations and full prospect lifecycle visibility — from the first click to the annual subscription renewal.

- ◆ Automatic scoring by source, behavior and intent.
- ◆ Multichannel cadences: email, SMS, WhatsApp and assisted calls.
- ◆ Two-way integration with HubSpot, Salesforce and Pipedrive.
- ◆ Lifecycle dashboard: MQL → SQL → Opp → Customer → Advocate.



Google Ads · Intent capture

PIECE 3 · ACTIVE DEMAND

We capture the roofer already searching for a solution. Search on transactional keywords, Performance Max to scale, YouTube to reinforce the message in idle moments.

- ◆ 50+ Search campaigns by state / DMA with long-tail keywords.
- ◆ PMax with asset feeds segmented by roofing vertical.
- ◆ YouTube In-stream & Shorts with 9:16 vertical creatives.
- ◆ tCPA bidding strategy with offline conversion import from CRM.



META Ads · Demand generation

PIECE 4 · BRAND + RETARGETING

We build the conversation Google merely harvests. Video-led awareness, instant lead-gen via native forms, aggressive retargeting for everyone who touched the site.

- ◆ Advantage+ Shopping/Leads with 1-3% lookalike audiences.
- ◆ Reels and carousels with real winning roofer cases.
- ◆ Retargeting of 7/30/90-day web visitors and video engagers.
- ◆ Lead Ads + CAPI with CRM sync in < 60 seconds.

— OPERATIONAL ROADMAP

30 days to build it all.

Day 31: campaigns go live.

Phase one is pure engineering: platform development, landing design, market segmentation, competitive benchmarking and operational media planning. From day 31 we go always-on with bi-weekly optimization sprints.

PHASE 1 · DAY 1 TO 30 4 WEEKS · 5 KEY DELIVERABLES

Full set-up — no live media yet

WEEK 1	WEEK 2	WEEK 3	WEEK 3-4	WEEK 4
Platform build	Landing page design	Segmentation	Benchmarking	Media programming
CMS installed, CRM configured, GA4/Meta CAPI integrations.	5 master variants: Storm, Insurance, Residential, Commercial, Free Trial.	Market mapped by state, DMA, climate and vertical.	Audit of JobNimbus, AccuLynx, Roofr and CompanyCam.	Google/META accounts assembled, budgets loaded, ready for go-live.

PHASE 1 · BUILD Days 1-30

Platform + creative + planning

- ◆ Tech stack: headless CMS, CRM and data layer.
- ◆ Design system and block library for landings.
- ◆ Competitive research + positioning matrix.
- ◆ Segmentation by persona, geography and seasonality.
- ◆ Editorial calendar and per-channel media plan.

PHASE 2 · ACTIVATION & SCALING Day 31 →

Campaigns live + continuous optimization

- ◆ Simultaneous Google Ads + META Ads launch.
- ◆ Bi-weekly per-channel optimization sprints.
- ◆ Landing CRO: variants, copy and forms.
- ◆ Weekly reporting + monthly strategic review.
- ◆ Geographic scaling once target CPL holds for 3 consecutive weeks.

First-cycle deliverables (days 1-30)

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|---|--|
| <p>D1 • Live CMS platform with domain + SSL + CDN.</p> | <p>D2 • CRM with pipeline configured and 12 base automations.</p> |
| <p>D3 • 5 master landing pages + 15 state variants.</p> | <p>D4 • Segmentation document + persona dashboard.</p> |
| <p>D5 • Competitive benchmarking report (40+ pages).</p> | <p>D6 • Media plan loaded into Google Ads and Meta Business.</p> |

— HOW A CLICK BECOMES A ROOF-AID CUSTOMER

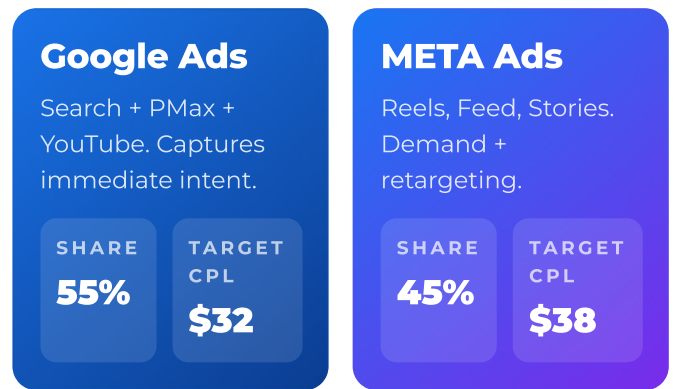
Funnel, audience and KPIs we will chase.

Acquisition funnel



Bet: with a combined avg. CPM of USD \$11 and 4.2% CTR, we project a CPL under USD \$35 and CAC below USD \$310 by month 3, sustaining LTV / CAC > 7.7x.

Channel investment mix



Priority segments



Quarterly KPIs & targets

METRIC	DEFINITION	MONTH 1	MONTH 3	MONTH 6
Impressions	Combined Google + META reach	—	2.8M	6.5M
Qualified clicks	Landing traffic with time on page > 20s	—	120K	275K
MQL Leads	Form complete + score > 40	—	1,920	4,400
Avg. CPL	Cost per qualified lead	—	< \$35	< \$30
New Roof-AID accounts	Paid activated subscriptions	—	70	180
CAC	Customer acquisition cost	—	< \$320	< \$280
LTV / CAC	Value over acquisition ratio	—	6.2x	> 7.7x