

Building an Efficient, Powerful Marketing Machine for Better Way Roofing

The three elements that work together:

- | | | |
|---|--|---|
|  |  |  |
| 1 | 2 | 3 |
| Your Website | Your Local Services Ads | Your Google Ads |

YOUR WEBSITE

High-Quality Leads Are Now Flowing In From Your Website

We've already rebuilt one part of your marketing. It's working.

14

contact-form leads in August

\$286

per lead, on our \$4,000 monthly fee

\$400+

per lead from your old Google Ads, all in

- **These are better leads.** People read your prices, reviews and how you work before they get in touch.
- **And that's before counting phone calls** from the website.

YOUR LOCAL SERVICES ADS

Your Local Services Ads Are Overpriced and Inefficient

\$62,800

July, all in: \$50,828 to Google
plus \$12,013 to Accelerate

\$10,166

Accelerate's fee: 20% of your
spend

\$683+

per job, even if all 92 jobs you
sold in July came from LSA. The
real number is higher.

- **Their fee grows every time your budget does**, whether the leads get better or not.
- **Their own invoice recommends a \$6,000 a month budget.** You spent \$50,828.

Google builds your LSA ads from your Business Profile. We already run that profile.

What Accelerate Charges For, and What You Actually Get

WHAT THEY CHARGE YOU FOR	WHAT YOU'RE GETTING
Disputing bad leads	NOTHING Google stopped manual disputes in 2024.
Listening to and tagging every call	NO Needs CallRail, which you dropped in July.
"LOCAL SEO," \$1,500 A MONTH	
2 photos and 1 post a week	YES, BUT Amateurish, off-brand, and for services you don't offer.
Keep services and info up to date	NO We fixed the profile ourselves.
Handle edits suggested by the public	NONE None have been suggested.
Maintain code on your website	NO They've never had access to it.
Build citations and backlinks	NO No evidence of any.
Daily monitoring and spam fighting	NO No sign of either.
Monthly reports and strategy sessions	? Have you had any?

You Were Right to Stop Your Google Ads

\$3,000

Hook Agency's monthly fee, on
\$3,000 to \$7,000 of ads

\$400+

per lead, all in

60%

of traceable ad spend brought in
nothing

WHAT WENT WRONG

Only people searching your own name
worked

Google rated the landing pages below
average

A December lead cost ten times an August
one

WHAT WE'D DO

Win customers who don't know you yet

**Send each click to the right page on your
new site**

Push in summer, ease off in winter

OUR RECOMMENDATION

Stop the Waste. Start Doing It Properly.

Google is moving LSA into Google Ads. One team should run both.

1. Only the LSA Leads You Want

Switch off the jobs and towns you don't want, cut the waste, and finally see what each job really costs.

2. Google Ads That Win New Customers

Reach homeowners who've never heard of you, and bring back the ones who've already visited your website.

Why us

- A small, focused team you already meet every week
- Detailed, constant monitoring and improvement
- We already run the Business Profile your LSA ads are built from
- Posts built from real content, not ads dressed up as posts

WHAT IT COSTS

Get Better Results, Spend Half as Much

Half the management cost of the old way, with every lead tracked to a job.

\$14,666

a month to manage your ads the old way (July)

[\$7,500]

a model month, done properly by one team

THE OLD WAY		DONE PROPERLY
What's covered	LSA, "Local SEO," Google Ads at Hook's rate	All three, one team
Cost per job	\$683+, untracked	Tracked, and coming down
Your leads	No one knows which became jobs	More, better leads from the same budget
Your Scorecard	Can't track what ads deliver	Cost per job, every week

[\$7,500] is a model month, based on July.
We'll set the full-year figure once we've seen your numbers. No setup fee. No minimum term.

Next step: make it a Q4 Rock. Pull the real numbers, build the plan, one team before year end.
Worth bringing to your next L10 as an Issue.