

JACK C. WILSON
ROOFING CO.

Since 1946

The First name in Jacksonville Roofing

NORTHEAST FLORIDA ROOFER CASE STUDY

RADIO WORKS!

PRESENTED BY:
JONATHAN C. DANIEL

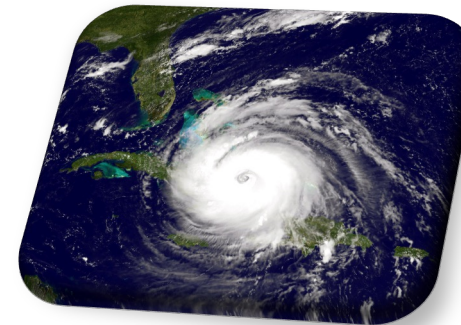
CMG
COX MEDIA GROUP

BACKGROUND: Situation + Prospecting



Hurricane Matthew
2016

Caused \$16.47 Billion worth of damage in Florida
Caused \$1Billion worth of damage in Saint John's County



Hurricane Irma
2017

Caused \$77.16 Billion worth of damage in Florida

Prospecting Process:

1. Created a list of as many local roofing contractors I could find in my market
2. Qualified the list, i.e. Found annual revenue estimates, checked their Google reviews, deep-dived into their websites
3. Created a Valid Business Reason (VBR) for cold calls & seed letters, i.e.:
 - ❑ *"I'm Jonathan Daniel with CMG and 104.5 WOKV News & Talk. As you know, Hurricane Matthew caused significant damage in Florida and \$1Billion worth of damage in Saint John's County alone. I imagine you're getting a lot of estimate requests right now, but with more than 500 licensed roofing contractors in Northeast Florida it's important to connect with the right homeowners at the most opportune times. When you feel the timing is right, I'd love an opportunity to meet with you to learn what is most important to your bottom line and share some ideas on how we can maintain momentum after the majority of Matthew's damage has been rectified..."*

OBJECTIVES: Client Goals



GOALS (For our FIRST Annual Campaign):

- 1. Maintain average of 30 roof replacements monthly through end of December, 2017**
- 2. Increase comprehensive repair jobs by average of 15% monthly by end of December, 2017**
- 3. Increase mindshare among homeowners in Duval, Clay and North Saint John's Counties**

How did they set about achieving the goals?

1. We discovered their Unique Position through a *Marketing Strategy Model* and built spec creative around their unique position



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2. Customized a radio schedule aimed at affluent homeowners



104.5 WOKV
Jacksonville's News & Talk

3. Leveraged Google Search Engine Marketing + Call Tracking



REMEMBER: **RADIO DRIVES SEARCH!**



How did it play out across radio group platforms?



^ Their initial spec commercial...



^ Currently Airing Today...



^ Creative spin Example...



^ Testimonial -
the **ULTIMATE** Word of Mouth...



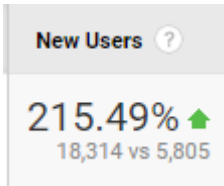
^ Programming Feature
Sponsorship...



^ Programming Feature
Sponsorship...

RESULTS

TOTAL NEW SITE VISITORS



DIRECT TRAFFIC NEW SITE VISITORS

New Users ?
4,231 (23.10%)
863 (14.87%)
390.27%

Feedback from Co-Owner on 3/13/23:

"Our advertising strategy is a multimedia blended plan, but local radio is the foundation of our strategy."

We started our radio advertising with JD in 2017, and it's served as a great tool to establish our company as one of the most sought-after roofing companies in Northeast Florida.

Branding is a word that gets thrown around loosely, but radio can absolutely help establish a brand. Through years of consistent radio advertising, we've built a brand for ourselves in Northeast Florida and have grown in revenue as well as our brick and mortar.

JD told us on day 1 that radio builds familiarity which is the foundation of trust. We give radio a lot of credit for helping us build trust and credibility with local homeowners and are thrilled with the results we've achieved over the last 5+ years."

Feedback from August 25, 2021:



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It's more than just "making sales."

We DEVELOP CUSTOMERS and NUTURE PARTNERSHIPS!



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