



Success Story: ANC Roofing

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A Dedicated Roofing Company Looking to Spread the Word

ANC Roofing Inc. provides residential and commercial roofing and exterior contracting services. Based in Orlando, FL, their mostly local customer base was largely comprised of return clients and word-of-mouth recommendations.

The Challenge

ANC Roofing Inc. turned to ThriveHive for assistance with increasing their online visibility while generating more quality leads. They also wanted to organize their marketing strategy so they could clearly track areas where they needed to improve. ANC Roofing had an existing website, but wanted to transform it to give their audience the best possible user experience and expand their potential customer base past their surrounding communities.

Our Solutions

After understanding ANC Roofing's sales and marketing goals, ThriveHive recommended a multi prong strategy. This strategy included an SEM campaign, a mobile-friendly responsive website, and a custom social content creation package. These campaigns worked together to provide consumers the information they needed via desktop or mobile, generate qualified leads, and aligned their marketing message. ThriveHive also provided ANC Roofing with their RPM Dashboard which tracked the results of the campaigns and enabled them to take advantage of the leads they were receiving. This allowed ANC Roofing to see an immediate return on investment for their digital marketing efforts.

The Results

After running an aggressive SEM campaign, ANC Roofing noticed a 50% increase in the number of qualified leads they received. This led to an increase in their closing sales by 20%. By expanding their website capability to be adaptive to any user across all devices, they provided customers the information they needed to do business with ANC Roofing.

As a result of ThriveHive's digital marketing strategies and quality of service, ANC Roofing began to receive inquiries from California and other states across the country, showing expansion past their surrounding communities. ANC Roofing was able to successfully gain qualified leads, expand their customer base beyond their local market and drive traffic to their desktop and mobile websites.

“We appreciated being able to track results and leads from ThriveHive’s RPM Dashboard to see immediate ROI and to organize all our marketing under one umbrella. After seeing how much internet marketing helps business, you sometimes wonder how you ever lived without it!”

- Arman Hedayat, President



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