

Hinkle Roofing

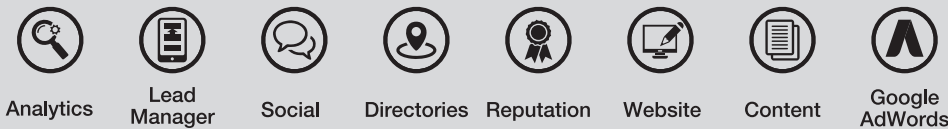


Hinkle Roofing is a commercial and residential roofing company that holds a remarkable reputation for delivering reliable roofing, sturdy siding and gutters. They have been serving the Birmingham, AL community for over 100 years and their Master Elite certification puts them in the top 1% off all roofing companies in the nation. Prior to partnering with Surefire Local, Hinkle Roofing was operating with an outdated, poor performing website and an in-house PPC campaign that was yielding very little results for the investment that was being made.

Hinkle Roofing partnered with Surefire Local to achieve six key objectives:

- Update website to current standards
- Improve results, from digital advertising
- Keep their budget under control
- Provide continuous optimization
- Establish performance benchmarks for digital advertising
- Consolidate local marketing activities into a single system

Surefire Local Marketing Cloud Solutions Engaged



30%
INCREASED LEAD GROWTH

10%
INCREASE IN ORGANIC TRAFFIC

RESULTS

Delivered 30% Lead Growth

Surefire Local's digital advertising system delivered a **30% lead increase** during the first quarter for Hinkle Roofing over the previous year.

Increased Organic Growth by 10%

Surefire Local's automated digital advertising technology drove a 10% increase in organic traffic in addition to the paid advertisement traffic. We achieved this by launching a website that is in compliance with current search engine standards and implementing SEO best practices.

Established Performance Benchmarks

Surefire Local's detailed reporting enabled Hinkle Roofing to set digital marketing performance benchmarks for their business. The management team now has visibility into budget, results and how those results compare to previous months and/or years.

Simplified Marketing

Surefire Local integrated Hinkle Roofing's website and consolidated several other marketing programs so Hinkle Roofing had a single system – and a single login – for all of their marketing needs. In addition, Surefire Local provided Hinkle Roofing bi-weekly coaching calls to teach and help the leadership team with online best practices that led to a better utilization of Hinkle Roofing's marketing and advertising budget.

"Using Surefire has allowed me to **spend more time on my business** and less time worrying about what/where I should be spending my advertising dollars."

— BOB BAKER, OWNER

"I have a **much better web presence**, more activity (leads from website and phone calls), better handle on my overall marketing budget."

— BOB BAKER, OWNER

"I liked the **broad menu of options** and services they provided to address my needs. From the bi-weekly coaching to teaching and helping me to understand **online tactics and strategies** (PPC, SEO, SEM, etc) and tying in my website with my business' overall marketing strategy."

— BOB BAKER, OWNER