



Lead Generation Campaigns

The Complete Plan Campaign is the most aggressive and successful method of generating leads for our Platinum Approved Contractors.

The goal of Lead Generation is to reach the decision maker and gain approval to have your company set an appointment to inspect the roof and offer solutions to their needs. The Account Executives are dedicated to generating leads by specifically targeting commercial building owners/managers in your target market.

Here is the process...

BOC (Beginning of Campaign) Email: This email lets you know your campaign is under way and introducing you to your AWS Account Executive (AE). You will work with one of our professionals throughout the campaign.

Initial/Midway/Final Mailers: A custom oversized post card advertising your company's services is mailed to the target list. Initial mailer is mailed before calls begin. Midway mailer is mailed middle of campaign and final mailer after campaign calls have ended.

Telemarketing: Your designated Account Executive (AE) starts calling the prospects in your campaign after your initial mailers have landed in the mailbox of potential customers. This is usually 10 days after we release your mailer to print. AE's will continue calling prospects (up to 4 attempts) until a decision maker is reached.

Gathering Information: Our job is to gather as much information as possible: Roof type, size, last time evaluated and known/unknown issues. We confirm contact information and email address for future marketing efforts.

EOC (End of Campaign) Email: This email goes out to you signifying that all calls are completed. All leads that have been generated during the campaign are included in this email sorted by current ID/Status.

It's our Follow-Up process that consistently delivers results.

Follow Ups: Every six weeks your AE will call all leads and check on the status of the project. The AE will pass along any pertinent information to you. Along with the established customers we acquired, we also target the email addresses we've compiled during your marketing campaign. Those potential customers receive an email based on their status within our database. Cold (email permission only), survey, proposal, all to drive more attention to their roof and set you apart from your competition.

Web Presence

You also receive the benefits of all our marketing efforts in your area. AWS has a huge web presence in most every major market across the US. Any requests received from the web or various industry specific publications in your marketing area will be passed along to you. When available in your market, there will be a designated website promoting your company along with AWS.