



2023 Gutter Topper Dealer Partner Manual



When It Pours, It Reigns.®

Gutter Topper
4111 Founders Blvd
Batavia, OH 45103
United States

Guttertopper.com
800-915-5888
admin@guttertopper.com



Introduction

The purpose of this manual is to provide our Gutter Topper Dealer Partners with tools to help implement successful marketing plans and lead generation programs to grow both your revenue and territory. It is important to remember that lead generation is not a single project. It's a process. It's about setting up a system of MULTIPLE strategies that work for your particular business, in your market.

This manual will focus on marketing resources and different lead generation programs that are available.

Please note that additional scripts, letters, ads, resources and marketing materials are available on the NEW and IMPROVED Dealer Partner resource portal

guttertopper.com





Sales & Marketing Support Services

As part of the 2023 Dealer Partner refresh, and in an effort to maximize our support and value-add to your teams, Gutter Topper has partnered exclusively with npn360. They are a leading supply-chain firm focusing on reducing costs related to all marketing and operations material, on a National level. At npn360, our focus is supporting companies in every sector; with the unique complexities related to the sourcing, manufacturing and delivery of their Marketing, Supply Chain and Operations materials. Being a transparent partner, npn360 will streamline methods and materials and assist with the various categories and sku's Gutter Topper and all family of Dealer Partners uses to support and brand their products.

What to expect

- major reduction in client sourcing, research and time management
- increased visibility into optimal production methods
- improved brand continuity, across all formats, substrates and channels
- experienced category product experts, managing the work
- guaranteed hard dollar savings over historical products via marketing audit



224-880-5896

Support.guttertopper@npn360.com

guttertopper.com





Sales & Marketing Support Services

Cont'd

They will be a great resource for every imaginable branded item; think ink on any substrate:

Short and long run printing / Direct mail or Stationery and Forms

Design or Creative

Co-branded items

Yard Signs - Door Hangers

Apparel of any kind, T-shirts, hats and jackets

Promotional Items to hand out

Vehicle Graphics

Email campaigns

Social Media Management

Website Management - SEO - Pay Per Click

Event / Trade Show / Fair Booths and giveaway items

Lead Generation

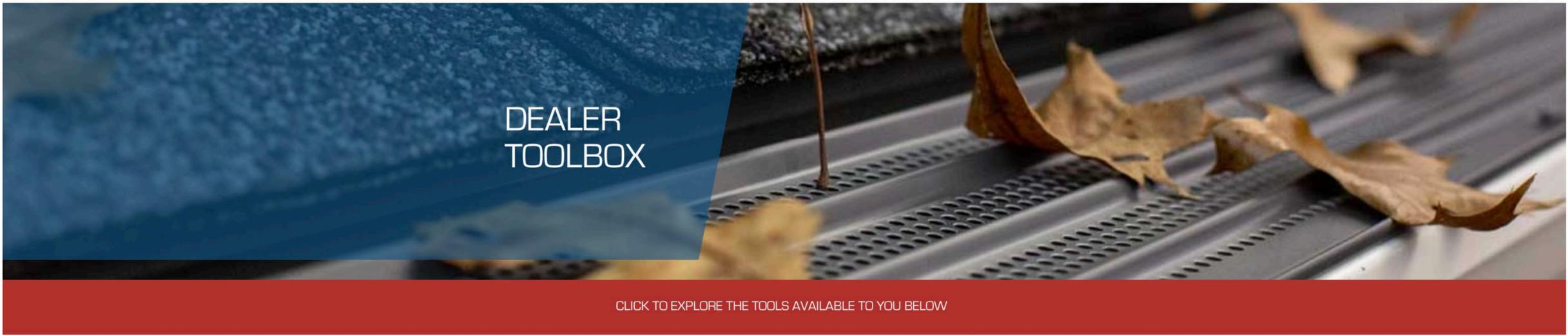


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CLICK TO EXPLORE THE TOOLS AVAILABLE TO YOU BELOW

TOOLBOX



MARKETING DOCUMENTS



MARKETING SALES



MARKETING ADS



MARKETING LOGOS



MARKETING PHOTOS



MARKETING COMMERCIAL

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Marketing / Sales

Marketing / Sales Programs

PDF Call Center Playbook	DOC Sales Presentation	PDF Events & Show Playbook	PDF Owners Management Playbook
PDF Canvassing Manual	PDF Leads Basics		

Marketing Collateral / Ads

Vehicle Wraps

PDF Example Artwork - PDF

Trifold

PDF Trifold - All products

Catalog

PDF Catalog - Print

Facebook Ads

JPG Gutter Topper	JPG Leaf Terminator	JPG Needle Guard	JPG Top Guard
JPG	JPG	Ai	

Marketing Documents

Category Sheets

Sub-category Label

PDF The Leaf Terminator 1500 & 2000	Ai Illustrator File	EPS File EPS type	PDF File Name
JPG File Name Goes Here	 File Name	DOC Document File Name Goes Here	

Another Category

 Here is a longer file name that wraps	Ai Illustrator File	EPS File EPS type
---	------------------------	----------------------

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Examples of Direct Mail Postcard Templates

Did you know?
Clogged gutters can lead to costly foundation decay.

PROTECT YOUR INVESTMENT!
877-733-6400

When It Pours, It Reigns.

THE LEADER IN HOME GUTTER COVER SYSTEMS FOR MORE THAN 25 YEARS!

by GutterTopper

Did you know?
Your gutters divert hundreds of gallons of water during a 15 minute rain shower.

KEEP YOUR GUTTERS FLOWING!
877-733-6400

THE LEAF TERMINATOR

THE LEADER IN HOME GUTTER COVER SYSTEMS FOR MORE THAN 25 YEARS!

by GutterTopper

Did you know?
Gutter cover products reduce maintenance, improve safety, and extend gutter lifespan.

KEEP YOUR GUTTERS FLOWING!
877-733-6400

THE VERSATILE SOLUTION

THE LEADER IN HOME GUTTER COVER SYSTEMS FOR MORE THAN 25 YEARS!

by GutterTopper

Waddle Exteriors
1234 Main Street
City, State, Zip
(877) 733-6400

The Leader in Home Gutter Cover Systems For More Than **25 YEARS**

TRANSFERABLE 20 YEAR LIFETIME WARRANTY on paint finish

When It Pours, It Reigns.

- ✓ First recognized gutter cover system in the United States
- ✓ Certified to resist winds up to 110 mph
- ✓ Handles up to 22" of rain per hour
- ✓ Made in the USA
- ✓ 20-year paint finish lifetime transferable warranty
- ✓ Will not void your shingle warranty

Gutter Topper® is an essential investment for a homeowner who wants to beautify their property while saving time and money on maintenance. Our gutter covers prevent debris buildup in gutters, decreasing the risk of water damage to your roof, walls, and foundation.

With Gutter Topper® you can extend the lifespan of your gutters and the curb appeal of your home. Additionally, gutter covers increase maintenance safety, as they reduce the need for climbing ladders and cleaning debris.

Made in the USA.

Call today for a FREE Consultation!
(877) 733-6400

The Leader in Home Gutter Cover Systems For More Than **25 YEARS**

Call today for a **FREE Consultation!**
(877) 733-6400

Waddle Exteriors
1234 Main Street
City, State, Zip

TRANSFERABLE 20 YEAR LIFETIME WARRANTY on paint finish

- ✓ First recognized gutter cover system in the United States
- ✓ Certified to resist winds up to 110 mph
- ✓ Handles up to 22" of rain per hour
- ✓ Made in the USA
- ✓ 20-year paint finish lifetime transferable warranty
- ✓ Will not void your shingle warranty

When It Pours, It Reigns.

Learn more about installing a Gutter Topper System for your home

Gutter Topper® is an essential investment for a homeowner who wants to beautify their property while saving time and money on maintenance. Our gutter covers prevent debris buildup in gutters, decreasing the risk of water damage to your roof, walls, and foundation.

With Gutter Topper® you can extend the lifespan of your gutters and the curb appeal of your home. Additionally, gutter covers increase maintenance safety, as they reduce the need for climbing ladders and cleaning debris.

Waddle Exteriors
1234 Main Street
City, State, Zip

- ✓ First recognized gutter cover system in the United States
- ✓ Certified to resist winds up to 110 mph and handle up to 22" of rain per hour
- ✓ Made in the USA
- ✓ 20-year paint finish lifetime transferable warranty
- ✓ Will not void your shingle warranty

The Leader in Home Gutter Cover Systems For More Than **25 YEARS**

TRANSFERABLE 20 YEAR LIFETIME WARRANTY on paint finish

Learn more about installing a Gutter Topper System for your home

Call today for a **FREE Consultation!**
(877) 733-6400

by GutterTopper

guttertopper.com



Examples of Doorhangers Templates

Did you know?
Clogged gutters can lead to costly home repairs.
PROTECT YOUR INVESTMENT TODAY!

<your logo here>
<your phone here>

Did you know?
Clogged gutters can lead to costly home repairs.
PROTECT YOUR INVESTMENT TODAY!

<your logo here>
<your phone here>

Did you know?
Clogged gutters can lead to costly home repairs.
PROTECT YOUR INVESTMENT TODAY!

<your logo here>
<your phone here>





Examples of Doorhangers Templates



Did you know?
Clogged gutters can lead to costly home repairs.



PROTECT YOUR INVESTMENT!
877-733-6400

THE LEADER IN HOME GUTTER COVER SYSTEMS FOR MORE THAN 25 YEARS!



THE **LEAF TERMINATOR**

Reduce Maintenance,
Improve Water Flow,
Increase Safety.

Learn more about the benefits of a Gutter Cover System for your home



The Leader In Home Gutter Cover Systems For More Than 25 Years!

Learn more about the benefits of a gutter cover system for your home



THE **VERSATILE SOLUTION**



PROTECT YOUR INVESTMENT!
877-733-6400



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The Leader In Home Gutter Cover Systems For More Than **25 YEARS**

TRANSFERABLE **20 YEAR** LIFETIME WARRANTY on paint finish

Call today for a FREE Consultation!
(877) 733-6400



- ✓ First recognized gutter cover system in the United States
- ✓ Certified to resist winds up to 110 mph
- ✓ Handles up to 22" of rain per hour
- ✓ Made in the USA
- ✓ Will not void your shingle warranty



Learn more about the benefits of a gutter cover system for your home



CALL FOR A CONSULTATION TODAY!
877-733-6400



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Examples of Yard Sign Templates

WADDLE EXTERIORS

Gutter Topper
When It Pours, It Reigns.®

The Leader in Gutter Covers for over 25 Years!
877-733-6400

by Gutter Topper

Gutter Topper
When It Pours, It Reigns.®

The Leader in Gutter Covers for over 25 Years!
877-733-6400

WADDLE EXTERIORS

by Gutter Topper

Gutter Topper
When It Pours, It Reigns.®

The Leader in Gutter Covers for over 25 Years!

WADDLE EXTERIORS

Scan Me!

by Gutter Topper

877-733-6400

ARE YOUR GUTTERS
READY FOR UP TO
22" OF RAIN
PER HOUR?

Gutter Topper
When It Pours, It Reigns.®

877-733-6400

WADDLE EXTERIORS

Learn More

by Gutter Topper

Gutter Topper
When It Pours, It Reigns.®

**WORRY-FREE &
SAFE GUTTERS**

877-733-6400

WADDLE EXTERIORS

Learn More

by Gutter Topper

guttertopper.com





Examples of Referral Card Templates



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Fleet Graphics / Company Identifiers



Co Op Marketing for Brand Recognition of Gutter Topper in the form of:

- Fleet Graphics
- Yard signs
- Direct Mail
- Door Hangers
- Install Team - T shirts or Uniforms



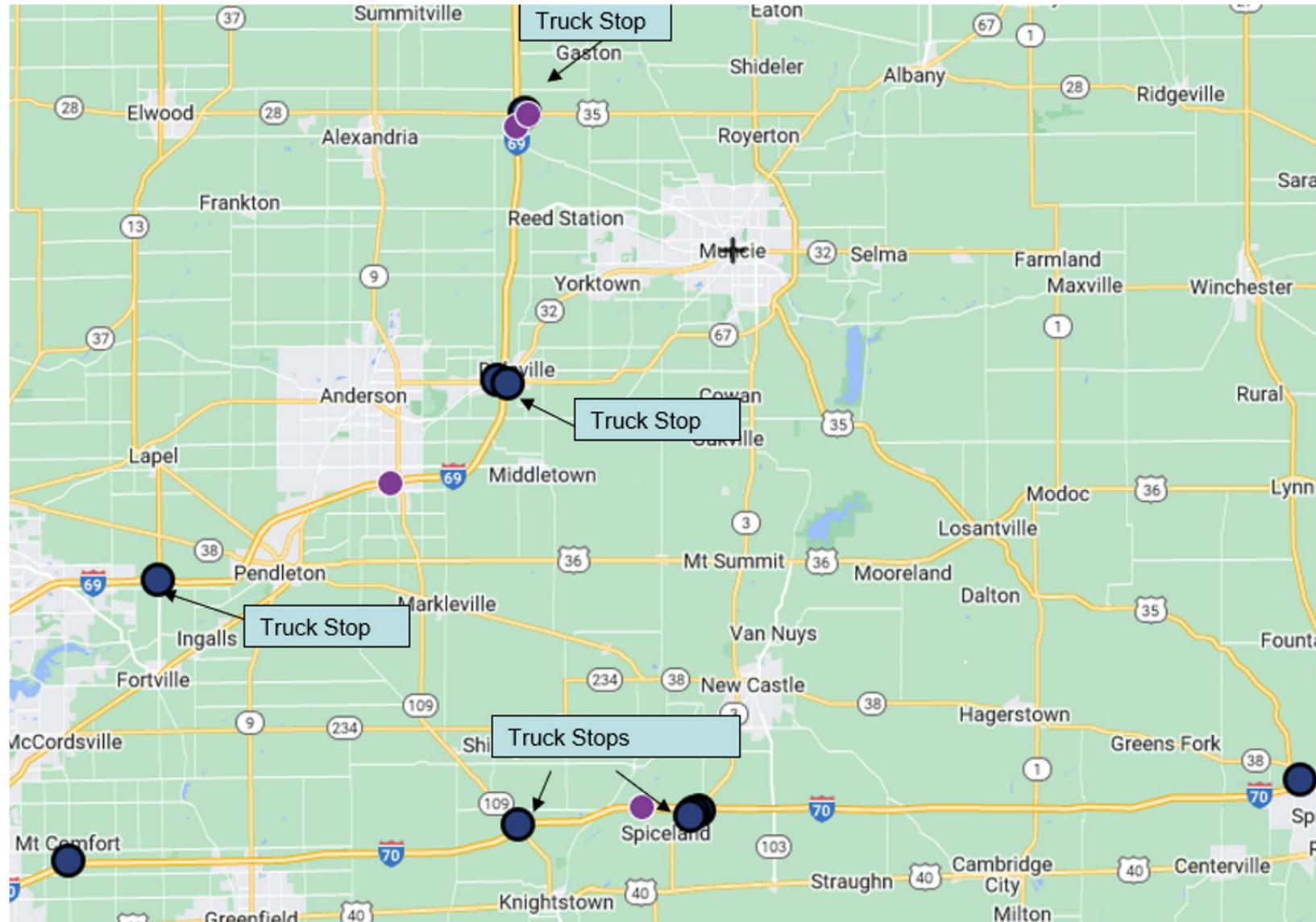
We have templates available on the Dealer Portal or you can have npn360 help manage your account

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Billboard Advertising in your area



Courting New Cities (Muncie)

Billboard Advertising

We provide independently audited data to help reach the highest possible audience for your ad

Narrow down the best options with current availability for the most successful campaign within a target market

Then execute the production, labor/install and rental fee for advertisement period

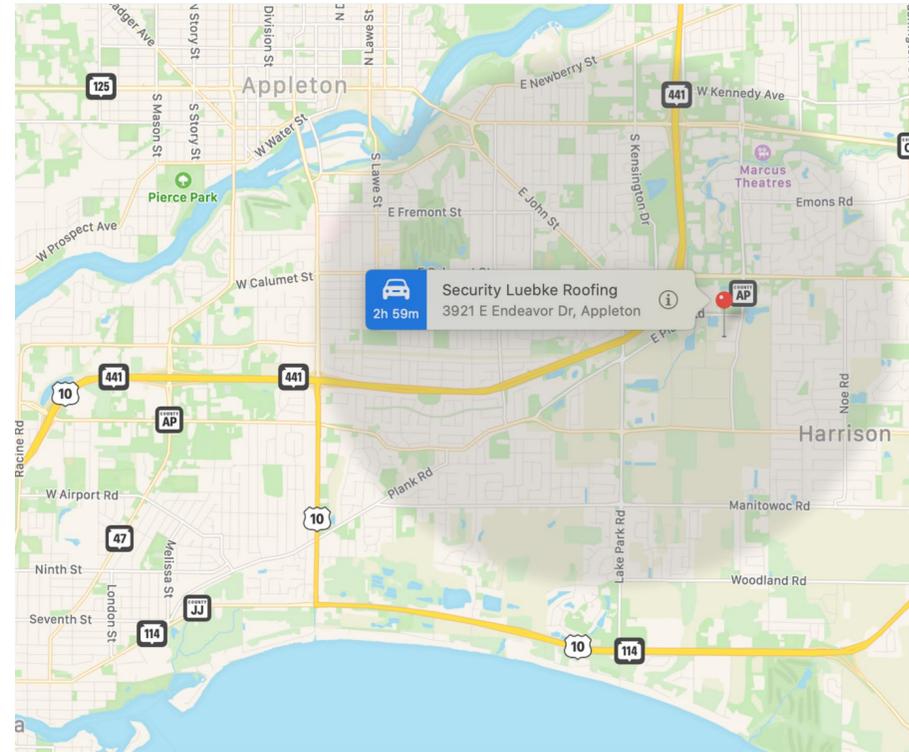
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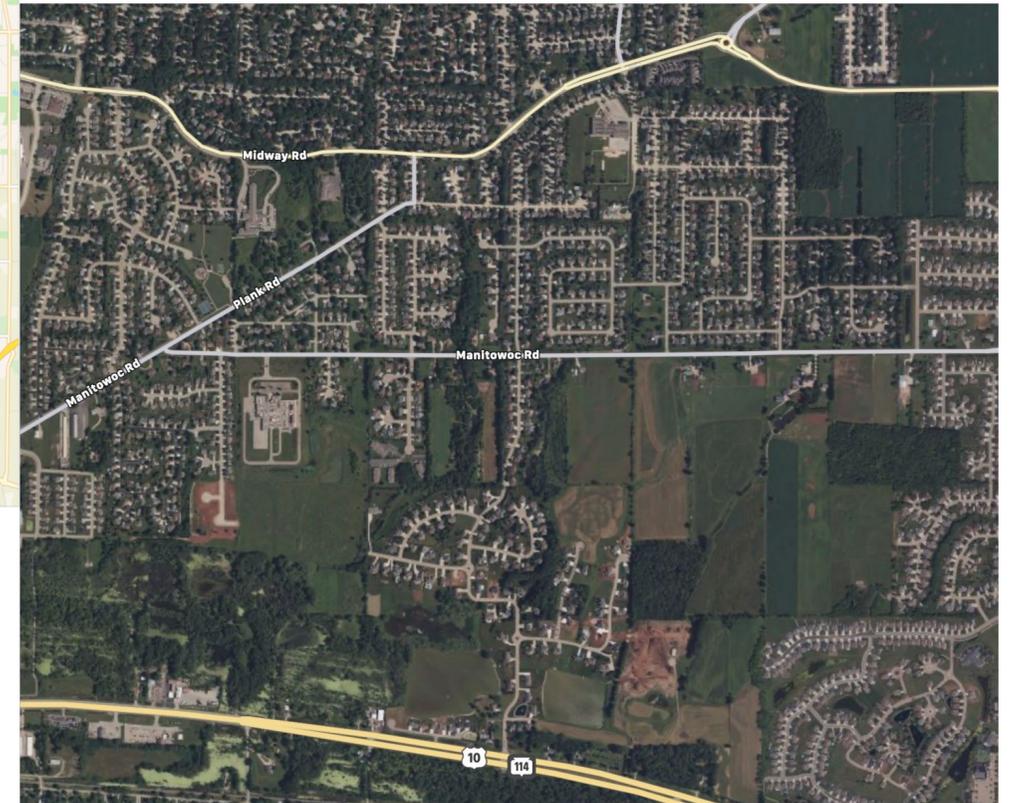


Job Site Geographic Lead Generation

For direct lead generation or canvassing
Surgical direct mail
Surgical Social media
Regional Canvassing
Door knockers
Billboards – Capital Expenditure



Targeted Lead Generation Communications:



We have templates available on the Dealer Portal or you can have npn360 help manage your account

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Local and Regional Big Name Magazine Ads

Better Homes and Gardens, Good Housekeeping, Country Living etc etc

YOU KNOW WHO YOU WANT TO REACH

- GENDER:** **WOMEN** MEN BOTH
- INCOME:** BUDGET-CONSCIOUS **MIDDLE CLASS** AFFLUENT
- INTERESTS:** FASHION **FOOD** SPORTS REAL ESTATE
PARENTING ART TRAVEL FITNESS

EASY TO FIND THE GOOD STUFF.

TELEVISION ADS

MAGAZINE ADS

ONLINE ADS

POSTCARDS

OUT-OF-HOME

We have templates available on the Dealer Portal or you can have npn360 help manage your account

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By Market and Zip Code

MARKET

Indianapolis

[Click here](#) to see the list of ZIPs in this market.

CIRCULATION EST. READERS

9,729 40,959



**Better Homes and Gardens,
Good Housekeeping, Country Living etc
etc**

MARKET

Green Bay

[Click here](#) to see the list of ZIPs in this market.

CIRCULATION EST. READERS

6,596 27,769



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Local and Regional Big Name Magazine Ads

MARKET

Charlotte

[Click here](#) to see the list of ZIPs in this market.

CIRCULATION

EST. READERS

12,286 **51,724**



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MARKET

Cincinnati

[Click here](#) to see the list of ZIPs in this market.

CIRCULATION EST. READERS
10,910 45,931



Industry Publication in Market

Cincinnati / **Good Housekeeping**

(we can find best-in-class Trade Magazine for local region)

MARKET

Cincinnati

[Click here](#) to see the list of ZIPs in this market.

CIRCULATION EST. READERS
10,910 45,931



Industry Publication in Market

Cincinnati / **Better Homes and Gardens**

We have templates available on the Dealer Portal or you can have npn360 help manage your account

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Local and Regional Television and Radio Ads

TV Spot

Each weekday, your 30-second spot appears during *FOX 19 Now* between 5-7am ET.

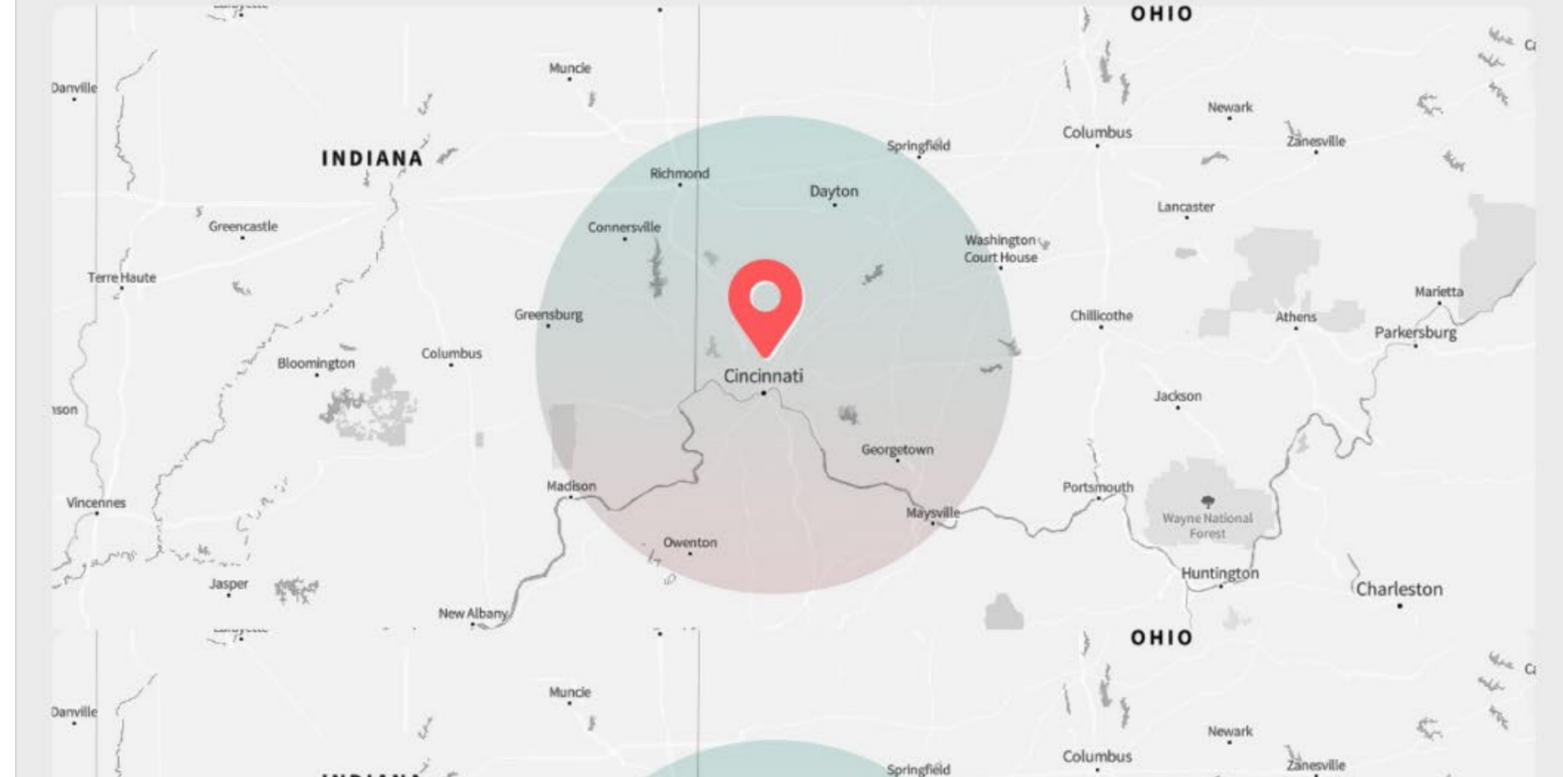
Viewership

Cincinnati is ranked the 52th largest market in the U.S., with an average 7,600 viewers tuning into *FOX 19 Now* every day.

Proof of Performance

You will receive a campaign summary within 14 days of your ads airing.

MARKET Cincinnati



TV in Market

Cincinnati / FOX 19 Cincinnati

30 seconds

We have templates available on the Dealer Portal or you can have npn360 help manage your account

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Local and Regional Big Name Magazine Ads

TV Spot

Whats Included?

Each weekday, your 30-second spot appears during *24 Hour News 8's Daybreak* between 7-8am ET.

Viewership

Indianapolis is ranked the 27th largest market in the U.S., with an average 30,000 viewers tuning into *24 Hour News 8's Daybreak* every day.

Proof of Performance

You will receive a campaign summary within 14 days of your ads airing.

MARKET Indianapolis



TV in Market

Indianapolis / **24 HOUR NEWS 8'S DAYBREAK**
30 seconds

We have templates available on the Dealer Portal or you can have npn360 help manage your account

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Local and Regional Big Name Magazine Ads

Whats Included?

TV Spot

Each weekday, your 30-second spot appears during *Queen City News Now* between 5-10am ET.

Viewership

Charlotte is ranked the 25th largest market in the U.S.

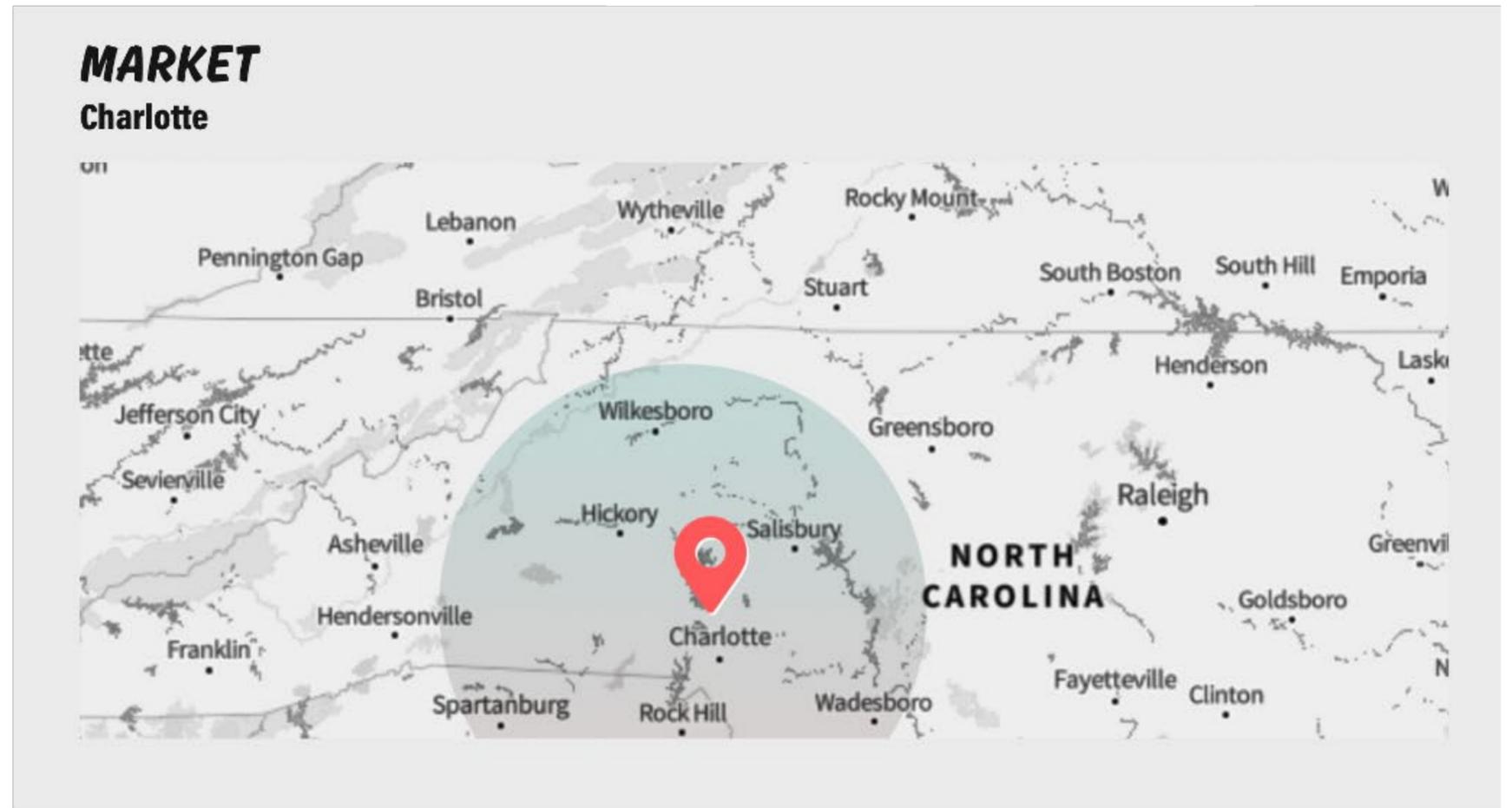
Proof of Performance

You will receive a campaign summary within 14 days of your ads airing.

TV in Market

Charlotte – **FOX 46 CHARLOTTE**

30 seconds



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Your Website

What does YOUR website say about you?

Your website has the ability to provide you with an ever-growing list of hundreds of people who want to be on your marketing list and dozens of qualified leads.

People who WANT you to call them right away about your services.

Having a website is not just a commodity for businesses nowadays, but a must. A company or a professional without a website is like a salesman without their business card.

Every business has a website, some are much better than others, so let's understand some basics. It's a highly efficient way to introduce your company to the public. Having a GOOD web site to promote your business is imperative to not only display your work and accolades from your customers but generate and then capture cold and warm leads. Having a website means your business is open and reachable around the clock and throughout the year. It needs to be visually and graphically pleasing and transmit your message quickly. Your website needs to have enough content that explains your offering and what you do and what your product will do for them.

When putting together your website, your main goal should be CONVERSION (the capture of a lead). You need to strive to collect the contact information of every person who visits your web site and is interested in your products. Offer a free article or guide as bait to motivate people to give you their email address so you can market to them again and again. For example, you may want to offer them a "Top 10 Tips for Protecting their Home".

You also MUST also have a call-to-action button (a call-to-action is a marketing message that summons the consumer to act immediately) on every page. Offer prospects something they want at the top of your website or in a side navigation bar on the pages of your site.

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Use Local SEO Services as Lead Generation

Search engine optimization (SEO) is still king in the digital marketing space.

It's what will move your home remodeling business to the top of page 1 on Google and keep it there. If your campaign is robust enough, home remodeling SEO alone can generate majority of your home remodeling leads (but we still recommend reading the rest of these home remodeling advertising ideas)! A good first step is setting up your Google My Business account. From there, you can advance to backlinking and content marketing. If you're worried about doing it correctly, npn360 can help make sure your business in home remodeling SEO is set up and running properly.

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SEO

Search Engine Optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" (organic) search results as opposed to Cost-per-Click (CPC) which deals with sponsored ads on a search engine. Typically, the higher a site appears in the search results list, the more visitors it will receive from the search engine.

SEO considers how search engines work and what people (customers) search for. Optimizing a website primarily involves editing its content and associated coding to increase its relevance to specific keywords. For example, if you sell Green Energy Barrier in Charlotte, NC, you want to make sure that your website includes content that reads: "We are the premier provider of Green Energy Barrier, a special attic foil insulation product, in Charlotte, NC." This way, when customers in your area search for certain keywords, you have a better chance of being listed in the search engine.

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SEO

Cont'd

Below is a list of keywords for an online Cost-per-Click Campaign. It is also a good idea to add keywords specific to your business and area in for your SEO.

GUTTER TOPPER
GUTTER SYSTEM
GUTTER COMPANY
GUTTER TOPPERS
GUTTER GUARD
GUTTER GUARDS
GUTTER PROTECTION
GUTTER PROTECTION SYSTEMS
GUTTER DEALERS

GUTTER PROTECTION DEALERS
GUTTER SCREENS
GUTTER COVER
GUTTER STUFF
GUTTER FILTER
GUTTERS LEAF
GUTTER SCREEN
GUTTER COMPANY
GUTTER CLEANING

GUTTER CLEANING TOOLS
LEAF GUARDS
GUTTER LEAF GUARDS
CLEAN GUTTER
GUTTER MESH
CLOGGED GUTTERS
GUTTER SCREENS
GUTTER GUNK
GUTTER NOT DRAINING

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Social Media



Social media content, photos, interviews and videos explaining products, projects and accolades as well as customer testimonials, get the word out and draw significant traffic to your website. Facebook, Instagram ads by zip code and income level, along with dealer logos allow you to push social ads by geography.

We have templates available on the portal or you can have npn360 help manage your account

- Showcase Your Work
- Encourage Engagement
- Share a Testimonial
- Share Your Expertise

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Email Campaigns

When collecting leads and building your database, you need to make sure that you are ALWAYS collecting an email address... This is why:

- Email marketing is among the least expensive methods of reaching customers and potential buyers
- Email marketing is a great channel of communication with customers and can set the stage for a loyal customer base
- Email marketing responses to target campaigns are 7 to 12 times higher than with mass mailings (direct mail)
- Many companies say that email is the most effective way to retain customers
- Email is the most popular activity among internet users
- Email marketing keeps current & potential customers up-to-date on new products & services and offers
- Email marketing brings visitors back to your website and keeps your products fresh in their mind

Give them what they want. If you don't have a valuable offer or compelling content, your customers are not going to read your emails.

We have templates available on the Dealer Portal or you can have npn360 help manage your account

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Tips

Tips on writing an email blast:

Make it short but sweet. Write concisely and state your purpose early in the email. Body copy should be brief, compelling, and immediately engaging.

Put key words or phrases in bold text. Include a click-through URL to redirect recipients back to your web site.

Provide a call-to-action. Ensure the reader knows the next step. If you want them to call your company, provide the phone number.

Insert your website link.

Take advantage of your subject line. This is very important because it's the first thing a recipient sees when deciding whether to read your message.

Be honest with your subject lines; don't bait and switch.

Avoid phrases and notations commonly used in "spam."

Be relevant.

Show the value of your offer in the subject line.

Test multiple subject lines to determine which one gives the highest open rate.

Be clear about who is sending the message in your "from" line. Many emails are deleted because recipients don't recognize the name of the sender. In the "from" line put your name or your company name.

Don't get mistaken for "spam." Major ISPs (Internet Service Providers) automatically filter messages based on keywords and phrases that are commonly contained in "spam." Choose your wording for subject lines and body text carefully. Certain phrases are just too easy a target for junk mail when identified with such phrases.

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Events, Tradeshows, Fairs or Expos

Searching for the Events

The following details the best type of events you should participate in so that you are generating quality leads with your target audience. There are numerous ways in which you will be able to locate the right type of event for your company.

Local Chambers of Commerce and Convention & Visitor's Bureau websites are an excellent place to begin a search for events that will generate leads for your company. These websites will list many (but not all) local events as well as links to venues in the area. To locate a Chamber of Commerce or Convention and Visitors Bureau website in your area, Google the City or State + Chamber of Commerce. Once you have located the proper local site, reach out to discuss the event and find out if it is suitable for your company.

Gutter Topper encourages their Partner Dealers to visit: <https://vivahr.com/roofing-conferences/>

Once you have located an event, it is important to ask that company what other events they do. Often times, an event planning company will do numerous shows all over your state. It is also important to contact the venue where that particular event is taking place. This will give you the opportunity to find out if there are any other events taking place at that same venue.

- Home Shows
- Boat Shows
- Outdoor Living Expos
- Garden Shows
- RV Shows
- State/Town Fairs
- Car Shows
- Antique Shows
- Family Expos
- Wine Expos

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Events, Tradeshows, Fairs or Expos

Cont'd

Booth Presentation

Make Your Booth Stand Out From the Rest

When consumers enter a venue at a show, they are immediately overwhelmed by the number of exhibits. Therefore, in order to be remembered, or even noticed, it is essential that your booth not only stand out from the competition, but from the other exhibitors as well.

In order to do this, you need to have a powerful product display. For that reason, we recommend that you really spend some money on your display. In the end, that investment will generate huge revenues for your business.

When designing your booth display, it is necessary that the display is designed so that the consumer immediately knows who you are and what you do.



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Common Questions and Answers:

How many colors are available?

There are 12 colors to choose from and they all carry a 20- year warranty on the finish.

What if my roof is not a conventional shingle?

Gutter Topper can be customized to fit any home. Our in-home technician will advise you on the best installation procedure for your home.

Can birds and other small animals get into my gutters?

No, customized end caps are installed at the ends of the system to prevent bird and pest access to your gutters. The only thing getting into your gutters will be the water being directed away from your home.

Can snow and ice get into my gutters?

We feature a patented bracket system that can handle up to 190 lbs of direct pressure and is installed every 24" along your gutter. With the patented bracket system, your gutters are much stronger than conventional gutters.

How thick is Gutter Topper's aluminum?

Gutter Topper uses and .027-gauge aluminum, which is the thickest Aluminum Cover on the market. You can rest assured that Gutter Topper is strong enough to stand up against anything creating a load such as winds, ice, snow, etc.

Do I need to replace my existing gutters to install Gutter Topper?

No, The Gutter Topper system was designed to install over existing gutters which is obviously more cost effective for you the homeowner.

How much rain can Gutter Topper handle?

Gutter Topper can handle up to 22" of rainwater per hour. The highest amount of rainfall ever recorded in the US has never exceeded 12" per hour, therefore you are covered with the patented Gutter Topper water management system.

What is the cost?

Well, that depends on your home. There are many things we need to consider; the number of stories of your home; the condition of your roof; any fascia repair and placement; the overall length of your gutters. That's why we do a free consultation.

How long does it take to install?

Gutter Topper is installed by a certified dealer in less than one day.

guttertopper.com





Common Objections and Responses:

If customer says: “maybe, but later.”

Actually, you shouldn't wait! We have a special for a FREE consultation running right now and it won't last. Even if you don't do anything with the product immediately – or at all, you will at least lock in the price for yourself and have a better understanding if and when you get more serious about the project.

If customer says: “I won't be in town or won't be able to have anyone come out for a while.”

A successful response might be: No problem. We run across that all the time. When will you be back? We just indicate on our sheet the time and day that is convenient for you, and we won't call you until that time. How does that sound?

If customer is hesitant:

A successful response might be: It won't hurt to get more information now. There is no obligation to buy anything. Plus, it is very educational, and you get all kinds of tips on how you can better protect your home. Why don't you go ahead and learn more about it. How does that sound?

I can get this at home depot and install it myself:

Not this product. There are so many cheap imitations out there... And if it is not installed by a professional, it can cause ice dams and serious damage to the home. That is why we send a specialist. It won't hurt to hear what they say. Especially if you have an interest in the product.

Is tomorrow evening good? How much is it?

There are so many factors, which is why estimates are given on an individual basis. If they keep pressing, just say, I really don't know. I'm just the gate keeper over here. But I can have someone out there tomorrow to give you an exact price.

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Referrals

Surveys show that homeowners prefer to choose a company/product at the recommendation of a friend or colleague.

If they are not executing a referral program, then you should have your marketing department follow up with customer service calls and try to be invited into the home with a wine and cheese evening (see events) or neighborhood event.

The best time to ask for a referral is on the day that your rep makes the sale.

Approach: "John and Jane, I also want to let you know that we do have a customer rewards program. (Hand card to wife) Through this program, Anytime you refer a friend to us, and they purchase our product, we will load \$50 on this card! You can easily earn back the money you spend on this investment in no time!

Therefore, it is essential that your sales team be REQUIRED to get at least one referral from each sale.

* Remember, when customers are treated well, they will invite you back for additional products AND tell everyone they know about you!

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Lead Generation / Lead Protection – Prospecting and Protecting

Get More Home Remodeling Leads through Facebook + Instagram Advertising

Still wondering how to get more home remodeling leads for your business? Home remodeling advertising on Facebook and Instagram can be a cost-effective method, provided you put the right home remodeling marketing strategy in place and know how to navigate the ad builders on these platforms. Social media marketing is often included in digital marketing for remodeling companies.

You can target your ideal home remodeling customers by their location and other pages they've like – including your competitors' pages.

Displaying remodeling ads to this audience has the added benefit of creating and boosting awareness of your business. If people see your logo and your remodeling ad all over the place, they're more likely to remember you when they need home remodeling services in the future.

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Content Marketing = Great Digital Marketing for Home Remodeling Companies

Creating content for your ideal home remodeling customers is a great way to get more home remodeling leads. **Consider writing blogs and articles that you can post on your website and make it easy for your audience to share that content on their social media.**

Here are some topic ideas:

- Check Out These Satisfying Home Remodeling Before-and-After Shots
- These Home Remodeling Trends Are Here To Stay
- When Is The Best Time To Hire A Home Remodeling Company?

Have another content idea? Write it down and turn it into an article to boost your home remodeling advertising efforts, then post it on your home remodeling website and social media accounts!

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Pay-Per-Click (PPC) and Search Engine Marketing (SEM)

A good PPC and SEM campaign is one home remodeling advertising idea that's been proven time and again to generate quality home remodeling leads. While Google is the most popular search engine for these types of campaigns, thanks to its widespread popularity, PPC and SEM are great ways to bring in both residential and commercial home remodeling leads.

Check out these stats:

- For every \$1 spent in Google Ads to post your remodeling ads, you could make an averages of \$2
- About 41% of clicks on a search results page go to one of the top 3 paid remodeling ads
- More than 85% of people use the internet to find local home remodeling companies
- Visitors who come to your website via PPC or SEM are 50% more likely to convert into customers

Sounds good, right? And with PPC, you only pay for the clicks your remodeling ads gets, making it a great option for home remodeling companies that are marketing on a budget.

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How to Generate Home Remodeling Leads at Trade Shows

Attending tradeshow should be high on your list of home remodeling advertising ideas. They not only provide plenty of solutions for lead generation for home remodeling contractors, but also let you observe your competition, create new business partnerships, find inspiration for new remodeling ads and boost brand awareness among potential customers.

To make the most of your tradeshow experience, make sure your booth provides something valuable to your audience, such as a freebie or another incentive, like coupons, giveaways, contests or something else.

Finally, make sure you're collecting information from visitors and following up to make the sale. Don't forget to pass out business cards!

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Comprehensive Digital Marketing for Home Remodeling Companies Includes Reputation Monitoring

Did you know 85% of people search online to find local home remodeling businesses? Those same people are also researching your reputation – what are your past customers saying about the quality of your home remodeling jobs? Were your prices fair? Did you show up on time and do what you said you were going to do?

Offline, you can use word-of-mouth to your advantage. Ask your satisfied customers if they can think of any neighbors, friends, family, or acquaintances who might need home remodeling services. Give them plenty of business cards to pass around and ask if you can put a temporary sign in their yard with your business name and phone number.

Online, list your home remodeling business on review websites and ask your happy customers to leave a review on Google. Doing so makes it more likely that you'll bring in home remodeling leads – and it's a great way to boost your home remodeling SEO.

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Use Ad Retargeting for Home Remodeling Advertising

Have you ever searched for a product online and then noticed ads for it following you around the internet? That's retargeting, and you can do it for your business too!

When a potential customer visits your home remodeling website and leaves without taking an action (like filling out a form or calling you), retargeting gives you another chance to convert them into a paying customer. They'll see your remodeling ads as they browse the web and be reminded of your business and the services you provide. If they click the remodeling ad, they'll be brought back to your website, where they have a second chance to turn into a customer. It helps if you've invested in a professional home remodeling website design as well!

Whether you want **more residential or commercial home remodeling leads – or both!** – retargeting is a great way to keep your home remodeling business in front of potential customer who have already shown interest by visiting your home remodeling website.

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A Unique Selling Point Can Help You Get Home Remodeling Leads

If you want to stand out from your competitors, **your home remodeling business needs a unique selling point (or USP).** That could be your level of service, your experience in the home remodeling industry, your competitive prices, your reputation, your stellar employees, your workmanship guarantees – anything that sets you apart. Once you've figured out your USP, use that selling point in your home remodeling marketing materials!

If you're not sure where to start, look at how your competitors are generating home remodeling leads. What's their USP, and how can you beat it? What would matter more to your customers and the community you serve? Here are some ideas to get you started:

- Eco-friendliness
- Specialized services
- Family-owned
- Guarantees
- Level of Service

Does something else set you apart from your competitors? Use it in your home remodeling ads!

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Google's Local Service Ads Mean Leads for Home Remodeling Contractors

Google's Local Services ads are a type of pay-per-lead ad, and they appear at the top of the search results page. They've different from home remodeling SEO services, though home remodeling SEO can move you near the top of page one of Google, too!

These remodeling ads get about 13.8% of clicks – that means if 50 people in your area search for home remodeling services, at least 7 of them will click one of those remodeling ads and turn into a home remodeling lead. How much more money would you make per month with 7 or more home remodeling jobs?

Make Helpful YouTube Videos About Home Remodeling Projects

YouTube is a popular platform so why not use it to your advantage? Make an account (it's free!) and start posting helpful home remodeling videos. The videos can document your day-to-day activities, follow a job from start to finish, or illustrate the different facets of home remodeling potential customers might not think about. These videos are will build your credibility as a home remodeling expert and make it easier for viewers to see that you know what you are doing and build trust.

In the video description, include your contact information and a link to your home remodeling website so they can learn more and contact you!

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