



ALL WEATHER
ROOFING

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DIGITAL MARKETING
STRATEGY

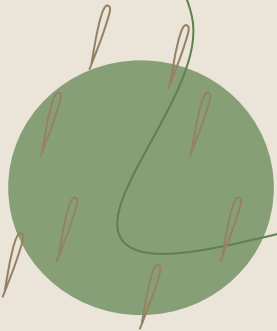



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Timeline
Advertising
Social Media



SEM and SEM
Competitors
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KPIs and ROAS



Website Traffic ↑



Leads Generated ↑



Sales Closed ↑

ROAS

3:1

PHASE 1

ROKU Ad

HULU Ad

Social Media

**Website
optimization**

Report #1

PHASE 2

Fire Stick Ad

Native Ad

Social Media

Report #2

OVER-THE-TOP ADVERTISING

The Roku logo is displayed in a 3D, metallic style with a purple-to-blue gradient. It is set against a dark background and has a faint reflection below it.

ROKU

The Amazon FireTV logo features the word "amazon" in white with the signature arrow, followed by "fireTV" in orange. It is centered on a dark horizontal bar.

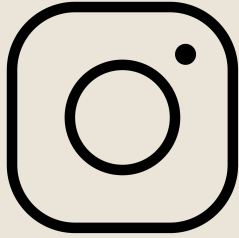
amazon **fireTV**

The Hulu logo consists of the word "hulu" in a bright green, lowercase sans-serif font, enclosed within a rounded green rectangular border.

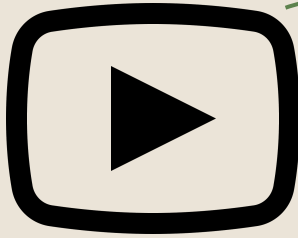
hulu

NATIVE ADVERTISING





SOCIAL MEDIA





SEARCH ENGINE OPTIMIZATION SEARCH ENGINE MARKETING

roof repair near me



www.allweatherroofing.com



ALL WEATHER ROOFING



T-TOWN
ROOFING



A-BEST
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MESSICK
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BUDGET

All Weather Marketing Budget	Phase 1	Phase 2
OTT (HULU, ROKU, FIRE TV)	6000 (2 OTT Ads)	5000 (1 OTT Ad)
Native Advertising		3000 (1 Native Ad)
Social Media	3000 (4 Accounts)	3000 (4 Accounts)
Total	9,000	11,000
Grand Total		20,000

**Website
Optimization**

**Sales
Closed**

**Advertisements
Monthly**

ALL WEATHER
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**ROAS
3:1**

**90 Day
Strategy**

**Increased
Leads**

Sources

[Roku ends 2022 with new milestone, tops 70M active accounts | TechCrunch](#)