

Max Clicks Digital Marketing

Case Study

Turning Reviews Into Revenue

How a Midwest Roofing Company Increased Leads by 12% and Referrals by 8%

Client Industry	Roofing
Region	Midwest
Services Provided	Google Business Profile Optimization, Review Intelligence, Website Messaging Strategy

The Challenge

A well-established roofing company operating in a highly competitive Midwest market had built a strong reputation for quality workmanship. Despite competitive pricing and consistent advertising, lead volume had plateaued and customer referrals were not growing at the same pace as local competitors. With a limited marketing budget, the company needed a way to stand out without increasing ad spend.

The Insight

Max Clicks Digital Marketing conducted a competitive review analysis of top-performing roofing companies. A clear pattern emerged: customers consistently praised competitors for strong follow-up after the project was complete. Post-installation check-ins, proactive communication, and responsiveness after payment were repeatedly mentioned. Homeowners valued what happened after the job just as much as the roof itself.

The Strategy

Using real customer language as the foundation, a focused strategy was implemented. This included a structured post-project follow-up process, Google Business Profile messaging emphasizing accountability, and website content communicating commitment beyond installation.

The Results

Within months, the company achieved measurable growth without increasing ad spend. Inbound lead volume increased by 12 percent, customer referrals increased by 8 percent, and reviews increasingly referenced communication and follow-up. Trust signals across Google and the website were significantly strengthened.

Why This Worked

Customer reviews were treated as market research rather than testimonials. Messaging aligned directly with real customer expectations, allowing trust and accountability to become differentiators instead of price.

The Takeaway

This case study demonstrates how businesses can drive growth by listening closely to what customers are already saying about them and their competitors. At Max Clicks Digital Marketing, we focus on uncovering trust signals and turning them into measurable results.