

02 — Creative System Guide

The 4 creative styles that convert for roofers + how to make them • Your Pro Marketing Assistant

1. Why Creative Is 70% of Your Results

You can have perfect targeting and perfect campaign structure, but if the ad creative is weak, you will still pay \$60–\$100+ per lead. Great creative makes average targeting look brilliant. This module shows you exactly what style of creative works for roofers right now.

2. The 4 Creative Styles That Convert for Roofers

Style A — Before & After (Highest trust)

Side-by-side or split images/videos of dirty/damaged roof → clean restored roof. Add a big savings number (\$10k–\$55k saved). This style works extremely well for restoration offers.

Style B — ASMR / Process Video

Close-up pressure washing, coating application, or restoration process with satisfying sounds. Very high watch time and low CPL when done well. Perfect for 30% Off + Free Gutter Clean style offers.

Style C — Big Price / Offer Overlay

Strong roof image + large text overlay: “FROM \$2,499”, “\$500 OFF”, “WE PAY YOU \$500”. Simple, clear, works especially well for retargeting and warm audiences.

Style D — Problem + Solution (Urgency)

Storm damage, leaking roof, moss, cracked tiles. Text that speaks to the pain, then the free inspection or emergency offer. Best for cold traffic in storm season.

3. How to Create Creatives Without Looking Cheap

- Use real job photos whenever possible (blur faces/license plates if needed)
- Keep text on image large and readable on mobile (most people see ads on phone)
- Use 1 main message only — do not cram 5 offers into one image
- Always test both static images AND short videos (15–30 seconds)
- Shoot vertical (9:16) and square (1:1) — Facebook loves both

Pro Tip: You do not need a professional photographer. A good phone + natural light + real before/after photos beats stock images every time.

4. Primary Text & Headline Rules

Primary text (the words above the image) should be short. 1–3 short paragraphs max. Lead with the biggest benefit or the risk reversal. End with a clear call to action.

Headline (under the image) should be benefit-driven and under 40 characters if possible. Examples: “Free Honest Roof Inspection”, “Restore for a Fraction of Replacement”, “We Pay You \$500”.

5. What to Do Next

1. Open the Hook Library and Letter-Offer-Templates.pdf.
2. Choose 2–3 offers to start with.

3. Create at least 4–6 creatives (mix of before/after, process, and price overlay).
4. Save them in a folder ready for Module 4 (Campaign Structure).