

AD SWIPE FILE

High-Converting Facebook Ad Examples for Roofers

Your Pro Marketing Assistant

Private Course • Messenger Support Only

EXAMPLE 1: Before & After Roof Transformation

EXAMPLE AD

ABC Roofing
Sponsored · 🌐

Is your roof starting to show signs of wear?
We restore and replace roofs and make them look brand new again.

✅ Free Roof Inspection
Serving [Your City] and surrounding areas.

BEFORE **AFTER**

ROOFS RESTORED. HOMES PROTECTED. **FREE ROOF INSPECTION**

FORM ON FACEBOOK
Get Your Free Roof Inspection
Fast. Easy. No obligation.

Like Comment Share

LEARN MORE

EXAMPLE NAME:
Before & After Roof Ad

HOOK:
Is your roof starting to show signs of wear?

CREATIVE TYPE:
Before & After Image

OFFER:
Free Roof Inspection

TARGET AUDIENCE:
Homeowners

- ✓ **AD COPY BREAKDOWN:**
- **Problem:** Is your roof starting to show signs of wear?
 - **Agitation:** We restore and replace roofs and make them look brand new again.
 - **Solution:** ✅ Free Roof Inspection
 - **Trust:** Serving [Your City] and surrounding areas.
 - **Call to Action:** Get Your Free Roof Inspection

- 💡 **IDEAS TO CUSTOMIZE:**
- Add a starting price (e.g., "Roof Replacement from \$5,900")
 - Add warranty (e.g., "10-Year Workmanship Warranty")
 - Add urgency (e.g., "Limited Spots This Month")
 - Use a video version of the before & after

★ **WHY IT WORKS:**
The before & after transformation is very visual and easy to understand. Homeowners can instantly see the value.

✏️ **WHAT TO REPLACE:**

- Business Name / Logo
- City / Service Area
- Images (use your own projects)
- Offer / Price (if needed)
- Colors (match your brand)

🔒 **WHAT NOT TO COPY:**
Do not copy the exact images, design, or layout. Use this as inspiration only.

HOOK: Is your roof starting to show signs of wear?

CREATIVE TYPE: Before & After Image

OFFER: Free Roof Inspection

TARGET AUDIENCE: Homeowners (25-65+)

WHY IT WORKS:

- Strong visual proof — homeowners instantly see the transformation
- Clear problem → solution flow
- Low-risk offer (Free Inspection) reduces friction
- Works very well for cold traffic and new ad accounts

WHAT TO REPLACE:

- Business name / logo
- Service area / city
- Before & After photos from your own jobs
- Offer text if you want to test different lead magnets

WHAT NOT TO COPY:

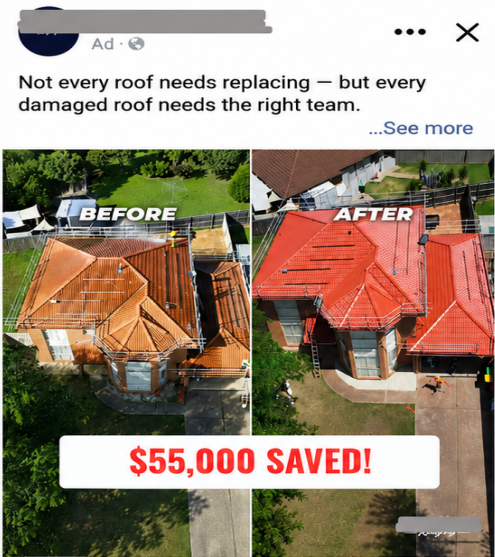
Do not copy the exact images, layout, or wording. Use this as inspiration only. Replace with your real project photos.

BEST FOR: Cold traffic, new ad accounts, and testing creative. This pattern converts well because the transformation is obvious without needing to read much text.

PRO TIP:

Test a version with a short video of the before → after transformation. Video often outperforms static images for this style.

EXAMPLE 2: Big Savings Proof (\$55,000 Saved)



Ad · 🌐

Not every roof needs replacing — but every damaged roof needs the right team. [...See more](#)

\$55,000 SAVED!

Get Your Free Roof Quote Today [See details](#)

3 [Like](#) [Comment](#) [Share](#)

EXAMPLE NAME:
Before & After Savings Roof Ad

HOOK:
“Not every roof needs replacing — but every damaged roof needs the right team.”

CREATIVE TYPE:
Before & After Image Ad

OFFER:
“\$55,000 Saved!”
“Get Your Free Roof Quote Today”

TARGET AUDIENCE:
Homeowners with damaged, aging, or expensive-to-replace roofs

WHAT NOT TO COPY:
Do not copy the exact project photos, branding, or wording word-for-word. Use this as inspiration and adapt it to your own business, offer, and service area.

IDEAS TO CUSTOMIZE:

- ✓ Replace savings with your own real result
- ✓ Use a local city mention in the copy
- ✓ Test a version with a starting price instead of savings
- ✓ Try a video version of the same before-and-after concept
- ✓ Test a free inspection or free quote offer

WHY IT WORKS:

- Strong before-and-after visual proof
- Big savings message grabs attention fast
- Clear problem/solution angle
- The ad feels specific and believable
- Good fit for homeowners comparing restoration vs replacement

WHAT TO REPLACE:

- Business name / logo
- Service area / city
- Before and after project photos
- Savings amount if applicable
- CTA button text if needed
- Offer details to match the business

AD COPY BREAKDOWN:

- **Problem:** Not every roof needs replacing
- **Agitation:** A damaged roof still needs the right team
- **Visual Proof:** Before and after transformation
- **Value:** “\$55,000 Saved!”
- **CTA:** Get Your Free Roof Quote Today

HOOK: Not every roof needs replacing — but every damaged roof needs the right team.

CREATIVE TYPE: Before & After Image + Big Number

OFFER: \$55,000 Saved! + Free Quote

TARGET AUDIENCE: Homeowners with aging, damaged, or expensive-to-replace roofs

WHY IT WORKS:

- Big savings number creates strong emotional + financial hook
- Before & After visual proof builds credibility fast
- Positions restoration as the smart, money-saving choice
- Great for consideration-stage audiences who are already researching

WHAT TO REPLACE:

- Business name / logo
- Service area
- Real before & after photos from your jobs
- Savings amount (use real results if possible)

WHAT NOT TO COPY:

Do not copy the exact project photos or the '\$55,000 Saved' number unless it is real for your business. Replace with your actual results.

BEST FOR: Warm traffic, retargeting, and homeowners who are already considering roof work. Strong emotional + financial hook.

PRO TIP:

Pair this creative with the 'Don't Replace, Restore' Instant Form offer. Works extremely well together.

EXAMPLE 3: Video Pattern Interrupt (Roof Treatment)

**Roof Maxx**
Sponsored · 🌐

Don't replace your roof, Roof Maxx it! Our plant-based, eco-friendly solution protects your asphalt shingles, adding up to 15 years of life to your roof. 🛡️

With over 17,000 stellar reviews and up to 80% savings over traditional roof replacement, now's the time to see if YOUR home qualifies! 🏡



**Don't Replace
Call Roof Maxx**

17,000+ 5-Star Reviews
★★★★★ 17,000+ Reviews

[Learn More](#)

1. EXAMPLE NAME:
Roof Treatment Video Ad

2. HOOK:
"Don't replace your roof,
Roof Maxx it!"

3. CREATIVE TYPE:
Video Ad / Roof
Treatment Demo

4. OFFER:

- Plant-based roof treatment
- Up to 15 years of added life
- Up to 80% savings over replacement

5. TARGET AUDIENCE:
Homeowners with aging asphalt
shingle roofs who want to avoid
full replacement costs

8. WHAT NOT TO COPY:
Do not copy the exact wording, branding,
or claims word-for-word. Use this as
inspiration and adapt it to your own
offer, service, and proof points.

6. WHY IT WORKS:

- Strong pattern-interrupt hook
- Clear alternative to replacement
- Visual proof with workers on the roof
- Strong social proof with 17,000+ reviews
- Clear cost-saving angle

7. WHAT TO REPLACE:

- Business name / logo
- Service area
- Product or service details
- Proof points / review counts
- Savings claim if applicable
- CTA button text if needed

9. AD COPY BREAKDOWN:

- **Problem:** Roof replacement feels expensive or unnecessary
- **Hook:** "Don't replace your roof, Roof Maxx it!"
- **Solution:** Plant-based roof treatment for asphalt shingles
- **Proof:** 17,000+ stellar reviews
- **Value:** Up to 80% savings over traditional roof replacement
- **CTA:** Learn More

10. IDEAS TO CUSTOMIZE:

- Swap in your own roof service
- Test a restoration version
- Test a free inspection angle
- Replace the review count with your real proof
- Try a before-and-after roof video version

HOOK: Don't replace your roof, Roof Maxx it!

CREATIVE TYPE: Video Ad (Roof Treatment Demo)

OFFER: Plant-based roof treatment + Up to 15 years added life

TARGET AUDIENCE: Homeowners with aging asphalt shingles who want to avoid full replacement

WHY IT WORKS:

- Pattern interrupt hook stops the scroll effectively
- Video shows the process → builds trust and curiosity
- Strong social proof (17,000+ reviews) adds credibility
- Positions the offer as a smart alternative to expensive replacement

WHAT TO REPLACE:

- Business name / logo
- Service area
- Video of your actual treatment or restoration process
- Review count / social proof numbers

WHAT NOT TO COPY:

Do not copy the exact branding, video footage, or review count. Use this as inspiration for how to use video + social proof together.

BEST FOR: Retargeting warm audiences and pattern interrupt on cold traffic. Video ads often get better engagement and lower CPC than static images.

PRO TIP:

Test short 15-30 second videos. Keep the hook in the first 3 seconds. Add captions since many people watch without sound.

EXAMPLE 4: Strong Price Comparison (\$5,997 vs \$18k)

📌 Arkansas homeowners, we're replacing roofs for as low as \$5,997 — and people are loving the results.

- ✓ Limited lifetime warranty
- ✓ 5-year workmanship warranty
- ✓ Premium Atlas Class 3 impact shingles standard
- ✓ Free gutter guards included with every roof...



📌 Arkansas Homeowners: Premium Roofs
Starting at Just \$5,997
\$500 Instant Discount If You Book A Free Inspection Now

Get Offer

1 EXAMPLE NAME:
Comparison Price Roofing Offer Ad

3 CREATIVE TYPE:
Static Image Ad /
Comparison Offer Graphic

5 TARGET AUDIENCE:
Homeowners in Arkansas who may need roof replacement and are price-conscious, comparing roofing quotes, or looking for strong value.

7 WHAT TO REPLACE:

- Business name / logo
- State or service area
- Starting price
- Discount amount
- Warranty details
- Included bonuses like gutter guards
- CTA text if needed

9 AD COPY BREAKDOWN:

- Hook: Arkansas homeowners, we're replacing roofs for as low as \$5,997
- Proof: people are loving the results
- Benefits: limited lifetime warranty, 5-year workmanship warranty, premium Atlas Class 3 impact shingles, free gutter guards
- Visual angle: compare your offer vs other roofers
- CTA: Get Offer / Book a Free Inspection

2 HOOK:
"Arkansas homeowners, we're replacing roofs for as low as \$5,997 — and people are loving the results."

4 OFFER:

- Premium roofs starting at \$5,997
- \$500 instant discount if you book a free inspection now
- Free gutter guards included
- Limited lifetime warranty
- 5-year workmanship warranty

6 WHY IT WORKS:

- Strong price anchor grabs attention fast
- Clear "us vs other roofers" comparison
- Benefits are easy to scan
- Offer feels direct and easy to understand
- Good for cost-conscious homeowners

10 IDEAS TO CUSTOMIZE:

- Test a local city version instead of statewide
- Swap in your own starting price or discount
- Test a "free inspection" headline version
- Replace the comparison image with your own brand colors
- Test a roof restoration or financing angle

8 WHAT NOT TO COPY:
Do not copy the exact wording, brand, pricing, or comparison claims word-for-word. Use this as inspiration and adapt it to your own offer, market, and proof points.

HOOK: Arkansas homeowners, we're replacing roofs for as low as \$5,997 — and people are loving the results.

CREATIVE TYPE: Comparison / Price Anchor Graphic

OFFER: Premium roofs starting at \$5,997 + \$500 instant discount + Free inspection

TARGET AUDIENCE: Price-conscious homeowners comparing roofing quotes

WHY IT WORKS:

- Strong price anchor creates instant value perception
- Clear 'Us vs Them' comparison builds desire
- Benefits are easy to scan (warranties, shingles, gutter guards)
- Works well for homeowners who are actively getting quotes

WHAT TO REPLACE:

- Your actual starting price
- Service area / state
- Real benefits and warranties you offer
- Comparison numbers (make them realistic)

WHAT NOT TO COPY:

Do not copy the exact pricing or comparison numbers unless they are accurate for your market. Replace with your real offers.

BEST FOR: Consideration stage and homeowners who are already shopping around. Use carefully — price anchoring works best when your offer is genuinely competitive.

PRO TIP:

Test this style with a 'Free Inspection' CTA instead of 'Get Offer'. Many roofers see better lead quality with the softer ask.

EXAMPLE 5: Big Discount + Trust Photo (60% OFF)

Limited-Time Roofing Offer. Get 60% OFF a roof installation on a FORTIFIED Roof System. 20-Year No-Leak Guarantee. Trusted by homeowners nationwide: #1 FORTIFIED Roof Installer, 40,000+ roofs built, 1,200+ 5-star reviews. Call now for a FREE consultation!



60% Off FORTIFIED Roof Installation

Contact Us

1. EXAMPLE NAME:
Worker + Offer Roofing Ad

3. CREATIVE TYPE:
Static Image Ad /
Offer + Worker Trust Graphic

5. TARGET AUDIENCE:
Homeowners looking for a roof replacement or installation offer, especially people who respond to strong discounts, guarantees, financing, and trust-based visuals.

7. WHAT TO REPLACE:

- Business name and logo
- Service area
- Offer details and discount
- Financing or guarantee terms
- Review count and proof points
- CTA button text if needed

9. AD COPY BREAKDOWN:

- **Hook:** limited-time roof offer with discount
- **Offer:** 60% off installation
- **Benefits:** financing, guarantee, gift card
- **Trust:** #1 installer claim and 1,200+ reviews
- **CTA:** Call now for a free consultation

2. HOOK:
Limited-Time Roofing Offer. Get 60% OFF a roof installation on a FORTIFIED Roof System.

4. OFFER:

- 60% off roof installation
- 0% financing
- 20-year no-leak guarantee
- \$200 Lowe's gift card
- Free consultation

6. WHY IT WORKS:

- Big discount grabs attention fast
- Worker image increases trust and makes the ad feel real
- Offer stack is easy to scan
- Guarantees and reviews add credibility
- Strong CTA makes the next step clear

8. WHAT NOT TO COPY:
Do not copy the exact wording, branding, or offer claims word-for-word. Use this as inspiration and adapt it to your own service, market, proof points, and real business offer.

10. IDEAS TO CUSTOMIZE:

- Use a realistic roof image, not an overly AI-looking roof
- Use a strong team photo or a single worker photo to build trust
- Test a free inspection angle instead of free consultation
- Test a roof replacement or restoration version
- Replace the bonus with your own real incentive

HOOK: Limited-Time Roofing Offer. Get 60% OFF a roof installation on a FORTIFIED Roof System.

CREATIVE TYPE: Static Image + Worker Trust Photo

OFFER: 60% OFF roof installation + 0% financing + 20-year guarantee + \$200 Lowe's gift card

TARGET AUDIENCE: Homeowners looking for roof replacement who respond to strong discounts and trust signals

WHY IT WORKS:

- Big discount grabs attention immediately
- Worker photo in uniform builds trust and professionalism
- Stacked offer (discount + financing + gift card + guarantee) increases perceived value
- Clear CTA makes the next step obvious

WHAT TO REPLACE:

- Business name / logo
- Actual discount or offer you can deliver
- Real worker photo (or team photo)
- Bonuses / gifts you actually provide

WHAT NOT TO COPY:

Do not copy the exact discount percentage or bonuses unless you can fulfill them. Replace with your real offer.

BEST FOR: Direct response campaigns and limited-time offers. Strong when you have a real promotion running. Use sparingly so the discount stays believable.

PRO TIP:

Test a version with a real customer review or testimonial added. Social proof + big offer is a powerful combination.

Use these examples as inspiration only. Always replace with your own real photos, offers, and results.