

Case Study



SANIBEL CAPE CORAL SARASOTA

A UNIFIED SERVICE PARTNER

1. Client Snapshot

Business Name: Trademark Roofing

Location: Cape Coral, Florida (expanded into Sanibel and Sarasota, Florida)

Industry: Roofing Contractor

Years in Business: 5+

Team Size: 10+

2. The Challenge

Before CyberFunnels, Trademark Roofing, while successful, sought to significantly accelerate its growth beyond its \$5 million revenue mark and establish a dominant market presence.

- ✕ They needed a strategic partner to not only boost their customer acquisition efforts but also to expand their geographical reach and solidify their position as a market leader in a competitive industry. Their existing marketing efforts required a comprehensive overhaul to support ambitious expansion goals.

3. The Solution

CyberFunnels began working with Trademark Roofing in August 2021 and deployed comprehensive customer acquisition support through a combination of digital and traditional marketing strategies. Acting as their agency of record, CyberFunnels delivered a full business growth system, including:

✔ Integrated Marketing:

- ✔ **Website Revamp & Online Presence:** CyberFunnels completely revamped Trademark Roofing's website and significantly improved their overall online presence, creating a strong digital foundation for lead generation.
- ✔ **Digital & Traditional Marketing Campaigns:** A blend of targeted digital marketing initiatives (e.g., SEO, paid ads, social media) and effective traditional marketing campaigns were deployed to maximize reach and lead volume.
- ✔ **Geotargeting Strategies:** Advanced geotargeting was implemented to specifically reach high-income areas and Homeowners Associations (HOAs), enabling Trademark Roofing to establish key relationships and acquire high-value projects.
- ✔ **Ongoing Share of Market Reports:** CyberFunnels provided continuous share of market analysis through detailed permitting analysis, offering Trademark Roofing crucial insights into market trends and competitive landscapes to inform strategic decisions and accelerate business growth.

✔ PowerPitch Selling System:

- ✔ Integrated into their sales process to automate follow-up and boost close rates through video nurture sequences.

✔ Integration with Acculynx (Project Management Support)

4. The Results

Within 3.5 years, Trademark Roofing saw:



Explosive Revenue Growth: Grew from \$5 million to over \$20 million in revenue.



Market Leadership: Became a leading roofing company in Cape Coral, establishing a dominant local presence.



Strategic Expansion: Successfully expanded operations into Sanibel and Sarasota, Florida, significantly broadening their market reach.



Successful Acquisition: The sustained growth and market leadership ultimately led to their **acquisition in 2025**, a testament to the business's enhanced value.

5. Client Takeaway

Trademark Roofing went from ambitious growth targets to a \$20+ million enterprise and a successful acquisition—thanks to the comprehensive, strategic, and results-driven marketing partnership with CyberFunnels, which transformed their customer acquisition and market presence.

Ready to write your own success story?

Book a 15-minute consultation with a CyberFunnels strategist and discover what's possible for your business.

| Book a free consultation:

