

# 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:

