

CASE STUDY

Insulated Roofing Contractors
Commercial Roofing Experts since 1974

An SPF Roof is the Only One You'll Ever Need!

Insulated Roofing Contractors (IRC) uses the most advanced roofing material out there: sprayed polyurethane foam. No matter how complex your roof is, spray foam is easy and quick to install. Because spray foam is self-adhering, it can be applied directly to most existing substrates, which eliminates the cost of tear-off, reduces waste, limits interior exposure and downtime, and keeps labor costs low.

Before **After**

What is SPF (and Why Does it Matter)?

Spray Polyurethane Foam (SPF) roofing is a revolutionary type of roofing that provides the best insulation properties of any roof system. Spray foam is applied over your existing roof and made to both insulate your building and protect against the elements. Other advantages include:

- Easy installation process with little to no tear-off
- Durable design made to last for years to come
- Provides the highest R-value of any roofing material on the market

[Read more about the benefits of SPF here](#)

Spray Polyurethane Foam

Meet your local roofing expert, David Corrie. David Corrie has been with Insulated Roofing Contractors for over 7 years. He specializes in airports and airplane hangars including the Brunswick Golden Isles Airport in Savannah, Georgia. David is an avid runner and father of three.

Call to get started today, 205-209-5606
davidc@ircroof.com

[Leaky roof? Contact David](#)

Check Out What Our Customers Are Saying

4.4

"My experience was very positive as their workmanship and sales representative were very professional and easy to work with."
Project Manager, South Carolina

How a Roofing Company Targeted Leads with an Email Drip Campaign

CLIENT: Established Roofing Company with Distributed Sales Team

Insulated Roofing Contractors (IRC) are a commercial roofing company specializing in large projects such as airports and schools. They are a well-known business in the roofing world due to their use of Spray Polyurethane Foam (SPF). This family-owned and operated company has been around for almost 50 years.

When we considered our options for how to best market their services, we knew that we wanted to promote their hard-working sales team that has representatives across the country working to sell IRC's quality products.

SOLUTION: Create Unique Email Campaigns for Sales Reps

Here at The Marketing Squad, we proposed the creation of a unique drip campaign for each salesperson. We began by creating a custom landing page for each salesperson, including their picture, background, and fun fact. Our next step was to build out the drip campaign, which included one weekly email sent to the lead list. These emails were curated to specific states and industries, such as airport managers, facility directors, and other similar roles.

CONTACT US

themarketingsquad.com
sales@themarketingsquad.com
502 618 4122

ADDRESS

13040 Eastgate Park Way
Suite 108
Louisville, KY 40223

RESULT

Some Major Leads and Increased Trust Among Team

The first result of this drip campaign was that IRC saw a huge spike in engagement with a rise in clicks and phone calls to sales representatives . Recipients of the email wanted to learn more about IRC. In the commercial roofing business, even one lead from an email campaign is a significant deal due to the size of the projects. These campaigns led to multiple leads, which is a massive win for their team and salespeople.

This campaign also resulted in a more engaged sales team. Due to the customized emails and attention to detail, they feel support from the marketing team and reap the benefits of leads in their specific location.

01 Huge Spike in Engagement

02 More Engaged Sales Team

03 Multiple Leads

CONTACT US

THEMARKETINGSQUAD

If you need help marketing your business then let's [schedule a conversation!](#)
Our mission is to help you tell your story and grow your business.