Grow That Local

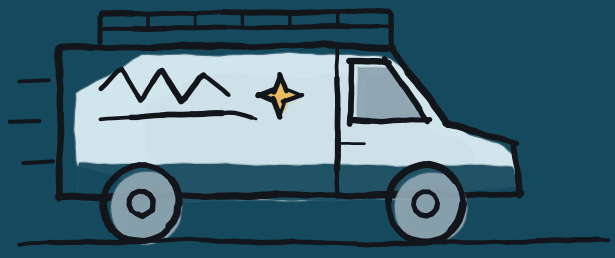
a free guide

What marketing should cost a roofer in 2026

Real 2026 prices for every kind of roofing marketing, what each price should buy you, and the red flags, so nobody overcharges you.

For roofing business owners who've been quoted by agencies.

- 14 short sections in 5 parts
- 43 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

If an agency has quoted you for "storm season marketing" and you couldn't tell whether the price was fair, this guide is for you. It covers 12 kinds of marketing a roofer can buy, from the website to the truck wrap. For each one you get the going price in 2026, what that price should buy, the red flags, and how much a roofer usually puts into it.

Section 2 puts every price on one table, so you can check a quote in a minute. After that, each kind of marketing gets its own short section with a checklist you can do in the next 24 hours.

Two free calculators go with it at growthatlocal.com/free: one works out how many leads you need each month, the other whether Google Ads would pay for your trade.

Three rules we kept while writing it:

- Every market price links to the public page it came from, checked on November 12, 2026, and listed at the end. When there's no public number, we say so. When something is our judgment, we say "GTL estimate" and tell you why.
- Every example is made up to show the idea, including every dollar figure in an example. None of them are real businesses or results.
- Our own prices aren't in the sections or the table. They're at the end, pulled from our pricing page.



Part 1

Your budget and the price list

1 How much a roofer your size should spend

The rule of thumb. The most quoted guideline is an SBA blog post: businesses under $5 million in revenue, with margins of 10 to 12%, should put 7 to 8% of revenue into marketing. The same post says many businesses spend 2 to 3% just to keep running, and that the budget splits between building your name (website, signs) and promoting it (ads, mail) (SBA, webarchive.library.unt.edu).

For a roofer. A roof is a big, rare purchase. One signed job pays for a lot of marketing, and one slow month costs a lot. Roofers who live on storm work do well to hold part of the budget back for the weeks after a hail storm (GTL estimate).

Example (sample numbers). A made-up roofer brings in $1,000,000 a year. At 7 to 8%, that's $70,000 to $80,000 a year, or about $5,800 to $6,700 a month. In a year they only want to hold steady, they'd spend less. In a year they push into a new town, more.

Do it in 24 hours

- [ ] Find last year's total revenue.
- [ ] Add up everything you spent on marketing in the last 12 months: ads, leads, printing, the website, any agency.
- [ ] Divide the second number by the first. That's your share today.
- [ ] Pick your share for next year: lower to hold steady, 7 to 8% to grow, higher to push into a new town.

2 The whole price list on one page

The idea. Here's every kind of marketing in this guide, with what it costs to do yourself and what the market charges to have it done. Each price links its source. Hold any quote you get up against this table.

Marketing	Doing it yourself	Paying for it
Website (section 3)	Builder plan, $19 to $29 a month (Squarespace, squarespace.com)	$614 to $1,817 for a site (Thumbtack, thumbtack.com)
Google profile management (section 4)	Free, about 2 to 4 hours a month (GTL estimate)	About $100 to $400 a month: 2 to 4 hours (GTL estimate) at $50 to $100 an hour (Thumbtack, thumbtack.com)
Review requests (section 5)	Free: your review link and your phone	No public price survey. Sending 100 texts costs under $1.50 (Twilio, twilio.com)
Neighborhood postcards (section 6)	$0.260 postage a card, plus printing (USPS, pe.usps.com)	Design $116 to $315 (Thumbtack, thumbtack.com), plus postage and printing
Yard signs and truck wraps (section 7)	$20.13 a yard sign (BuildASign, buildasign.com)	Wrap $3,200 to $5,000 for a pickup (Kelley Blue Book, kbb.com)
SEO (section 8)	Free tools and your time	$1,557 a month, the local average (Ahrefs, ahrefs.com)
Local Services Ads (section 9)	Pay per lead; Google doesn't publish prices (Google, support.google.com)	The same lead costs, plus any management fee
Google Ads (section 10)	Your click budget; Google sets click prices by auction (Google Ads Help, support.google.com)	A management fee on top: get it in writing (GTL estimate)
Shared leads: Angi and Thumbtack (section 11)	You set a price per lead and a weekly budget (Thumbtack Help, help.thumbtack.com)	HomeAdvisor: $287.99 a year plus each lead, per the FTC in 2023 (FTC, ftc.gov)
Social media posts (section 12)	Free, about an hour a week (GTL estimate)	$399 to over $5,000 a month (Thumbtack, thumbtack.com)
Win-back texts (section 13)	Free from your phone, one at a time	No public price survey. Texting 300 people costs about $4 (Twilio, twilio.com)
Email newsletter (section 14)	Free up to 250 contacts (Mailchimp, mailchimp.com)	About $50 to $300 an email: 1 to 3 hours (GTL estimate) at $50 to $100 an hour (Thumbtack, thumbtack.com)

For a roofer. The two rows that move a roofer's numbers most are usually the website and the street: yard signs, the truck and postcards around finished jobs (GTL estimate).

Our own prices are in the price list at the end of this guide.

Do it in 24 hours

- [ ] Write down every marketing bill you pay today, next to its row in the table.
- [ ] Circle any bill well above the "paying for it" range, and ask that company what you get for the difference.
- [ ] Circle any row you pay nothing for. Those are the ones to look at first.

or we can do it for you

Free sample: Your first report card, this month

So you can see where your marketing money is going. The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Part 2

Be found and trusted

3 Website

The idea. Your website is where a Google search, a yard sign or a neighbor's tip turns into a call. You pay once to build it, then a little each month to keep it online.

The going rate. Thumbtack's cost guide puts the national average for a website developer at $1,057, with most jobs between $614 and $1,817 and hourly rates of $25 to $85 (Thumbtack, thumbtack.com). The same guide puts hosting at about $8 a month and a domain at about $15 a year.

Doing it yourself. A website builder costs its plan fee plus your evenings. Squarespace lists Basic at $19 a month and Core at $29 a month, billed yearly (Squarespace pricing, squarespace.com).

What that price should buy you.

- The domain and the hosting login in your name, not the designer's.
- A site that loads fast on a phone, with your number and a call button on the first screen.
- A page for each job you want more of, and the towns you serve.
- Real photos of your work, and your Google reviews.
- A contact form that reaches your phone, tested before launch.

Red flags.

- The designer registers your domain in their own name.
- A "free" site you lose the day you stop paying, with no copy of your words and photos.
- A long contract for a template site.
- Nobody shows you the site on a phone before it goes live.

For a roofer. Homeowners often look you up from the driveway after a storm or a knock on the door. The pages that earn their keep: roof replacement, repairs, storm and hail damage, insurance claim help, and one for each town you serve. A good site lasts several years, so judge the price over that time (GTL estimate).

Example (sample numbers). A made-up roofer gets three quotes: $900 for a five-page template, $1,600 for eight pages with a page per service, and $7,500 from a shop that wants a 24-month contract. The $1,600 quote puts the domain in the roofer's name and includes a storm damage page, so that's the one they take.

Do it in 24 hours

- [ ] Look up who your domain is registered to, and write it down.
- [ ] Ask any designer for a written quote that lists pages, who owns the domain and what happens if you leave.
- [ ] List the five roofing jobs you want most, so any designer can quote a page for each.

4 Google profile management

The idea. Your Google Business Profile is free. What you pay for is the upkeep: hours and services kept right, new photos and posts, every review answered, and anything a stranger or Google changes put back.

The going rate. There's no public price list for this work. Our estimate is 2 to 4 hours a month for one location (GTL estimate). At Thumbtack's national rate for social media marketing help, $50 to $100 an hour, that's about $100 to $400 a month (Thumbtack, thumbtack.com).

Doing it yourself. It costs nothing but time: about the same 2 to 4 hours a month, in short bursts from your phone.

What that price should buy you.

- You stay the owner. They're added as a manager, and only owners can add or remove people (Google Business Profile Help, support.google.com).
- Photos from real jobs, added every week or two.
- Every review answered within a few days, good or bad.
- Hours, holiday hours and services kept right.
- A short monthly note: what they changed, and what moved (calls, direction requests, website taps).

Red flags.

- They ask for your Google password, or to be made the owner.
- They stuff keywords or town names into your business name. Google's guidelines don't allow it, and it can get a profile suspended (Google Business Profile guidelines, support.google.com).
- Stock photos, or photos from someone else's jobs.
- A promise of the top spot on the map by a date.

For a roofer. Keep "Roofing contractor" as your main category, add photos of finished roofs every week or two, and set storm-season hours you can really answer. For most roofers this is the cheapest steady work on the list (GTL estimate).

Example (sample numbers). A made-up roofer is quoted $650 a month for "Google management." They ask what's included: four posts, no photos, no review replies. A second quote at $250 a month includes weekly job photos and every review answered. The cheaper one does more.

Do it in 24 hours

- [ ] Open "People and access" on your profile and check you are the primary owner.
- [ ] Answer every review from the last month that has no reply.
- [ ] Add 10 photos of roofs you finished this year to your profile.

5 Review requests

The idea. Getting reviews is mostly asking: at the right moment, with a link that opens straight to the review box. Your review link is free from your Google profile.

The going rate. We couldn't find an independent public price survey for review-request services, so we don't print a market number.

What it really costs to send. The texts themselves are cheap. Twilio, a texting platform, charges $0.0083 a text plus a carrier fee of $0.0035 to $0.005 (Twilio pricing, twilio.com). So 100 review requests cost under $1.50 to send. Nearly everything you pay a service for is the setup, the timing and the reminders.

What that price should buy you.

- A request sent soon after each job, with your direct review link.
- One polite reminder, not five.
- Every customer asked, not only the happy ones. Google's policy says you can't ask selectively or discourage bad reviews (Google Maps policy, support.google.com).
- A monthly count: requests sent, reviews received.

Red flags.

- A discount or gift in exchange for a review. Google's policy bans incentives (Google Maps policy, support.google.com).
- "Review gating": unhappy customers steered to a private form, happy ones to Google.
- Anyone offering to write or buy reviews. The FTC's rule against fake reviews has been in effect since October 21, 2024 (FTC, ftc.gov).
- A long software contract just to send texts.

For a roofer. Ask the moment the job is done, while the crew packs up and the homeowner is looking at the new roof. A roofer finishes fewer jobs a year than a cleaner or a landscaper, so every finished roof needs to bring its review (GTL estimate).

Example (sample numbers). A made-up roofer finishes 8 roofs a month and pays $300 a month for a review tool that sends 8 texts. That's about $37 a request. They switch to the crew lead texting the link before the truck leaves, which costs nothing.

Do it in 24 hours

- [ ] Copy your review link from your Google profile and save it in your phone.
- [ ] Text it to every customer from the last 30 days who agreed to hear from you by text. The FCC explains consent and opt-out (FCC, fcc.gov).
- [ ] Have the crew lead text the review link before leaving each finished job.

or we can do it for you

Free sample: Your first 10 requests sent

Sent to your real customers with your link. Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 3

Out on the street

6 Neighborhood postcards

The idea. A postcard lands in every mailbox on the streets you pick. It works best around the jobs you've just done, and it works over several mailings, not one.

Postage. USPS Every Door Direct Mail retail costs $0.260 a card for flats up to 3.3 ounces, on the price list effective October 4, 2026 (USPS Notice 123, pe.usps.com).

Design. Thumbtack puts the national average for hiring a graphic designer at $116 to $315 (Thumbtack, thumbtack.com). Printing varies with size and count, so get two quotes.

What that price should buy you.

- A card made for your trade, with a real photo of your work.
- Routes picked around your jobs and the homes you want.
- A phone number or link you can count calls from.
- More than one mailing, planned up front.

Red flags.

- One mailing, then giving up.
- No way to count the calls it brings.
- A promise of a set number of calls.
- Every home in the county instead of your routes.

For a roofer. Mail the streets around each finished roof. The neighbors watched your crew for days, and their roofs are often the same age. For a roofer, postcards usually come right after the website, Google and reviews (GTL estimate).

Example (sample numbers). A made-up roofer mails 500 homes around a finished job: about $130 in postage, $200 once for the design, and a $110 printing quote. One signed roof pays for that many times over, so they plan three mailings to the same streets.

Do it in 24 hours

- [ ] Ask two printers to quote the same card size and count.
- [ ] Look up how many homes are on those routes in the USPS EDDM tool.
- [ ] Pick the streets around your last finished roof for your first mailing.

7 Yard signs and truck wraps

The idea. Your work vehicle and your signs work every day you're on a job. You pay once, and the cost per day falls the longer they last.

Yard signs. BuildASign lists an 18 by 24 inch yard sign at $20.13 each, with stakes sold separately and lower prices on bigger orders (BuildASign, buildasign.com).

Wraps. Kelley Blue Book puts a full wrap at $3,200 to $5,000 for a pickup and $3,000 to $4,500 for a small van, and says a wrap lasts about five to seven years with good care (Kelley Blue Book, kbb.com).

What that price should buy you.

- Your name, what you do and your phone number, readable from across the street.
- A design proof on paper, or on screen at real size, before anything prints.
- Good film from a shop that shows you wraps it did three years ago.
- A sign the customer said yes to, taken down when the job ends.

Red flags.

- Ten lines of text nobody can read from a moving car.
- A QR code as the main way to reach you.
- The cheapest film, which fades and peels early.
- Signs left on lawns without the owner's okay, or against HOA rules.

For a roofer. A yard sign stands for the whole job, and your truck sits in driveways all week. For a roofer they're the cheapest ads you'll buy, because they're parked right where the neighbors are looking (GTL estimate).

Example (sample numbers). A made-up roofer orders 25 yard signs at $15 each and wraps one pickup for $4,200. Over six years the wrap costs $700 a year, about $2.80 a working day if the truck works 250 days.

Do it in 24 hours

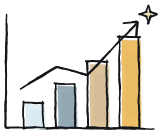
- [ ] Stand across the street from your work vehicle and check you can read the phone number.
- [ ] Count the jobs you finished last month where a sign could have gone up.
- [ ] Ask your next three customers if a sign can stand in the yard during the job.

or we can do it for you

Free sample: Your ad, designed and shown on the card

So you can see the card before any postage. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 4

Search, ads and lead sites

8 SEO

The idea. SEO is the work that helps you show up in Google's regular results and the map for the searches that bring jobs. It's slow, and it's the one most often sold with fog.

The going rate. In a poll of 439 SEO providers, Ahrefs found local SEO averaged $1,557 a month, and 23% of providers charged $500 to $1,000 a month (Ahrefs, ahrefs.com).

The same poll found freelancers averaged $1,348 a month and agencies $3,209, with an average hourly rate of $111 (Ahrefs, ahrefs.com).

What that price should buy you.

- A written list of the searches you want to win, checked every month.
- Fixes to your site and Google profile you can see.
- Your listings on other sites made to match (name, address, phone).
- A page for each main job and town, written for your customers.
- A plain report: what they did, what moved, what's next.

Red flags.

- A promise of the top spot by a date.
- Bulk links bought from other sites.
- Reports that show only "impressions" and never calls.
- They won't name the searches they're working on.
- A 12-month lock-in before you've seen a single fix.

For a roofer. Name the searches you want: "roof replacement [town]", "roof repair near me", "hail damage roof inspection." Storm searches spike and fade, so SEO is a long game for a roofer, best started months before storm season (GTL estimate).

Example (sample numbers). A made-up roofer is quoted $2,500 a month by one company and $900 by another. The $900 offer names 12 searches, lists the pages it will write and sends a one-page report. The $2,500 offer promises "page one" and won't name a search. They pick the one they can check.

Do it in 24 hours

- [ ] Write down five searches you want to win, in the words your customers use.
- [ ] Search each one on your phone and note where you show up.
- [ ] Search "roof replacement" and your town, and write down the top three names.

9 Local Services Ads

The idea. These are the ads at the very top of Google with the Google Verified badge. You pay per lead, not per click.

Who can run them. Google's page for the ads lists roofing, plumbers, HVAC, house cleaning, painters, landscapers and lawn care among the US trades that can (Google, business.google.com).

What leads cost. Google doesn't publish a price list. It says lead prices depend on your location, the job type, the kind of lead and your bidding mode, and message leads usually cost less than calls (Google Local Services Help, support.google.com).

What gets charged. Answered calls, texts, voicemails and booking requests. A missed call is charged only if it comes during your business hours and the caller stays on for more than 20 seconds. You set a weekly budget, and the month can't go past your weekly budget times the average weeks in a month (Google Local Services Help, support.google.com).

What that price should buy you.

- Your own account and badge, in your name.
- Only the job types you want switched on.
- Someone who answers every ad call in business hours.
- Bad leads reported for a credit, every week.

Red flags.

- Someone else's account running your ads.
- Job types you lose money on left switched on.
- Missed calls in business hours, each one charged.
- Nobody checking the leads against booked jobs.

For a roofer. Roofing can run these ads, but a lead for a small repair is charged like any other lead, while the job is worth far less than a new roof. Many roofers switch off the small-repair job types and keep the big ones on (GTL estimate).

Example (sample numbers). A made-up roofer pays $90 a lead and books one in ten. That's $900 per booked job. On a replacement that leaves $3,500 of profit, it pays. On a repair that leaves $250, it loses money, so they switch repairs off.

Do it in 24 hours

- [ ] Search your main job and town and note who's in the ad row at the top.
- [ ] Set the ad account's business hours to the hours someone really answers.
- [ ] List the roofing job types you'd switch on, and the ones you'd leave off.

10 Google Ads

The idea. You pay Google for each click on your ad. Two costs matter: what goes to Google, and what you pay anyone to run it.

What clicks cost. Prices are set by auction, and Google doesn't publish them by trade. Its free Keyword Planner shows, for your searches and your area, a low and a high range of what advertisers paid to show at the top, about the 20th and 80th percentile of past bids (Google Ads Help, support.google.com).

To see what a click on a roofing search costs in the US, the Southeast and 10 Southeast cities, read What a Google Ads Click Costs a Roofer, by City.

How the budget works. Your daily budget is an average. Google can spend up to twice it on one day, but not more than 30.4 times it in a month (Google Ads Help, support.google.com).

Paying someone to run it. We couldn't find an independent public survey of management fees. Ask for the fee in writing, apart from what goes to Google (GTL estimate).

What that price should buy you.

- The ad account in your name, paid with your card.
- Only the searches you want, with a list of the ones to block.
- Calls tracked, and ads paused in hours you can't answer.
- The search terms report, shared every month.

Red flags.

- The account is in the manager's name.
- They won't show you what people searched before clicking.
- The fee is hidden inside "ad spend."
- Ads running on every loosely related search.

For a roofer. Roof jobs are big, so other roofers bid high for the same searches, and clicks can be pricey (GTL estimate). Check Keyword Planner for your town before you set a budget, and pause ads when nobody can answer: a storm lead that waits calls the next roofer.

Example (sample numbers). A made-up roofer sets $30 a day. Google spends $55 on one stormy Tuesday and $10 on a quiet Sunday, but the month stays under $912, which is 30.4 days of budget.

Do it in 24 hours

- [ ] Ask anyone who would run your ads whose name the ad account will be in.
- [ ] Write down your top budget for a 30-day test before you start.
- [ ] Check the Keyword Planner range for "roof repair" and "roof replacement" in your town.

11 Shared leads: Angi and Thumbtack

The idea. You pay for each lead, and other businesses may get the same one. The price that matters is what each booked job costs you, not what each lead costs.

How Angi prices. Angi says each request is matched with no more than five pros, and lead fees change with the task, the homeowner's location and demand (Angi pro help, intercom.help).

How Thumbtack prices. You set the price you'll pay per lead for each service and a weekly budget. Thumbtack says prices vary with the type and size of the job, how many pros are available and your market (Thumbtack Help, help.thumbtack.com).

The one firm number on record. Neither platform publishes a price list. The FTC said in 2023 that pros on HomeAdvisor, part of Angi, generally paid a yearly membership fee of $287.99 plus a fee for each lead. The FTC also alleged the company misled pros about lead quality, and the order required up to $7.2 million in payments (FTC, ftc.gov).

What that price should buy you.

- Leads only for the jobs and towns you chose.
- A credit when a lead is wrong, and a way to ask for it.
- Your own count: leads, replies, quotes and booked jobs.

Red flags.

- A membership that renews by itself.
- Leads outside your area or for jobs you don't do.
- Paying for months without checking which leads booked.
- Replying slowly. With up to five pros on a lead, the first good reply usually wins.

For a roofer. Roof leads cost more than most because the jobs are big, and plenty of callers only want a number for their insurance claim. Work out your cost per signed roof, not per lead.

Example (sample numbers). A made-up roofer pays $1,200 in a month for 20 leads and signs 2 roofs. That's $600 per signed roof. Their website and yard signs bring about as many roofs for less, so they halve the lead budget and keep only the job types that sign.

Do it in 24 hours

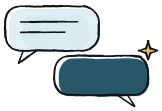
- [ ] Add up last month's lead charges and the jobs they booked.
- [ ] Divide the charges by the booked jobs to get your cost per booked job.
- [ ] Mark last month's leads by outcome: no reply, quote only, signed.

or we can do it for you

Free sample: A ranking check and 10 fixes

For the searches you named. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 5

Stay in touch between jobs

12 Social media posts

The idea. Posts keep your name in front of neighbors between jobs. What you pay for is the photos turned into posts, every week, without you thinking about it.

The going rate. Thumbtack puts social media help at $50 to $100 an hour nationally, and monthly packages anywhere from $399 to over $5,000 (Thumbtack, thumbtack.com).

In a 2026 poll of almost 100 social media agencies and freelancers, 31% charged under $1,000 a month and 49% charged $1,000 to $2,499 (HeyOrca, heyorca.com).

Doing it yourself. Free apart from time: about an hour a week if you already take job photos (GTL estimate).

What that price should buy you.

- Posts made from your real job photos, not stock pictures.
- A set number each week, written down in the agreement.
- Your town and the job named in each post.
- Posted where your customers look: Facebook, Instagram, Nextdoor or your Google profile.
- The page stays in your name, and you can see every post.

Red flags.

- Stock photos, or posts any business in any town could use.
- Follower counts and "reach" as the only results.
- Paid ads mixed into the fee without a separate budget you can see.
- They create the page in their name.

For a roofer. Before-and-after photos of the same roof, shot from the same corner, are your best posts. A photo of the finished roof from the street beats any graphic. Most roofers put social near the bottom of the budget, after the street and search (GTL estimate).

Example (sample numbers). A made-up roofer pays $1,200 a month for daily posts made of stock photos and quotes. They switch to $400 a month for three posts a week from their own job photos, and two homeowners mention the posts on estimates the next month.

Do it in 24 hours

- [ ] Make a phone album called "Posts" and drop 10 recent job photos in it.
- [ ] Count how many posts you made last month on each page.
- [ ] Shoot every roof from the same corner, before and after.

13 Win-back texts

The idea. Past customers already know your work. A short text at the right time brings back jobs you'd otherwise lose to whoever knocks first.

The going rate. We couldn't find an independent public price survey for win-back text services, so we don't print a market number.

What it really costs to send. Through Twilio, a texting platform, each text costs $0.0083 plus a carrier fee of $0.0035 to $0.005 (Twilio pricing, twilio.com). Texting 300 past customers once costs about $4. What you pay a service for is the list work, the timing, the replies and the follow-up.

What that price should buy you.

- Texts only to customers who agreed to hear from you, saying who they're from, with a way to opt out.
- Timed to your trade's calendar, not sent all at once.
- Replies routed straight to your phone.
- A count of replies and booked jobs.

Red flags.

- Texting people who never gave consent. The FCC explains the consent and opt-out rules (FCC, fcc.gov).
- No way to opt out.
- Bought phone lists.
- A promise of a set number of jobs.

For a roofer. Roof age is your calendar. A customer whose roof you patched years ago is getting close to a replacement, and everyone you've worked for needs a check after a big storm. Text them before the door knockers arrive.

Example (sample numbers). A made-up roofer has 400 past customers who agreed to texts. A storm-check text to all of them costs about $5 to send. Eleven reply, and three turn into insurance claim jobs.

Do it in 24 hours

- [ ] Export every past customer with a phone number into one sheet.
- [ ] Mark the ones who said yes to texts.
- [ ] Sort past customers by the year of their last roof job.

14 Email newsletter

The idea. An email to past customers once a month or once a season keeps you the name they call next time. It's the cheapest channel on this list to run.

Doing it yourself. Mailchimp's free plan covers up to 250 contacts and 500 sends a month, and its paid plans start at $13 a month on its pricing page (an offer price for the first 12 months when we checked) (Mailchimp pricing, mailchimp.com).

Paying for the writing. Thumbtack's national rate for social media help, $50 to $100 an hour, is a fair guide for email writing too (Thumbtack, thumbtack.com). A short monthly email takes 1 to 3 hours to write and send (GTL estimate), so expect about $50 to $300 an email.

What that price should buy you.

- One useful email a month or a season, about what the season needs.
- Your list stays yours, and you can export it any day.
- An unsubscribe link and your postal address in every email, as the CAN-SPAM Act requires (FTC, ftc.gov).
- Opens, clicks and replies reported, plus any jobs that came from it.

Red flags.

- They won't give you a copy of your own list.
- They add bought email lists.
- No unsubscribe link.
- A sales blast every week.

For a roofer. A roofer's emails can follow the weather: before storm season, after a big storm, before winter. Two to four a year is plenty for something people replace once every couple of decades (GTL estimate).

Example (sample numbers). A made-up roofer has 600 past customers on email and pays a writer $150 for each of four seasonal emails. That's $600 a year to stay the name they call, less than the profit on one repair.

Do it in 24 hours

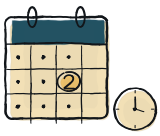
- [ ] Export the emails of every customer from the last two years into one sheet.
- [ ] Write down one tip your customers need this month.
- [ ] Write the subject line for a "before storm season" email.

or we can do it for you

Free sample: Your first 25 customers texted

Sent to past customers who agreed to texts. Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Work out your yearly marketing budget from last year's revenue (section 1).
- [ ] Check that your domain and Google profile are in your name (sections 3 and 4).
- [ ] Text your review link to every customer from the last 30 days who agreed to texts (section 5).
- [ ] Price your next mailing around your last finished roof (section 6).
- [ ] Add up last month's lead charges and divide by roofs signed (section 11).

Next month, hold your bills up against the table in section 2 again.



Where to go next

Every price here pairs with The Roofer Marketing Playbook, our free 31-section guide to doing each of these well: your website, your Google profile, reviews, posts, email, search, follow-up, postcards, storm season and tracking.

If you only fix one thing this month, make it reviews: every finished roof should bring one.

or we can do it for you

Free sample: Your first 10 requests sent

Sent to your real customers with your link. Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



What we charge

Our prices are listed below.



If you'd rather hand it off

Grow That Local does this work for roofers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every market price and rule above, with where to check it (all checked 2026-11-12):

- US Small Business Administration blog, "How to Set a Marketing Budget that Fits your Business Goals" (Caron Beesley, June 4, 2012, archived by the University of North Texas): businesses under $5 million in revenue with 10 to 12% margins should put 7 to 8% of revenue into marketing; many businesses spend 2 to 3% to keep running. webarchive.library.unt.edu (section 1)
- Thumbtack, "How much will your web design cost?" (published February 2025): average $1,057, typical range $614 to $1,817, hourly $25 to $85, hosting about $8 a month, a domain about $15 a year. thumbtack.com (sections 2 and 3)
- Squarespace pricing page: Basic $19 a month and Core $29 a month, billed yearly. squarespace.com (sections 2 and 3)
- Thumbtack, "How much will your social media marketing cost?" (page first published August 2020, shown as a current cost guide): $50 to $100 an hour; monthly packages from $399 to over $5,000. thumbtack.com (sections 2, 4, 12 and 14)
- HeyOrca, "How to Price Social Media Services 2026" (poll of almost 100 agencies and freelancers, published October 20, 2026): 31% charge under $1,000 a month, 49% charge $1,000 to $2,499. heyorca.com (section 12)
- Ahrefs, "SEO Pricing: How Much Does SEO Cost?" (439 SEO providers polled, updated August 15, 2024): local SEO averages $1,557 a month; 23% charge $500 to $1,000; freelancers average $1,348 and agencies $3,209; average hourly rate $111. ahrefs.com (sections 2 and 8)
- Mailchimp pricing page: free plan up to 250 contacts and 500 sends a month; paid plans from $13 a month (an offer price for the first 12 months). mailchimp.com (sections 2 and 14)
- Twilio US SMS pricing: $0.0083 per outbound text segment, plus carrier fees of $0.0035 to $0.005 per text. twilio.com (sections 2, 5 and 13)
- Federal Communications Commission, "Stop Unwanted Robocalls and Texts" (consent and opt-out for texts): fcc.gov (sections 5 and 13)
- Federal Trade Commission, "CAN-SPAM Act: A Compliance Guide for Business" (unsubscribe link and a postal address in every marketing email): ftc.gov (section 14)
- USPS Notice 123 price list (effective October 4, 2026): Every Door Direct Mail retail, $0.260 a piece for flats up to 3.3 ounces. pe.usps.com (sections 2 and 6)
- Thumbtack, "How much does a graphic designer cost?" (updated October 28, 2026): national average $116 to $315. thumbtack.com (sections 2 and 6)
- BuildASign yard signs page: 18 by 24 inch yard sign $20.13 each, stakes sold separately, volume discounts. buildasign.com (sections 2 and 7)
- Kelley Blue Book, "How Much Does It Cost to Wrap a Car?" (October 9, 2025): full wraps from around $2,000 to $10,000 or more; pickup truck $3,200 to $5,000, small van $3,000 to $4,500, large van $3,200 to $4,500; a wrap lasts about five to seven years with good care. kbb.com (sections 2 and 7)
- Angi pro help, "Opportunities and leads frequently asked questions": each request matched with no more than five pros; fees change with task, location and demand; lead credits in some cases. intercom.help (section 11)
- Thumbtack Help, "What are leads, preset jobs, and opportunities?": you set the price you pay per lead for each service and a weekly budget; prices vary with job type and size, how many pros are available and your market. help.thumbtack.com (sections 2 and 11)

- Federal Trade Commission press release, January 2023: HomeAdvisor service providers "generally pay an annual membership fee of $287.99" plus a fee for each lead; the order requires up to $7.2 million in payments and bars misleading claims about lead quality. ftc.gov (sections 2 and 11)
- Google Ads Help, "About Keyword Planner forecasts": low and high top-of-page bid ranges, about the 20th and 80th percentile of past bids, for your location. support.google.com (sections 2 and 10)
- Google Ads Help, average daily budget: up to twice the daily budget on one day, no more than 30.4 times it in a month. support.google.com (section 10)
- Google Local Services Help, how leads are charged: per lead, prices vary by location, job type, lead type and bidding mode; weekly budget with a monthly cap. support.google.com (sections 2 and 9)
- Google Business Profile Help, owners and managers: support.google.com (section 4)
- Google Business Profile guidelines (no extra keywords in the business name): support.google.com (section 4)
- Google Maps prohibited and restricted content (bans incentives for reviews and asking only happy customers): support.google.com (section 5)
- Federal Trade Commission, questions and answers on its rule against fake reviews (in effect since October 21, 2024): ftc.gov (section 5)
- Google, Local Services Ads page (eligible US trades include Roofing, Plumber, HVAC, House cleaning, Painter, Landscaper and Lawn care): business.google.com (section 9)

GTL estimates

These are our own judgment, not measured facts:

1. Google profile upkeep takes about 2 to 4 hours a month for one location (section 4). Reasoning: weekly photos and posts, review replies and a monthly check of hours and services each take minutes, and they add up over a month.
2. Posting yourself takes about an hour a week if you already take job photos (section 12). Reasoning: three short posts from photos already on your phone take 15 to 20 minutes each.
3. A short monthly email takes 1 to 3 hours to write and send (section 14). Reasoning: one useful tip, one photo and one offer; most of the time goes into picking the photo and checking the list.
4. Ask for any ad management fee in writing, apart from what goes to Google (section 10). Reasoning: there is no independent public survey of these fees, and a fee mixed into "ad spend" is the hardest cost to check.
5. The "For a roofer" notes on what usually pays first and where the budget goes (sections 1 to 14). Reasoning: they follow the order we see pay first for this trade: be found and trusted first (site, Google profile, reviews), then the channel that suits how roofers win work.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local