

CASE STUDY

Roofing Company Gains Nearly \$1 Million in Business

ABOUT ABSTRAKT

We are a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation tactics, both inbound and outbound, to cause predictable growth for our exclusive partners.

OUTBOUND BDR

ABOUT OUR CLIENT

Seal Roofing offers roof repair, replacement, new construction, and maintenance services to keep your roof operational and looking great. They also provide free estimates for new roof installation and maintenance, and they'll work with you to find the optimal price for the job.



TROUBLE FINDING LEADS

Seal Roofing was having trouble finding new businesses needing new roofs or roof repairs. They didn't have a set process in place for identifying and nurturing leads, nor did they really have the time to do so. Understandable, since they're in an industry that demands full attention when at work! They enlisted the help of Outbound BDR as a result.



A PROVEN PROCESS

Outbound BDR, a division of Abstrakt Marketing Group, has been finding quality leads and nurturing them for clients for over a decade. In those years, we've developed a process for lead generation. We worked the process and through our nurturing calls and emails, finally set an appointment for Seal Roofing in June of 2021.



NEARLY A MILLION IN NEW REVENUE

The Outbound BDR team was able to nurture a single lead for Seal Roofing for more than three years. In March 2022, Seal Roofing closed the deal for \$280,500. Fast forward one year later, and Seal has become that client's go-to roofer, closing a total of **\$985,000** so far with another \$1,000,000 in proposals!

Leverage a proven lead generation strategy and watch your business grow like never before. Partner with Outbound BDR.

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