

Data-Driven Marketing That *Fills Your Roofing Pipeline*

Turn more leads into booked jobs and more homeowners into long-term customers.

Roofing companies often rely on storms and seasonal demand to generate work. But without consistent homeowner engagement, pipelines fluctuate, and opportunities are missed.

Baesman helps roofing companies build a predictable marketing engine using customer data, targeted outreach, and automated communication across direct mail, email, and SMS.

How Baesman Helps Roofing Companies Grow

We Turn Customer Data Into Revenue

Most roofing companies have customer data, but it's scattered and underused. Baesman centralizes your data to power smarter follow-ups, automated communication, and predictive targeting for future roof replacements.

Reach the Right Homes at the Right Time

Roofing is local and timing matters. We use address-level targeting, storm triggers, and neighborhood insights to deliver highly targeted direct mail campaigns to homeowners most likely to need roof repairs or replacement.

Stay Connected With Homeowners

Roofing decisions take time. Our automated email and SMS campaigns nurture leads, send inspection reminders, provide job updates, and encourage referrals.



baesman:



What This Means for Your Business



More
Qualified
Leads



Higher
Close
Rates



Lower
Marketing
Costs



Stronger
Homeowner
Relationships



Long-Term
Revenue
Growth

Why Baesman

- 70+ years of print and direct mail expertise
- Deep CRM strategy, customer segmentation, and data analytics capabilities
- Fully managed execution across direct mail, email, and SMS

Ready to Grow Your Roofing Business?

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baesman: