

Build With TAMKO - Virtual Series-20250716_205027-Meeting Recording

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Brian Dunn 0:09

Hey, good afternoon everybody. This is Brian from TAMCO. We're just given just one more minute to to get everybody into the room and then we get kicked off here. All right, we'll go ahead and get it started up. I appreciate everybody joining on today. Hopefully everybody can see my screen. I'll do a quick intro just for for John and Patrick here on the call and then we'll we'll hand it off to them to to take the take the conversation forward. So just a quick legal notice before we jump in here, so.

We are going to be recording this session. We'll do this for follow up for training and and then we'll make this available through the Timco Edge portal as well. So the services here today are going to be provided by by Blue Collar Media. And so those aren't Timco products, but you know Blue Collar Media is one of our affinity partners. So we're excited to have Patrick on board today to talk through.



Jon Abernathy 1:14

The.



Brian Dunn 1:22

With all of you, as far as introductions, many of you would have met John before our Director of Contractor Engagement and we've got Patrick as well who I'll intro here in a minute. This session as I said is going to be recorded and we'll make that available for you as a follow up and then we do have a question and answer session over in.



Jon Abernathy 1:32

OK.



Brian Dunn 1:39

That's functional here in our our chat. So I would encourage all of you throughout today's conversation to leverage that question and answer format within within the Teams meeting. So raise your questions over there and we'll do our best to, you

know, to facilitate those and to bring those up to Patrick and John throughout the conversation.



Jon Abernathy 1:51

OK.



Brian Dunn 1:58

So again, we're joined today by John and by Patrick. I'll let them give their own introductions for the group and Patrick, you can go ahead and take the screen share and and and take them through your slides. But yeah, happy to have you guys here today. Appreciate all your time and and for making it for us here in the in the middle of summer. So thank you.



Patrick 2:14

Absolutely.



Jon Abernathy 2:15

Yeah, we're excited today to have Mr. Carr on the the show. Patrick has become not just an affinity partner with Tamco Abel, but he also is helping Tamco. We do a lot of video content for Tamco, doing some amazing things. I love his passion in the industry. That's what's drawn me to Patrick and created that great friendship. And I'm just excited today to see what Patrick can do to help you grow your business. His content will absolutely set your business apart from your competitor. This is next level stuff. So Patrick, I'm going to let you go ahead and take over. I'm excited to hear what you have to say today and let's learn a little bit and see what we can do to help some roofers.



Patrick 2:52

Heck, yeah. Brian, John, thanks so much for the opportunity. I appreciate everyone being here. And anytime I get an opportunity to speak to roofing contractors, I want to make sure that I make your time worth it. I want you to be able to leave with tangible things that are going to make your business better, more profitable and build your brand.

So I put together a presentation today that even if you say, hey, listen, you know what, blue collar ain't the company for me, that Patrick guy's a little too intense, then

hey, you're going to have a lot of great information that you can bring back to your marketing teams and that you're going to be equipped now to be able to speak a language maybe that otherwise you may not have been to before.

So let me kind of go and share this with you and we'll jump into how to use video and what I think you can do immediately to benefit your business. Go up there.

But.

But.

All right, so I'll start off by telling you this introduction to myself. Y'all. I run Blue Collar Media Group. We are a video production and media company. Last year we created over 2000 videos for contractors across the country.

And approximately 80% of those were for roofing contractors. We spend our days across the country with contractors on top of roofs, making contractors look like rock stars if you build something with your hands.

These people around here want to make you look great on your website, whatever it might be. I also do something called the Patrick Carr Show, and we have Camera Ready Academy. We won't focus too much on those. This is who I am. You can see me on the left, you can see me in the middle, and you can see me on the right. I'm inside the attic. I'm on top of the roof.

Or I'm sweating my **** off out there in my nice straw hat. This is me. For many of you who might be on the call, you're involved every day in your business, and so am I. I'm out there with my crew. I want to be a part of it. I still put the camera in my hand, and I'm proud of that. Can't do it all the time anymore, but we're.

Still out there making it happen for contractors and working alongside of them.

Today I want to discuss two types of content with you and how you can use them for your business if you are not already. And we're going to get into like really how you can use them and how it works both for our clients and how it can work for you.

There are two types of content. There's organic. This is the stuff that lives on your social media pages that you have right now.

It's the stuff when you go to a Facebook page that you see out there, and it's the stuff that's on living on your YouTube page. If you have one, you don't pay for it, you post it, you do nice copywrite ups on it, and you put it out there for your followers and for people interested to see.

And then you have paid content. Paid content is something that you actually are paying to put in front of a targeted audience. You could have the same exact piece of content and it could be working organically for you and it could be working on the

paid side. Now organic content, like I just said, you can see some of my pages right there.

The myth is that you need to post every day. But here's what I want to get across to you, right? Your business is boring, and so is mine. So is most businesses. And so we're not logging into Instagram, Facebook, YouTube, LinkedIn.

To see a roofing business, right, we're often not going to do that. So what I challenge my clients to think about is when is somebody going to go to your pages? It is usually after they have seen some type of paid advertising of yours where they're looking for a buying confirmation.

They see your truck. They see your brand next door, the neighbors. They've left. You've left the presentation at the dining room table. They've seen one of your paid ads that you put on social media. Now, once they see that, they're going to go, OK, let me go check this company out.

And they're going to go to one of the five places where they're most comfortable. That could be YouTube, that could be LinkedIn, that could be Instagram, Facebook, TikTok. And they are going to make a judgment on what you see at the bottom of the screen right there. The six post rule. I preach it every day.

They're going to pick one of the six posts on your page. They're going to click on it and their entire inference on your business is going to be made on that. They're not going to scroll. And so if you could take one first thing away from this, go to your pages right now, look at the first six posts and ask yourself that question. What I look like.

The choice a home or business owner would make for their for their roofing contractor based on what I see in one of the first six post. If not, I highly recommend you change that.

Here's the reason why I want to go back. You're probably making you're putting money out there. Don't lose a client or a potential client once they go to your pages. You don't want them to be the person who says I'm going to think about it. Let's talk about paid. Paid. The myth is that social media is only going to be good for branding.

Our videos have generated over \$250 million through our clients through Meta alone. We have tracked that. Now here is how we do it. I am going to show you the six foundational videos that we run and that our clients have run on Meta for.

Two years now in these six foundational videos, I'm going to show you how they get used in the meta platform to generate leads and build brand, and I'll show you the

way in which they are used. And there's only six of them, and I'm going to give you examples here as well, so you can actually take the examples, laugh at them, and see how they're working.

All right, let's take the first one. First at the top of the funnel, lead generation commercial ads. They're quick, they're comical, and they are to the point. Like I said before, this is your top of funnel. This is where people are going to be introduced to you online in your paid advertising.

You can't just tell me what you do. You've got to grab my attention. So the second thing I want to tell you before I play these two examples, they're about 20 seconds each. Attention is the ROI in your foundational videos. Number one, you have to grab attention and then we can move down the funnel.

Let me show you the first one here. This right here is from a contractor generated over \$1,000,000 with this video alone. They will attest to it. I see that. I think some of the people who know this contractor on the call I saw it's being used in a retirement community in North Central Florida.

It is the number one retirement community called The Villages, and so we needed to make something that's going to grab the attention of people there in The Villages. This is what we made right here.



Brian Dunn 9:44

Hey, Patrick, I'm not hearing the sound come through. I I I don't want to miss it. So I know when we did the sound test, it was working OK.



Patrick 9:47

Yeah.

Uh, I can fix it.

I can do it.

No, it's no problem. I got it.



Brian Dunn 10:02

Cool.



Patrick 10:02

Here we go over 4 generations it only Roofing in the villages isn't just about putting a quality roof up.



Brian Dunn 10:04

There we go.



Patrick 10:11

It's also about dodging golf carts and golf balls. Eustace Roofing has been servicing The Villages for over 4 generations. It only makes sense to go with the experience that makes the difference. Here we go.

And now let's take a look at Dolan Roofing the villages in Saint and San or sorry, San Antonio here talking about door knocking. Hey, I just happened to be in the neighborhood. We're actually. Hey, it's limited time offered free estimates.

Before you open the door to just any roofer, ask him these three important questions. Are you local? How long have you been in business? And what do your reviews look like? These questions will help you make the right choice for your home. With Dolan Roofing and Construction, you won't feel pressured into a sale. Just honest, expert service from a trusted.

local team. Skip the door knockers and get real results with Dolan Roofing and Construction. Call now or visit DolanRoofing.com.

So two things that I would like people to notice about these ads. There wasn't one roof in the ads, everybody, because we're trying to grab attention. The common thing that we will see from contractors is great. I want to show my work and we can get to that point. We will. I'm going to show you.

But when we are looking at top of funnel and what you need to do to grab people's attention, to get them to pay attention to your brand, we need you to stand out. So whether we have a message about door knocking or a comedic approach that we do within the area or you do it yourself.

Make sure that somebody is going to have some thumb stopping power on what you're doing. All right, let's see here. Go here #2 once you've established and got their attention. Now let's show why you're the company for them. We're moving them down the funnel again here. This right here is.

From Proper Roofing, a client of ours in Houston. Short video here. People buy from people.

You're often told that like the corporate world, the adult life is just something that's like not as exciting. It's not the most. It's kind of beige wall cubicle as what's the next chapter. And I feel like here it's the complete opposite. We're all one big team in a

sense. You know, I might be part of the sales team. Marketing might be part of theirs. Call center might be part of the.

Com.

We're always collaborating our energy to collectively win because it's not just me that wants to win, it's the company as a whole. It's very intentional from the owner's part on how much time and money they do dedicate to putting back towards the employees. And it's not just like parties and stuff, income opportunities.

Communities benefits that you get. The owners of the company are still very much involved in what we do. If you have a request or there's something that you need, they're always there and ready to listen.

Again, what I would show here is we're not showing one roof, everyone. We're showing their people. Because once we've grabbed somebody's attention, one of the next things I want to do is I want to say, listen, we're different. I have your attention. Now let me show you what we're about here.

Let me show you the people that make it happen for you. Roofing is a people intensive business. It's people on top of your roof. It's people at your home. And So what we're trying to do with content, what I would, I would encourage you to do, whether you do it yourself or not, show your people that make it possible.

Because once you grab attention, we need to figure out that next step so that you build that trust.

Here. Oh, come on. There we go. And then at that same level of funnel, we will always do this for our client. These are high performing videos, bloopers. Why? Because people want to see that you are human.

And as much as we love the stuff that might be more, I don't know, cinematic, these are oftentimes what gets people to go ahead and pick up the phone. Show that you're human. Show that there's something to you right here. This is for Kairos Roofing down in Florida, the South part or South Florida right here.

All right, couldn't get through it.

8.

Okay. Okay. All right. Let's go, baby.

You know that one? Yeah. Materials will be done. Ensuring extra level of protection. Damn it.

Sorry about that. So we try to be purposeful with they're not great on camera, but they are great on your roof. And then finally what we look at here because we build down the funnel, a lot of contractors will talk about being local. This is a 32nd ad for

Advanced Roofing in Huntsville, AL.

What we try to do is show that you are local. This is one of those deals, everyone, where, yeah, you might be the local contractor, but for somebody who comes there, we need to, we need to show them why. And this is another level of our funnel right here that is right in line with the bloopers and the who you are video.

We all know that Huntsville is the number one city in the country for a reason. It's our entertainment venues and our vibrant events. It's in our history, the people and events that helped shape our diverse country. It's in our food and the people that continue to carry on our traditions.

And it's in the local roofing contractor who calls the city our home. Advanced Roofing Integrity comes first.

Now the way that we are using this is that we are actually running. You can run that ad in the areas in which we show. And so like we're not showing a lot of roofing right there, but we are aiming that at Huntsville, AL, the people in Huntsville, that means something to them when they see somebody who shows that favorite restaurant that shows that memorial that they're going to.

And so we're trying to show, not just tell, that a contractor is local.

We go. Come on.

I can do it. There we go. Five and six. I'm just going to show you one of these. These are customer testimonials. I want to show you this because it's about the emotion of building trust. I see a lot online where there's the people who will say, OK, I'm going to do a customer testimonial. I'm going to grab them and I'm going to put them out front.

Of the home and that's what we're going to do on the cell phone. What we try to do is go in the home. I would encourage you to do that. If you can get in the home with the homeowner at the dining room table, it shows a level of trust in your company that you're not going to get by standing outside on whether it be a porch or you're standing outside.

In the driveway. This is all phase construction. Chris Porosky and Deerfield Beach, FL. Really look at the emotion that you feel when you see this connection with him in this homeowner. This is as organic as it comes.

My name is Sheila Cramer and I live in Deerfield Beach, FL. I made connection with Chris, the owner of All Faiths Construction USA through our president of our Board of Directors who just happens to be friends with him and knew we were looking for a roofer and he says they give.

Chris a call. Chris came out, gave us a presentation that just was beyond impressive and I was just so taken by Chris and his personality and how he seemed to really care about our needs. Every single part of all phase construction made them stand out. There was just no question about the integrity and their work process. And I I'm telling you that, you know, I'm not a young person. I've done a lot of work with companies before, but they are so impressive in every way, shape and form that I didn't.

Even need to look at the Google review. When they left, I did, and now I know why. Every single review was outstanding. They are worth every penny of what it costs to do your roof, because there is nobody better.

The emotion is what we try to drive into customer testimonials. We want to build trust in your company. So I would encourage you, as you look at your customer testimonials, that they are used on the website, that they're used to run ads at the bottom of the funnel. If people, if you've got their attention, you've shown your people and then you're able to target.

Them with great customer testimonials, you solidify the buying decision that an individual's going to have. And that's what we're trying to do. We're not just showing them that you're funny. We're not just showing them that your people are great. We're then showing them that, hey, listen, they also are local and customers already trust them.

We are trying to hit on every emotion of the customer and so I would encourage you, these are the foundational videos that we go for because they work and they will take your customer on a what we might call a social media journey of your company that builds trust.

And it gets attention. And that's how you get somebody to think about your company when it's time to make a buying decision. Here we go.

Come on, one of these days it's going to pick up.

Sorry, y'all.

Hi there. So two ways that you can actually how this content works. As I mentioned earlier, you have paid put content right in front of the right people at the right time. Once they have, they've seen your paid advertising, they're going to go to one of your pages and you need to confirm your authority through organic content.

This is where you can educate individuals. You can tell them why you are #1. What about you makes you different? Organic content bring some value to them and then that can take them on a journey to be a lead for you. Examle #2.

You can have somebody who sees paid advertising and goes directly into being a lead for you. Organic content may be something that they skip. This is oftentimes top of funnel. These are people that are looking for a roof right now, so you may be very able to go directly into being able to convert a lead without having to go into the organic.

Content three ways that you can create content and these are if you don't hire our company, that's fine. You can hire in house. I'm going to tell you this, a good in house videographer, somebody who can create content for you somewhere around 50,000 a year.

There's going to be high turnover and they're not going to have a clue what roofing is. So you're going to have to teach them. You're going to have to be that person who work learns. They got to be roped off and what you can show and how it all works. Next you can hire local. I put on there about \$50.00 an hour.

The problem you're going to have is going to be accountability and consistency. These are people that you're not their only client, so you need to make sure that you're on top of them. I highly recommend you make sure they have some kind of Google My Business so that you can hold them accountable. And #3, you can hire a company like ours.

You're looking somewhere around \$1500 of video with travel and everything included. Investment in quality. That's what you have to go ahead and you could say is a disadvantage. You're going to have to make a big investment and the quality is going to be iffy. Some companies are great when it comes to roofing. Some of them have never done it before.

So you just want to make sure that you're doing the right thing for your business. These are the three ways that you can create content. And so even if you don't choose like a company like ours, understand what the investment would be on the other side. So here's the the actual how it works with paid and what you can expect. If you're doing paid social right now, meaning you're looking at Meta, you're looking at YouTube, you're looking at LinkedIn 5% or I like to say more commonly, somewhere around \$4000 a month is what you can expect to get results from. We do anywhere from 2500 to 4000 a month in paid social.

And some. And if you go out and you hire a marketing company, sometimes they'll take a percentage of that. Sometimes it's a flat fee how they'll charge you for it. But I highly recommend somewhere between 2500 and \$4000 a month, depending on the size of your company to get started.

The next thing is targeting in the platform. As I said, this is what we just went over. You have a to of funnel ad. You can go right into bloopers or a who we are video and go into those testimonials so that you can establish authority when your clients. You want to make sure that you're taking those potential customers on a journey when they're considering you for their roofing contractor. And then here's some numbers I want you to keep in mind. It's what we look at and what I think everybody should judge themselves on when it comes to your content hold rate. This is how long somebody is staying on your video. You can track this when you do.

Do paid advertising. If you have a marketing company right now, they will. They can find this information out on your ads. 65 to 75% of a three second hold rate. Very good. That means people are staying on your video for three seconds, 65 to 75% of the time.

If you get a 10 second hold rate at somewhere between 30 to 50%, great job. And let me tell you, if you can get people to go through 10 to 15 to 30% of your video, excellent, excellent work. Make sure you know your numbers for your content.

There are people who want to look at the number of leads that you're going to get, and that's great, and you need to make sure that the videos you create and the ads that you run generate money for your company. But what is the problem? Is it the marketing company you have?

Or is it the content in which you're giving that company? This right here is a good way to figure that out. If you are reaching people but nobody is watching your content, then you have a problem with exactly that, the videos people are seeing. So you it can't just be the targeting. You've really got to look at what kind of content are we creating out there. And the final thing I say to every client is this and I hope to answer your question. We are not afraid of the judgment of our customers. None of us are. I'm not afraid of the judgment of other media companies.

Companies. Unfortunately, we don't create content because we're afraid to be judged by the exact people on this call, our competitors, and those people hold us back from the potential in our company. And I tell clients this and I really hope that somebody hears this. If you don't work with us, work with somebody so that you can create.

Create your story and your brand. If not, your competitors will. And don't worry about what some Facebook group says. There's always going to be that person. Don't let that person prevent you from building an unbelievable brand for yourself. Hire in house, hire a company or hire local. But please begin to build a professional

brand that people trust and they will choose you over other roofing contractors. And the people on this call, Tamko people are the people I want to see when. So I hope that you will do that and I'm happy to answer any questions.

That can help you be better at doing that. That's my only goal.

There you go.



Brian Dunn 26:42

Awesome, Patrick. No, I appreciate it, man. Yeah, I I've got a handful of questions here that, you know, just to tee up. I mean, first of all, I would say like what jumped out to me throughout your presentation is the the brand building piece of of what you're putting together with this video content, right. It's, you know, we've talked in these series before about creating separation between you and your competition and I feel like.

All of those examples of the videos and the content that you're putting out there, that's what they're doing, right? They're creating trust, they're creating a brand identity, they're creating something that it puts a set of faces to the name, right? And it creates that consistency out in the marketplace that.



Patrick 27:18

Yes.



Brian Dunn 27:22

This is who this company is, this is what they're about. And you know to me I think that's that's huge, right. I mean especially in you know this type of space where it is, it's very challenging to create that separation between yourself and your competition within a local market. You know I think that's just that's massive. So not not a question but.



Patrick 27:28

Yeah.



Brian Dunn 27:38

Just an observation of, you know, this presentation, I feel like that's a huge differentiator that, you know, I'm, I'm hopeful that the rest of the group is picking up on as consistent messaging between these different sessions that we've had. So,

yeah, really powerful, yeah.

Yeah.

 **Patrick** 27:56

I'd like to give everybody on the call because there's a lot of people who go into an in home presentation. Most people on this call have made an in home presentation. What happens after you walk out of that door? They're going to go look for you somewhere. They like you. They think you're the right company for them. They want to be confirmed.

 **Brian Dunn** 28:01

Right.

 **Jon Abernathy** 28:04

Yeah.

 **Brian Dunn** 28:08

Oh yeah.

 **Patrick** 28:13

When they go ahead and they go to your Instagram, Facebook, LinkedIn, they want to go. I like this guy. This is the right company. Let me just go get a confirmation right here and check out that Instagram because I'm on it right now. I'm sitting here at a dining room table. I'm on Facebook right now and I can't tell you you're losing business potentially.

 **Jon Abernathy** 28:17

OK.

 **Brian Dunn** 28:25

Right.

 **Patrick** 28:31

If you go right now to these Facebook and Instagram pages and you go, hold on, that is not representative of my company right there. We're better than that right

there. We claim we're the most professional. We claim we do this, but our content's not showing it. That's how you begin to get the.



Brian Dunn 28:41

Right.



Patrick 28:49

I'll think about this. I mean, he seems like a great person. They seem like a great company that all the words were right. The presentation was beautiful. But what I'm seeing is not matching what I heard at the dining room table. And it pains me to see the amount of effort, work and salesmanship that so many of the people on this call put in.

And then you might be losing someone and it's not even your fault. It's that's the power of content to just confirm that buying decision for somebody so that they never leave your company. And that's what I want.



Brian Dunn 29:13

Yeah, totally.

Yeah, I think that's that's correct.



Jon Abernathy 29:23

I was gonna, I was gonna say too, it stages on the front end. I can't tell you in the past how many, you know, we did a lot of a lot of really good content back in the day. It kind of pre-sells jobs. I mean, when you walk in, I can't tell you how many people are ready to sign before they even get to give a presentation just because they've researched you, they've seen things they like and always ask the question in your research, what do you like about that you see anything?



Patrick 29:32

Yeah.




Brian Dunn 29:33


Alright.




Jon Abernathy 29:42


And we would take that and use a driving force to create more content in that area. So like it pre sells jobs, it sells jobs on the back end. And one thing I want to throw is at this, I've heard you say a lot about is when you really start looking at Patrick's stuff, it's the quality of content. It literally makes you look like a national brand. It does such a good job with this content. That's what sold me on Patrick. Patrick in the beginning is it, you know, talking about setting yourself apart from your competitor or creating distance. This is the type of content that will absolutely create distance. And the other thing I want to throw in Patrick that you didn't, but I will is through TAMCO. There's a lot of discounts. I mean that these contractors get as far as being TAMCO certified pros.

 **Patrick** 30:16
Yeah.

 **Jon Abernathy** 30:20
That helps you guys save, save money. That's what kind of brings value to what we're doing here in our program. And I was blown away with what you gave us as an offer when you came aboard. So a lot of exciting things going on here. And so like anybody that that wants to get connected with Patrick, you can through us or reach out to Patrick, let him know you're a Tamco Pro and verify it and you'll get a great discount.
But I would encourage anybody and everybody to take advantage of this if you can do it. It's one of the best investments you'll ever make in your company.

 **Patrick** 30:40
Absolutely.

 **Brian Dunn** 30:46
Yeah, I totally agree. I'm glad you pointed that out.

 **Patrick** 30:47
Donna, I thank you and absolutely. I mean you do have prices with Tamko that no other manufacturer has. Period. End of story, not BS, not because I'm on the call period. And you know that we've talked about it. I will say this, the great thing about the quality of the content that we create here. Number one, I want to say this

everyone, everyone.

This company is a W2 employee of mine. Just like all of y'all, I control the content.

The buck stops with me in my business, probably like it stops with you, and we take that very seriously. Now, the reason the quality of the content matters is because of the time that it lasts. We have clients that use content for a year to two years.

Because it's Evergreen, they're going to be able to use this for years to come on their website. They're going to be able to use it in their in home presentations to show their process. And so and while their competition is using cell phone videos, they're breaking open their presentation on the iPad and showing their exact process.

They're showing those Tamco shingles. They're showing exactly why the Titan is a better shingle for their home as opposed to the next guy who's just going to say, well, you know, hey, this is, this is what we use. We're great at this, blah, blah, blah.

And so we are extremely passionate about the quality that we present and that we we give.

Give to our contractors because we know that's going to set you apart from your competitors and that that that makes me fired up. I mean you all can't see. I'm a pretty passionate guy, so I I tend to get that way. But it's because I I know how how deeply this can affect your business like John alluded to.



Brian Dunn 32:21

Totally, totally. So a couple other questions that are coming to mind, Patrick. So you know what? Another thing that strikes me here is there's a lot of creativity in what you just showed, right? And not everybody is going to be the most creative, you know, group. So talk to us a little bit about, you know, how you partner with these roof, these roofing companies to.



Patrick 32:31


Yeah.





Brian Dunn 32:40


You know, kind of put together that creative, you know, magic, if for lack of a better term, right. I mean, there's an assessment of need that takes place, right? They're going to, I'm sure they come to you with, you know, whether or not they're looking for top of funnel, middle of funnel, you know, close. But yeah, I'd love to hear more


just like from your perspective of like, how do you guys get in with them? Are you taking their lead primarily or is it a mixed bag?

 **Patrick** 32:44
Oh yeah.

 **Brian Dunn** 33:00
Depending upon what what what they come to you with, because I'm sure that's part of the reservation of some folks is like, I have, you know, hey, make me another golf cart video if somebody getting run over, right? So yeah, talk to us about that, man.

 **Patrick** 33:02
Yeah.
So yeah, and so exactly that. So what we do is we start with pre-production. This is the fun part. So no, but listen, I've yet to meet one person who wanted to be on camera. All right. And I I tell this all all the time. We want to make it not painful for you as least amount of pain. And So what we.

 **Brian Dunn** 33:20
Right.

 **Patrick** 33:27
What you do is we learn your needs first. Let's just say you you're like Patrick, I wanna start by doing a couple top of funnel videos cuz we're not getting any attention online. I need some stuff that tells our process because we'd love to send it once somebody signs a contract with us so that they understand what's gonna happen next.
And we need videos for our website because we get a lot of traffic right there. But our hold rate on our website is terrible and I just don't think it tells what our brand is about. OK, great. Then what we need to do is we learn about your brand on that call. What do you want to get across? Tell us about your area.
And then I have an in house script writer right outside right here and she's going to develop your scripts. And then what we do is we go ahead and we tell you what those scripts are. We send them back and forth, you make corrections and then we come out to you for two days and we spend 2 days in the field with you in front of

builds at your office.

At landmarks, if that's where we need to be in the city, because maybe it's a small town we're trying to reach, we go to the testimonials. And So what we're doing is we're getting out there with you. We're not doing it from an ivory tower somewhere. And that's what I like, Brian. I mean, that's the big thing is that we're scripting out these videos so that the lines that the contract.

Contractor is saying every single one that you saw in there was scripted out before we ever arrived, and so they knew what these videos were going to look like before it ever happened. Then once we get those videos, we do unlimited revisions for people. This is another thing you want to think about when you're choosing someone to do your brand.

You're not going to maybe like it sometimes at first. Maybe you hate the music. Maybe you don't. I mean, it happens. We understand. Maybe it's the wrong logo because you did a brand refresh. You're going to want somebody who's can make those changes. So I highly recommend you ask anybody who's going to be working on your brand.

Who is going to be doing the work? Is it that company or some third party vendor that they're going to pass it off to over in Indonesia? Because it's going to be very difficult for them to understand what you do and why it means something to you. I take a lot of pride in that. So that is the basic process of learning.



Brian Dunn 35:28

Right.



Patrick 35:39

Scripting, shooting and then editing and delivering the content. And if we also do your marketing for you, we'll disseminate that content with aid. Or you can use a current company that you have and love and they can make it work for you.



Brian Dunn 35:53

Yeah, I'm glad you did on that. That was going to be my follow-up question is, you know, at the end of the road, right? Is it up to the roofing contractor to, you know, blast us across our social or or are you guys there to assist? So if you want to expand on that at all, you know, I think you already hit the nail on the head, but yeah.

 **Patrick** 36:04

Yeah. There are, there are some great marketing companies out there and probably some people on this call work with them. And if you use somebody, great, they probably don't do very good content because they're a marketing company and that's what they're great at.

 **Brian Dunn** 36:18

Right.

 **Patrick** 36:21

So if what you want to do, if you're having some luck, you're seeing some great things happen for you already and you like your company. What if we could pour gasoline on that fire for you? What if now, instead of just a regular generic ad that you made because you pieced together some stuff from Company Cam, now we had something that really grabbed attention. What would that do?

For your brand. And so these are the kind of questions that we ask in pre production because I want to know how you plan to use the content. What are we gonna do and what are we gonna say and what is the messaging gonna be? Because like you said, these are custom for individuals.

No two companies are alike.

 **Brian Dunn** 36:57

Yeah, totally. So there's a question in the chat that came up, you know, just to talk maybe about some best practices or process around securing customer testimonials. You know, I'm sure everybody's, everybody's tried different tactics here and you're you're seeing a review that got left and you're following up with that person.

 **Patrick** 36:59

Yeah.

 **Brian Dunn** 37:15

You know, and and there's going to be all different companies here, right? Some are going to be, you know, wanted to generate something organic to put out there on social. Others are looking for something to put on their website, maybe just a quote.

Obviously what we're talking about with you is going to be more of a, you know, more of of a an established I guess and an Evergreen piece I can talk about. But yeah, if you've got anything you can share just about.

Best practices around capturing those testimonials when you've got, you know, great feedback from a customer.

Yeah.



Patrick 38:01

Now that is a legitimate, that is a customer, wonderful individual down in Deerfield Beach. But everybody on the call has brother-in-law, sister-in-laws, people that no one else knows are a part of your company that you could have the opportunity to get a great testimonial from and you could go in and put it together.

It is sometimes when you're just starting out, the easiest way to get it done, everyone. And that's not saying that you're that person is testifying to you. And I I tell people that because that's real and it's a great place to start your journey if you're not comfortable with individuals and trying to find them. Or maybe you're just.

New into the game. Now once you have a more established brand, the key that we have found is that what you want to do is supply them with the questions beforehand. You always want to review that with them. So give five questions is where we normally start 5:00 to 6:00.

Why? You know, why did you choose this company? What about it made you stand out? Tell me a little bit about the experience. And So what we want to do is supply them with that ahead of time and use it as an appointment. We set the appointment, they know the questions that we're going to ask and that way when we show up, we're not putting a camera in their face and just asking them.


Random questions and hoping that they can give us some sound bites. And then what we do is we don't use even half of it. Most of the time it's usually a couple sound bites here and there that we piece together and then you're able to get your testimonial.


Even if you don't use a company like ours, there are amazing apps that you can use on your phone that can cut that stuff together and make it very concise for your viewer. And I would suggest if you don't start with us, then you start with something like that and you're able to capture pretty well.





Brian Dunn 39:46


Yeah, really helpful. OK. Another another question from my side. So you know there's particularly on social, right. I think there's there are trends with things doing really well that are sort of more raw, right, raw content that's that's showing the process or or behind the scenes, right. That's another big trend.


 **Patrick** 39:48
Yeah.


 **Brian Dunn** 40:05
That's going on in social. So talk to us a little bit about you know that balance of kind of this high production. You know a lot of what you showed I think is looks like it's shot at least the way that you're sharing it you know primarily for YouTube. So maybe just talk about your your experience across different social platforms, what you feel like is playing well in different on different platforms and how.

 **Patrick** 40:17
Mhm.

 **Brian Dunn** 40:25
Roofing contractors might think about, you know, leveraging these different platforms and those different content styles.

 **Patrick** 40:31
Yeah. So the big thing I would say is who are you creating the content for should be something you ask yourself. And I think that for many people in the roofing community, and I've been a part of it, y'all.

 **Brian Dunn** 40:45
Oh, does power go out?
John, you're on mute.

 **Jon Abernathy** 40:54
So we lost him somewhere, didn't we, for a second?

 **Brian Dunn** 40:56

Yeah, we'll get, we'll give a second here for anybody that can stay on. We'll see if Patrick's able to come back on on his phone or or get his power back on.



Jon Abernathy 41:04

Yeah. If you guys have any other questions, drop them in the chat. That's where Brian's getting his questions from, if you don't know that.



Brian Dunn 41:08

Yeah.

Absolutely. John, do you have anything just while we're, you know, while we're waiting for Patrick to hopefully come back on, you know any any experiences that you've had working with him or maybe just talk about some of the video content that we've that we've seen blue collar use for some of our other contractors here at TAMCO that have been really successful.



Jon Abernathy 41:24

Yeah, so you know, one of the ones that really stands out as one of the first ones he done on behalf of TAMCO was the on with the Hurricanes down in Florida. I remember the Hurricanes hit. We had some TMS call, call in and said, hey, there's still Titan still on the roof.


All the other brands are laying on the ground. Our contractors are calling us and it's exciting to see this. So I remember reaching out to Patrick and saying, hey, you're in Florida, can you run around? I just want you to get out there in front of the contractors. I don't want anything scripted. Just make it real and raw. Just let them talk and just through going out and.


Getting the video from those contractors and putting that together, it was amazing. It was real, it was raw, it was just real talk and it was a wonderful video, very, very high quality. So again, like I said, you know, content absolutely matters. You can spend a ton of money marketing bad content and not get any results.


So, you know, the other side is the data side. Make sure you're tracking those results. If something isn't working, kill it. Find something that does. But one thing I've noticed with Patrick and all of his content that he's done with other contractors, I know they've used them is it's very, very successful. It's, you know, like I used to always say.

You know, especially in this role, talking to to many, many contractors, something


I've learned just going to different events, asking questions is everybody's doing the same thing. When you go to your homeowner, you're saying the same things. I mean, it's crazy talking to different companies. Our strategy is this. No, you're saying the same thing as the other ten companies do things in your.


 42:31
No.

 **Brian Dunn** 42:41
Right.

 **Jon Abernathy** 42:50
Company that sets you apart, create distance between yourself and your competitor. If you're not doing that, it's going to really limit your success in the industry. And this is just one of those things that I believe in that I think absolutely sets you apart because in most markets there's not anybody doing anything like this.

 **Brian Dunn** 42:54
Yeah.

 **Jon Abernathy** 43:07
You know, make it high quality, spend, invest in your business. It will absolutely change your life. They'll even bring the value up to where you can sell at a higher level. It's part of that. It's all part of that process.

 **Brian Dunn** 43:07
Yeah, absolutely.
Yeah. Well, and I think, I think the big, the big call out here is, I mean these are not social posts where you know, yes, it's important to have, you know, the, you know, to stay relevant and stay with new content. But that, you know, if I'm being honest, right, that can be exhausting for a small business owner, right. But these are, these are just like you said John, these are investments, right. These are long-term evergreen.

 **Patrick** 43:32

Yeah.

 **Brian Dunn** 43:37

Green pieces, whether they live on your social channels, whether you link out to them, whether they sit on your website, you know, these are assets, right? And I think that's a key difference maker as you scale your business that it truly is an investment that you're making that tells that brand story. So yeah, absolutely. Yeah, Patrick, glad to have you back. Hopefully there's no, I don't know if it's a storm. Going on or what's going on?

 **Patrick** 43:57

Oh yeah, it's a major storm. But I I was just going to say 8020 is what we tell our clients. So make sure you're creating content for customers, not for Facebook groups. You know, as much as I'm going to tell you, it's nice to jump onto the Facebook group and you put a piece of content in there and everybody laughs. That doesn't put food on the table for you, your family, and make money for your business.

 **Brian Dunn** 44:02

Yeah.

Right.

 **Patrick** 44:15

So the when you need to create content, be intentional about it. Is it a top of funnel? Is it a middle of funnel? What are you going to do specifically with this? And and is your brand being built for people in the industry or is your brand being built for your local community?

 **Brian Dunn** 44:30

Yeah.

 **Patrick** 44:31

And we really try with our clients to hone in on exactly that, because that's what's

going to make you successful. Those are the people that are going to buy roofs from you. And then how are we going to do that? I talked to a contractor yesterday.

Maybe repairs are the way to get to full roof replacements.

They get a lot of repair calls. OK, we need to go more all in on repairs when it comes to your content, because that's what's getting us in front of the dining room table to put on full roof replacements for people. That's This is why you have to take a real custom approach to how you create.

And and that's really what I think John was alluding to a second. I know, Brian, we've spoken about it so that you are more successful than your competition. They're not going to put that time in. They're not going to think about how am I going to use content. Yeah, yeah, I'll do it next month. I'll do it the month after that. And they never will. You can eat their lunch on Meta. I don't care about private equity.

That you can eat their lunch on it because they don't have the content that you do and on meta and on social media. The ROI is attention and you can get it more than it doesn't matter how much money someone has. If they don't make content that people care about, they will lose. You will win.

And I really that's that's what we're trying to do over here and to help the roofing contractors and especially TAMCO contractors.



Brian Dunn 45:53

That's awesome, John. John, you got any other thoughts here, man?



Jon Abernathy 46:01

Nope. Just excited to to see some contractors jump on this and get to hear the results back. Like I'm yet to hear a contractor that has worked with Patrick Carr that hasn't seen results from the content. So guys need to get to building good content for their business. I hope our TMS take this to some contractors, hope they get to learn.



Brian Dunn 46:08

Yeah.

Absolutely.



Jon Abernathy 46:20

To learn some things on the call, I really appreciate looking down, seeing a lot of the

TAMCO staff jump on and support this and I think they can take this to their contractors, make some introductions and kind of help the guys go the next level. That's what we're trying to do here. How do we get guys from where they're at to the next level? And this is, like I said, a big piece of that.



Brian Dunn 46:31

Absolutely.



Jon Abernathy 46:36

So we're going to have Patrick on again at some point. So this is, this is the first time we'll do it again at some point here coming up, probably in the winter when things slow down, when guys go in the learning season, we'll we'll we're going to drive this message home. So excited to do that.



Brian Dunn 46:50

Yeah, one more question just popped up here, Patrick. You know, how do you guys, how do you guys tailor the content or is it part of like just a package deal that you know the way that you guys shoot and and capture this content makes it, you know, useful across platforms I would imagine. But maybe talk to us just about that because obviously you got different, different formats, aspect ratios, all that stuff.



P Patrick 47:05

Oh.

Thank you.

Oh.



Brian Dunn 47:10

That's going to be optimal for different platforms. So talk to us a bit about that if you don't mind.



P Patrick 47:14

Heck of a question. So when we're doing pre-production, we need to learn about where you're going to use the content and that'll determine the format that the content is generated in for you. I'll give you an example. If you're going to be doing, let's say a commercial on television, we're going to want a normal 16 by 9. We're

going to format it for television right there and for you and for YouTube as well. But maybe you're just going to be doing ads on Meadow with the stuff. Well, maybe we want to do it in a one by one, a four by five and a 9 by 16 for you when we that's the pre-production side so that we know where you're going to use the content and then we can format it and adjust it accordingly to be the most impactful for you.



Brian Dunn 47:53

Super helpful.



Patrick 47:53

Yeah, it's a great question 'cause, yeah, you do need different formats depending on where you plan to use the content in the future. So yeah, great question.



Brian Dunn 48:02

Yeah, totally. All right. Any closing thoughts, Patrick? Anything else you wanted to share before we we send folks off to get back to Roofing?



Patrick 48:04

Yeah, absolutely.

What I can do is, I mean, if it's OK with you, Brian, John, I could, I could shoot an e-mail out to people with, you know, if you want to book a a calendar link with me, I'll book. I'm the I'm in the business. Everybody will jump on a call. Me and you will talk about it for right for your business. And if not, I will find the company that is or the people that are. I promise you that. So I'm happy to.



Brian Dunn 48:12

Yeah.



Patrick 48:30

I can shoot an e-mail out to everyone. If you like it, book a call with me.



Brian Dunn 48:33

Awesome. Appreciate it. There was one last question. I'll just cover off on it. I answered it in the chat, but question about what? What are we what are we talking about when we say Meta? So Meta is Meta is the parent company now of Facebook

and Instagram. But when we say Meta, I think we're typically talking about, you know, traditionally Facebook.

Obviously Instagram runs through that as well. So if you're doing an ads manager for through Meta, you know you're going to cover both Facebook and and Instagram.

But and for those of you who have heard Meta referred to you several times throughout the discussion, that's traditionally what we're going to think about is Facebook.

 **Patrick** 49:04

Yeah, Facebook, Instagram. And I've I've had some people that have asked me like, OK, Facebook, is it dying? And the answer is not for people that are between the ages of 35 and 65. And isn't that what you want? Do you want 35 to 65? And so they're on Facebook, they're on Meta.

 **Brian Dunn** 49:05

Right.

Yeah, that's right.

 **Patrick** 49:20

The the platform is there and it's strong. And so yeah, Meta is gonna refer to both those. We've that ad platform runs to both Instagram and to and to Facebook.

 **Brian Dunn** 49:31

Yeah, awesome. All right. This is great. Again, Patrick, appreciate you joining us. Thanks for fighting through the weather conditions to make it happen. Hope, hope, hope your drive home, if you're not already, if you're not joining us from your Home Office is is a safe one. And for everybody that joined in for the call, really appreciate it guys. I know we're in the heat of heat of the summer. We're in the peak of the season, so.

 **Patrick** 49:34

Yeah.

Yeah.

Bye.



Brian Dunn 49:51

Appreciate you guys carving out time and as I said at the start of the call, we're going to make these things available including summaries and and you know the transcripts show notes through the the Edge portal. So again thanks everybody for your attendance and and we'll be back in touch soon.



Patrick 50:06

Thank you very much.



Brian Dunn 50:07

Thanks guys. See ya.



Jon Abernathy 50:09

Thanks guys.



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