

Roofing Channel Test Plan

Choose one constraint, one channel and one accountable owner. Complete this before releasing the acquisition budget.

Company / service area / date _____

Current constraint and why this channel fits

Job type / capacity available _____

Source tag / inquiry response owner _____

Cost to include	Budget cap	Actual
Advertising or purchased inquiries		
Setup / creative / tracking		
Rep / office / manager labor		
Travel / materials / other		
Total acquisition cost		

Company acquisition allowance per collected job

What makes a qualified conversation / held appointment

Stop or repair trigger / scale trigger

Worked Search Campaign Example

Hypothetical planning arithmetic; no promised number of leads or jobs. The company already has response coverage and capacity for three more replacements.

Input	Example
Advertising	\$2,400
Setup and tracking	\$300
Response labor	\$600
Total acquisition cap	\$3,300
Company allowance per collected job	\$1,100
Collected jobs required to meet that allowance	3

The \$1,100 allowance is a company input, not a roofing benchmark. It must leave room for the company's actual job costs, overhead and profit requirements. Three signed jobs are not three collected jobs.

Record outcomes under one source ID

Stage	Count / cost / unresolved reason
Received / valid / qualified	
Appointments set / held	
Signed / completed / collected	
Approved credits / labor cost	
Collected gross profit / acquisition cost	

Decision: stop at the spend cap or repair broken response/tracking. Scale only when mature cohorts meet the company allowance and operational capacity remains. Keep pending jobs visible.

Decision / owner / next evidence needed _____

Full guide and source notes: ghostrep.ai/blog/how-to-get-roofing-leads