

TSM ROOFING — TSMROOFS.COM

Client Success Report

BUILT TO WIN.

\$1.97M PROOF.

How TSM Roofing partnered with Ascend Digital Agency to amplify a strong foundation into \$1.97 million in revenue — in six months.

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|--|--|---|--|
| <p>\$127K</p> <p>TOTAL INVESTED</p> | <p>\$1.97M</p> <p>REVENUE GENERATED</p> | <p>15.5×</p> <p>RETURN ON INVESTMENT</p> | <p>6 Mo.</p> <p>TIME TO RESULTS</p> |
|--|--|---|--|

15.5× ROI

FOR EVERY \$1 INVESTED — \$15.51 RETURNED

01

THE CHALLENGE

STRONG FOUNDATION. UNTAPPED CEILING.

TSM Roofing came to Ascend with something most companies don't: **a legitimate operation — proven crews, real craftsmanship, and a reputation worth marketing.** The work was there. The opportunity was scaling it faster than organic growth alone would allow.

In the summer of 2025, TSM's leadership made a strategic decision to invest in a purpose-built digital growth system. They didn't need to be saved — they needed a partner who could match their ambition and build infrastructure to support the next level.

- ▶ Strong local reputation with room to expand market reach
- ▶ Digital presence that hadn't kept pace with the quality of the work
- ▶ Ad spend in place but not fully optimized for qualified leads
- ▶ Growth happening — but without a system to accelerate or predict it
- ▶ Ready to scale; needed the right engine to do it efficiently

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"We were already doing good work and winning jobs. Partnering with Ascend was about building the infrastructure to grow at a pace that matched our ambition. The results made it an easy decision to look back on."

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FOUR PILLARS. ONE SYSTEM.

Ascend didn't bolt on tactics. We engineered a fully integrated growth machine — each layer designed to feed and amplify the next.

SERVICE 01

01

CUSTOM WEBSITE

Built from the ground up for TSM's brand and market. Conversion-engineered, blazing fast, and designed to turn visitors into booked jobs — not just look good on a screen.

SERVICE 02

02

HYPER-TARGETED GOOGLE ADS

Intent-based PPC targeting homeowners at the exact moment they need a roofer. Every dollar tracked and optimized for Cost Per Qualified Lead — never vanity metrics.

SERVICE 03

03

SEO

Sustained search dominance built to compound over time. Local SEO authority that keeps working long after the ad spend stops — because visibility should be owned, not rented.

SERVICE 04

04

STRATEGIC CONSULTING

Hands-on advisory to align marketing with operations. Offer positioning, follow-up sequences, and business infrastructure built to handle the growth coming its way.

RETURN ON INVESTMENT

15.5x

Every dollar invested returned \$15.51 in revenue.

**LAUNCH SEQUENCE: COMPLETE.
WE HAVE LIFTOFF.
SIX MONTHS. ONE LAUNCH. \$1.97M.**

\$1.97M

15.5x

\$127K

REVENUE GENERATED

Directly tied to Ascend's integrated digital system

ROI

Industry avg for contractor marketing: 2-4x

TOTAL INVESTED

Across all services over the six-month engagement

EXECUTION TIMELINE

SUMMER 2025 — MONTH 1-2

FOUNDATION & LAUNCH

Ascend audited TSM's presence, rebuilt their website from scratch, and fired the first wave of hyper-targeted Google Ads campaigns. Consulting began immediately to align the sales process with incoming lead volume.

FALL 2025 — MONTH 3-4

OPTIMIZATION & SEO MOMENTUM

Campaigns were refined on real conversion data. SEO compounded as content and technical authority started pulling organic traffic. Lead quality climbed as targeting sharpened.

WINTER 2025 — MONTH 5-6

SCALE & \$1.47M MILESTONE

With a fully optimized system running, lead flow hit its stride. TSM's pipeline filled consistently. Close rates climbed. By month six, the partnership had generated over \$1.97 million in traceable, attributable revenue.

HOP IN THE ROCKET.

ARE YOU READY FOR ROCKET FUEL?

Ascend works exclusively with contractors who already have something real — and are ready to invest in the system to scale it.

VISIT ASCEND DIGITAL AGENCY →