



# Turning a \$350 Investment into Over \$100,000 in Sales with gFour Marketing

## RESULTS AT A GLANCE:



**500+ Google reviews**  
(over 1,200 total reviews across platforms)

**61% of revenue** from referrals and previous customers

**100% customer activation** into automated thank-you campaigns

**\$103,806 in sales** from just **\$350 in Invested**

**Angie's List Super Service Award** winner every year since 2007

### CHALLENGE:

After 50+ years in business, Pond Roofing was looking for a better way to thank customers, collect reviews, and drive referrals. Managing this process manually seemed overwhelming, and they lacked a system to stay in touch with customers after the sale.

### SOLUTION:

Pond Roofing implemented gFour's system and immediately began automating their customer follow-up and referral process, ensuring that every customer felt appreciated and engaged.

### PROGRAM ELEMENTS:

gFour's **1Into5 Program** provided an automated approach to customer engagement, including:

- Thank you cards, gift cards, and feedback management
- Referral rewards and monthly email newsletters
- Print newsletters and keep-in-touch emails

## ★★★★★ CLIENT TESTIMONIAL ★★★★★



"We're building this company into a **\$44M regional powerhouse**, and gFour is going to help us get there!"



"We needed an automated way to thank our customers and keep them feeling part of the Pond family for life. gFour made it easy. We've seen incredible results in referrals, reviews, and customer loyalty. Our partnership with gFour has been instrumental in growing our business."



## FINAL THOUGHTS

For businesses considering gFour Marketing, Pond Roofing's advice is clear:

*"Do it. Don't overthink the numbers. Thanking your customers and creating a bond is essential—and gFour makes it easy."*



★★★★★  
**Patrick Readyhough**  
President at Pond Roofing



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