



Finally, a Marketing Team That Gets Results (and Gets You)

[Learn more](#)

# Specialized in Home Improvement Marketing

## Our Focus

We help home improvement brands build powerful marketing engines – rooted in strategy, fueled by media, and designed to scale. 100% Home Improvement 100% Of The Time.

If you're a roofer, remodeler, GC, or skilled trades business tired of being overlooked – you're in the right place. We help you go from invisible to top-of-mind with precision-built campaigns, proven media plans, and real growth strategies.



# Our Comprehensive Service Portfolio



## Digital Strategies

- Website optimization
- SEO
- PPC
- Paid Social
- Smart Retargeting
- Programmatic Display
- Programmatic Video
- Google Local Services Ads (LSAs)



## Media Buying

- Media Negotiating
- Media Planning
- TV
- CTV/OTT
- Audio
- Sponsorships/Sports



## Reputation Management

Our system helps you collect 5-star reviews, respond fast (even automatically), and keep your online image polished and professional - so you never lose a job over one bad comment.



## Analytics & Optimization

- Omni channel attribution reporting
- Incremental reach analysis
- Brand lift
- Sales Conversion Measurement



# Our Track Record Speaks Volumes

**20+**

## Years of Experience

Two decades of proven expertise in marketing and media

**\$100M+**

## Ads Managed

Successfully negotiated and managed over \$100 million in advertising spend

**100+**

## Projects Completed

Delivered successful marketing campaigns for dozens of satisfied clients

# Core Service Specializations



## Digital Marketing

From SEO & Digital Strategy to precision retargeting. We make sure your business shows up when and where it matters most. Our comprehensive digital approach ensures maximum visibility and engagement across all online channels.



## Media Buying

Planning, negotiating and measurement are key to success. We are pros at minimizing waste and maximizing ROAS. From TV, CTV/OTT, Linear TV to Audio, we focus on complete funnel strategies that maximize results.



## Reputation Management

Turn Reviews Into Revenue. Homeowners check your reviews before they ever call. We make sure what they see builds trust - not doubt. Our automated system keeps your online reputation spotless.



# Additional Strategic Services

## Content & Offers

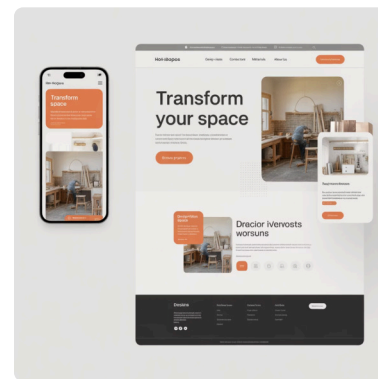
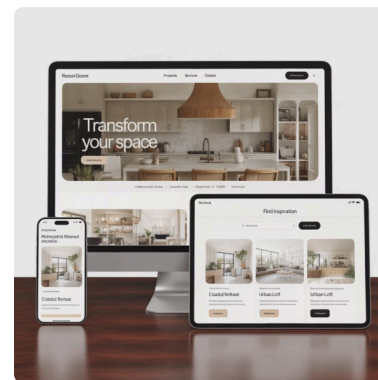
We craft scroll-stopping copy and high-converting offers. Then rigorously A/B test everything to unlock your best-performing campaigns. From websites to blogs to landing pages, every word is engineered for engagement, visibility, and action.

## Analytics & Optimization

Track What Works. Optimize What Matters. With real-time attribution and data-backed insights, you'll always know which channels drive results - so you can double down on what's working and cut what's not.

## Web Development

Get Found First with a Website That Attracts and Landing Pages that Convert. Our custom-built, mobile-friendly sites are designed for visibility, credibility, and control - so your business shows up when it matters most.



# Client Success Stories

Trusted by Brands That Build - From roofers to remodelers and other growing businesses, our clients count on us to turn strategy into measurable success.

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"Look at her track record. She stays in place until she gets the situation where it needs to be. She creates a winning environment where people want to be a better version of themselves. She understands all of the media terminology and infrastructure, but more importantly, she understands the business leader."

**Adam Armbruster**

Senior Partner @ Eckstein, Summers,  
Armbruster & Co  
Also Fox Business Contributor

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"Marina has completely changed my perspective on sales. Marina's exceptional skills and strategic insights helped me overcome obstacles and establish a strong presence in the US market. This has been a game changer, and I highly recommend her services to anyone seeking outstanding results."

**Kamila Z.**

CEO of Lakmoos AI

“

"I give Marina my highest recommendation! I have worked with her for over 12 years in advertising and media, and she is also the first person I go to for strategic advice when it comes to growing my various businesses. She is smart, organized, and on the ad campaigns I have worked with her on she has advocated for me to get the very best bang for my dollars spent. She is the 'A' Team."

**Kevin Goldberg**

Personal Injury and Malpractice Lawyer

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# Our Strategic Approach

01

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## Strategy Development

We bring clarity, data, and unmatched strategy to contractors ready to grow. From SEO to CTV and everything between – our strategies are built to grow your leads, reputation, and revenue.

03

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## Continuous Optimization

Marketing That Moves With Purpose - and Gets You Results. We've sold media. We know what works. We're ex-ad and media insiders who now work for you.

02

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## Precision Implementation

We don't believe in "busy work." We believe in bottom-line results. Our work shows up where it matters: in your leads, your pipeline, and your revenue.

04

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## Measurable Growth

Whether you're ready for broadcast media, digital domination, or brand clean-up, we've got you covered with full-service marketing for contractors who want to win.

# Ready to Transform Your Marketing?

## Stop Guessing. Start Growing.

We help home improvement brands scale with strategy, not guesswork. Precision-built campaigns. Proven media plans. Real growth.

Need custom services? We don't believe in "busy work." We believe in bottom-line results. Our work shows up where it matters: in your leads, your pipeline, and your revenue.

[Book My Free Strategy Call](#)

[Schedule Marketing Review](#)

Full-Service Marketing for Contractors Who Want to Win.

