

XPERIENCE ROOFING

Complete Marketing & Growth Strategy

Social Media Strategy | Local SEO Playbook | Lead Generation\ Competitive Analysis | Content Calendar | Implementation Roadmap

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1. Executive Summary

Xperience Roofing is positioned for significant growth. With 20+ years of industry experience, a 4.9-star Google rating, 12,000+ roofs installed, and operations across 10+ states, the foundation is strong. This comprehensive strategy will amplify these strengths through systematic digital marketing.

1.1. Key Findings

Market Reality: The roofing industry requires a trust-first approach. Unlike impulse purchases, a roof is often the second-largest investment a homeowner makes. Marketing must build trust over time, not just generate immediate leads.

What Top Companies Do: Successful roofing companies (\$2M+ revenue) don't rely on one lead source. They build systems with 5+ channels firing simultaneously: SEO, Google Ads, Facebook Ads, jobsite marketing, door-knocking, and referral pipelines.

The Opportunity: Most roofing companies underinvest in video content, social media consistency, and systematic review generation. These represent significant competitive advantages.

1.2. Strategic Priorities

Priority	Action	Timeline
1	Google Business Profile optimization	Week 1-2
2	Review generation system launch	Week 2-4
3	Social media content calendar execution	Ongoing
4	Local SEO and citation building	Month 1-2
5	Paid advertising (Google + Facebook)	Month 2-3
6	Video content production	Month 2+

1.3. Expected Outcomes (12 Months)

- **Website Traffic:** 50-100% increase in organic traffic
- **Lead Volume:** 25-50% increase in qualified leads
- **Reviews:** 200+ new Google reviews (maintain 4.8+ rating)
- **Social Following:** 10,000+ followers across platforms
- **Cost per Lead:** Target \$50-100 (industry average \$150+)

2. Part 1: Company Analysis

2.1. Current Strengths

Strength	Strategic Implication
4.9-star Google rating	Social proof asset — feature prominently in all marketing
20+ years experience	Trust signal — “Since 2019” with experienced team
12,000+ roofs installed	Credibility — use exact numbers in messaging
Multi-state operations	Scalability — can replicate success across markets
Full service range	Upsell potential — repairs to replacements to commercial
Family-owned positioning	Differentiation — humanizes vs. corporate competitors
15-year workmanship warranty	Risk reversal — longer than most competitors

2.2. Unique Value Proposition

Current tagline: **“Roofs built to last. Service built on trust.”**

Refined positioning statement:

“Family-owned roofing experts with 20+ years of experience. 12,000+ roofs. 4.9-star rating. We show up with tools in hand, smiles on our faces, and zero drama. Great work, fair prices, and a 15-year warranty—that’s our promise.”

2.3. Brand Voice Guidelines

Based on website analysis, Xperience has a distinctive friendly voice:

- **Tone:** Approachable, confident, slightly humorous
- **Language:** Conversational, avoids jargon
- **Examples:** “Easy-Peasy,” “squirrel attacks,” “no funny business”

Recommendation: Maintain this voice across all channels. It differentiates from sterile corporate competitors.

3. Part 2: Competitive Landscape

3.1. National Competitors Analyzed

Company	Positioning	Key Tactic
Roof Maxx	Rejuvenation specialist	Cost calculator lead magnet, eco-angle
Bone Dry Roofing	Full-service exterior	50+ blog articles, discount offers
Long Roofing	Premium/legacy	50-year warranty, proprietary system
Erie Home	Metal roofing focus	40K+ reviews, recent acquisition
Storm Guard	Insurance restoration	Integrity messaging, storm response

3.2. Competitive Gaps (Opportunities)

Gap	Opportunity for Xperience
Video content underused	TikTok and YouTube domination potential
Tech innovation rare	Drone inspections, digital quotes, fast response
Pricing transparency	Online estimate calculators, clear pricing content
Personality lacking	Lean into family-owned, friendly brand voice
Local community weak	Hyper-local sponsorships, charity builds

3.3. Differentiation Strategy

Against national chains: Local expertise, personal service, family-owned trust **Against local competitors:** Multi-state scale, professional marketing, consistent branding **Against all:** 4.9-star rating with volume (not just a few reviews)

4. Part 3: Local SEO Strategy

Local SEO is the foundation. 70%+ of roofing leads originate from Google Maps/local search results.

4.1. Google Business Profile Optimization

4.1.1. Ranking Factors by Impact

Factor	Impact	Action
Proximity	High	Can't control—focus on service area accuracy
Reviews (qty + quality)	High	Launch review generation campaign
Category selection	High	Primary: “Roofing Contractor” + secondaries
Complete business info	Medium-High	100% profile completion
Photos/Videos	Medium	20+ photos, update monthly
Posts	Medium	Weekly posts with CTAs
Q&A section	Low-Medium	Seed with common questions

4.1.2. Photo Strategy (Minimum 20 Photos)

- Logo (primary photo)
- Cover photo (crew or completed project)
- 5+ Before/After project photos
- Team photos (builds trust)
- Equipment/truck photos
- Certifications (GAF, Owens Corning badges)
- Office/showroom if applicable

Tip: Geotag all photos. Use descriptive filenames: roof-replacement-denver-co.jpg

4.1.3. Weekly Post Rotation

Week	Type	Example
1	Project Showcase	“Just completed this 3,500 sq ft roof in Denver—Class 4 impact-resistant shingles”
2	Offer	“Free storm damage inspection—schedule this week”
3	Educational	“5 Signs Your Roof Needs Replacement Before Winter”
4	News/Update	“Now GAF Master Elite certified—only 2% qualify”

4.2. Citation Building Strategy

NAP Consistency: Name, Address, Phone must be IDENTICAL across all platforms.

4.2.1. Priority Citations (Build These First)

Tier 1 - Data Aggregators:

- Data Axle (formerly Infogroup)
- Localeze/Neustar
- Foursquare

Tier 2 - Major Platforms:

- Yelp, Facebook, BBB, Angi, HomeAdvisor, Thumbtack

Tier 3 - Industry-Specific:

- GAF Contractor Locator
- Owens Corning Contractor Network
- Roofing Contractor Association directories

4.3. Local Keyword Targets**Primary Keywords:**

- [City] roofing company
- [City] roof repair
- [City] roof replacement
- Roofers near me

Long-tail (Higher Intent):

- Emergency roof repair [City]
- Storm damage roof repair [City]
- Best roofers in [City]
- How much does roof replacement cost [City]

5. Part 4: Review Generation System

Reviews are the highest-impact marketing activity for local service businesses.

5.1. The Review Request Sequence

Step 1 (Day of completion): Verbal ask at final walkthrough\ “We’d really appreciate a Google review if you’re happy with the work”

Step 2 (Same day): Text message with direct link\ “Hi [Name]! Thanks for choosing Xperience. If you have 60 seconds, a Google review helps us help more homeowners like you: [LINK]”

Step 3 (Day 2): Email follow-up if no review yet\ Subject: “Quick favor, [Name]?”

Step 4 (Day 7): Final friendly reminder\ “Last nudge! We’d love to hear about your experience.”

5.2. Response Templates

Positive Review Response:

“Thank you so much, [Name]! It was a pleasure working on your [roof replacement/repair] in [City]. Our team takes a lot of pride in [specific detail mentioned]. We appreciate you trusting us with your home—don’t hesitate to call if you ever need anything!”

Negative Review Response:

“[Name], thank you for sharing this feedback. We’re sorry to hear your experience didn’t meet our standards. I’d like to personally look into this—please contact me directly at [phone/email] so we can make it right. — [Owner Name]”

5.3. Review Targets

- **Weekly goal:** 5+ new Google reviews
- **Monthly goal:** 20+ reviews
- **Annual goal:** 200+ reviews
- **Rating maintenance:** 4.8+ stars

6. Part 5: Social Media Strategy

6.1. Platform Priorities

Platform	Priority	Audience	Content Focus
Facebook	● Essential	Homeowners 35-65	Community, education, re-views
Instagram	● Essential	Homeowners 25-55	Visual portfolio, Reels
Google Posts	● Essential	Active searchers	Offers, projects, updates
TikTok	● Growth	Younger homeowners	Behind-scenes, viral content
YouTube	● Growth	Research phase	Tutorials, full projects

6.2. Content Calendar Framework

6.2.1. Weekly Posting Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
Educational	Before/After	Team/BTS	Testimonial	Project Showcase
FB + IG	IG + TikTok	TikTok + IG	FB + IG	All platforms

6.2.2. Content Mix Ratio

- 40% Educational/Value content
- 30% Before/After and portfolio
- 15% Behind-the-scenes and team
- 10% Promotional with clear CTA
- 5% Fun, trending, engagement

6.3. 50+ Content Ideas Summary

6.3.1. Before/After (Top Performers)

1. Drone transformation shots
2. Time-lapse full replacements (30-60 sec)
3. Split-screen slider content
4. Storm damage → restored stories
5. Curb appeal upgrades

6.3.2. Educational Content

6. “5 Signs Your Roof Needs Replacing” carousel
7. “Shingles vs Metal vs Tile” comparison
8. “Understanding Your Estimate” walkthrough
9. “Insurance Claim Process” explainer
10. Seasonal maintenance checklists

6.3.3. Behind-the-Scenes

11. “Day in the Life” of a roofer
12. Tool of the week features

- 13. Morning safety huddles
- 14. Quality inspection process
- 15. Office/team introductions

6.3.4. Customer Content

- 16. Video testimonials on-site
- 17. Review screenshot carousels
- 18. “Why They Chose Xperience” interviews
- 19. Long-term follow-ups (5-year check-ins)

6.3.5. Seasonal/Storm

- 20. Pre-storm preparation tips
- 21. Post-storm damage guides
- 22. “We’re Here After the Storm” rapid response
- 23. Ice dam prevention (winter)
- 24. Spring inspection campaigns

6.3.6. Engagement/Fun

- 25. “Rate This Roof” polls
- 26. Satisfying shingle removal (ASMR-style)
- 27. Roof fails compilation
- 28. Weather reaction videos
- 29. “Things Roofers Hear” relatable content

7. Part 6: Paid Advertising Strategy

7.1. Google Ads (Highest Priority)

7.1.1. Local Service Ads (LSAs)

Why: Appear above regular ads with “Google Guaranteed” badge. Highest trust signal.

Setup Requirements:

- Background check verification
- License verification
- Insurance verification
- Review threshold (varies by market)

Budget: \$2,000-5,000/month per major market

7.1.2. Search Campaigns

Campaign Structure:

1. **Brand:** “Xperience Roofing” (protect brand, lowest cost)
2. **Services:** “roof repair,” “roof replacement” (high intent)
3. **Emergency:** “emergency roof repair,” “storm damage” (highest intent)
4. **Location:** “[City] roofers” (local intent)

Negative Keywords to Add:

- DIY, how to, jobs, careers, salary, free

7.2. Facebook/Instagram Ads

Budget: \$1,000-3,000/month

7.2.1. Campaign Types

Awareness (Cold):

- Before/after video ads
- “Meet the Team” content
- Educational carousel ads

Consideration (Warm):

- Free inspection offers
- Testimonial compilations
- Seasonal content (storm prep)

Retargeting (Hot):

- Website visitors (last 30 days)
- Video viewers (75%+)
- Page engagers

7.2.2. Targeting Parameters

- Location: Service areas + 10 mile buffer
- Age: 30-65
- Interests: Home improvement, real estate, homeownership
- Behaviors: Homeowners, likely to move
- Lookalikes: From customer list (email/phone)

7.3. Budget Allocation

Channel	Monthly Budget	Expected Leads
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Google Local Service Ads	\$2,000	25-40
Google Search Ads	\$1,500	15-25
Facebook/Instagram	\$1,000	10-20
Retargeting (all)	\$500	5-10
Total	\$5,000	55-95 leads

Target Cost Per Lead: \$50-90 (well below industry average of \$150+)

8. Part 7: Lead Generation Funnel

8.1. Full Funnel Overview

AWARENESS (Social, SEO, Ads, Referrals) ↓ \ **INTEREST** (Website visit, content consumption) ↓ \ **CONSIDERATION** (Free inspection request, quote) ↓ \ **DECISION** (Phone consultation, in-person estimate) ↓ \ **ACTION** (Contract signed) ↓ \ **ADVOCACY** (Review, referral)

8.2. Lead Magnets (Conversion Tools)

Lead Magnet	Expected Conversion
Free Roof Inspection	Highest - direct intent
Instant Online Quote Calculator	High - exchange value for info
Storm Damage Checklist PDF	Medium - seasonal relevance
Roof Maintenance Guide	Medium - nurture value
Financing Pre-Qualification	Medium-High - removes barrier

8.3. Speed-to-Lead Protocol

The 5-Minute Rule: Leads contacted within 5 minutes are 21x more likely to convert than those contacted after 30 minutes.

Workflow:

1. Form submission triggers instant text + email confirmation
2. Alert to sales team (push notification)
3. Phone call within 5 minutes during business hours
4. After-hours: automated text with next-day callback time
5. No answer: 3-call sequence over 48 hours

8.4. Lead Scoring (BANT)

Score each lead 0-100:

- **Budget (25 pts):** Can they afford the service?
- **Authority (25 pts):** Are they the decision maker?
- **Need (25 pts):** How urgent is the problem?
- **Timeline (25 pts):** When do they want to act?

Routing:

- 75-100: Hot lead → Immediate senior salesperson
- 50-74: Warm lead → Standard follow-up
- 25-49: Nurture → Email sequence
- 0-24: Disqualified → Remove or long-term nurture

9. Part 8: Implementation Roadmap

9.1. Phase 1: Foundation (Weeks 1-4)

9.1.1. Week 1-2

- ☐ Audit Google Business Profile, fix all gaps
- ☐ Verify NAP consistency across top 10 citations
- ☐ Set up call tracking (CallRail or similar)
- ☐ Create content calendar template
- ☐ Take/collect 20+ photos for GBP

9.1.2. Week 3-4

- ☐ Launch review generation system (train team)
- ☐ Begin consistent social posting (3x/week minimum)
- ☐ Set up Google Analytics 4 + conversion tracking
- ☐ Create first batch of content (10 posts)
- ☐ Seed GBP Q&A with 5+ questions

9.2. Phase 2: Growth (Weeks 5-12)

9.2.1. Month 2

- ☐ Launch Google Ads (start with Local Service Ads)
- ☐ Start Facebook awareness campaigns
- ☐ Produce first video content batch (5 videos)
- ☐ Build 20+ new citations
- ☐ Establish 2-3 referral partnerships

9.2.2. Month 3

- ☐ Optimize campaigns based on data
- ☐ Scale winning content types
- ☐ Launch TikTok presence
- ☐ Begin YouTube with monthly videos
- ☐ Review and adjust strategy

9.3. Phase 3: Scale (Months 4-6)

- ☐ Increase ad budgets on profitable campaigns
- ☐ Expand to additional markets (if applicable)
- ☐ Develop retargeting sequences
- ☐ Build email nurture campaigns
- ☐ Launch customer referral program
- ☐ Hire/train dedicated marketing support

9.4. Phase 4: Optimize (Months 7-12)

- ☐ A/B test landing pages
- ☐ Refine audience targeting
- ☐ Expand video production
- ☐ Develop case study library
- ☐ Implement CRM automation
- ☐ Quarterly strategy reviews

10. Part 9: KPIs & Measurement

10.1. Key Metrics Dashboard

Metric	Baseline	90-Day Target	12-Month Target
Google Reviews	Current count	+50	+200
Google Rating	4.9	4.8+	4.8+
Organic Traffic	Baseline	+30%	+100%
Social Followers	Baseline	+1,000	+10,000
Monthly Leads	Baseline	+25%	+50%
Cost per Lead	Baseline	\$75-100	\$50-75
Lead-to-Close Rate	Baseline	+5%	+10%

10.2. Reporting Cadence

Weekly:

- Social media metrics (reach, engagement, followers)
- Ad performance (spend, leads, CPL)
- Reviews received

Monthly:

- Full marketing report
- ROI analysis by channel
- Lead source breakdown
- Website analytics review

Quarterly:

- Strategy review
- Budget reallocation
- Competitor check
- Goal adjustment

10.3. Success Benchmarks

Good Performance:

- Cost per lead under \$100
- 4.5+ star rating maintained
- 10%+ engagement rate on social
- 50+ monthly leads from digital

Excellent Performance:

- Cost per lead under \$60
- 4.8+ rating with 500+ reviews
- 15%+ engagement rate
- 100+ monthly leads from digital
- 30%+ lead-to-close rate

11. Appendix A: Quick Reference

11.1. Social Media Sizes

- Facebook/Instagram Post: 1080x1080px
- Instagram Story/Reel: 1080x1920px
- Facebook Cover: 820x312px
- YouTube Thumbnail: 1280x720px
- TikTok: 1080x1920px

11.2. Hashtag Strategy

Always use:

- #XperienceRoofing
- #[City]Roofing
- #RoofingContractor
- #NewRoof

Rotate by content type:

- Before/After: #RoofTransformation #BeforeAndAfter #CurbAppeal
- Educational: #RoofingTips #HomeownerTips #RoofMaintenance
- Storm: #StormDamage #HailDamage #RoofRepair
- Team: #MeetTheTeam #RoofingLife #Craftsmanship

11.3. Response Time Targets

- Social comments: < 2 hours
- Direct messages: < 4 hours
- Google reviews: < 24 hours
- Lead inquiries: < 5 minutes
- Phone calls: < 3 rings

11.4. Tool Recommendations

CRM: JobNimbus, AccuLynx, or HubSpot **Call Tracking:** CallRail, CallTrackingMetrics **Review Management:** Podium, Birdeye, or NiceJob **Social Scheduling:** Later, Buffer, or Hootsuite **Design:** Canva Pro **Video Editing:** CapCut, DaVinci Resolve

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