

Xperience Roofing

Marketing & Social Media Strategy

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1. Executive Summary

Xperience Roofing is well-positioned for growth with strong fundamentals: 20+ years industry experience, 4.9-star Google rating, 12,000+ roofs installed, and operations across 10+ states. This plan outlines a comprehensive marketing strategy to amplify these strengths through digital channels.

Key Recommendations:

- Prioritize Google Business Profile optimization (immediate ROI)
- Build consistent social media presence across Facebook, Instagram, and TikTok
- Implement systematic review generation program
- Create content calendar around seasonal roofing cycles
- Develop paid advertising strategy for storm seasons

Expected Outcomes (12 months):

- 50-100% increase in organic website traffic
- 25%+ increase in qualified lead volume
- 500+ new Google reviews
- 10,000+ social media followers across platforms

2. Company Analysis

2.1. Current Strengths

- **Reputation:** 4.9-star Google rating demonstrates consistent quality
- **Experience:** 20+ years positions as trusted experts
- **Scale:** 12,000+ roofs completed builds credibility
- **Geographic Reach:** Multi-state operations enable growth
- **Service Range:** Full spectrum from repairs to commercial installs
- **Brand Voice:** Friendly, approachable, family-run positioning differentiates from corporate competitors

2.2. Opportunities for Growth

- Expand digital presence beyond basic website
- Systematize review collection to maintain ratings at scale
- Leverage video content for higher engagement
- Build local SEO dominance in each market
- Create referral programs with insurance agents and realtors

2.3. Unique Value Proposition (Refined)

“Roofs built to last by people you can trust. Family-owned, locally-focused, and backed by 20+ years of experience and a 15-year workmanship warranty.”

3. Social Media Strategy

3.1. Platform Priorities

3.1.1. Tier 1: Essential (Daily/Weekly Focus)

1. **Facebook** — Primary platform for homeowners 35-65
2. **Instagram** — Visual portfolio and brand building
3. **Google Business Profile** — Critical for local SEO

3.1.2. Tier 2: Growth (2-3x Weekly)

1. **TikTok** — Viral potential, younger homeowner acquisition
2. **YouTube** — Long-form trust building, SEO benefits

3.1.3. Tier 3: Monitor (As Needed)

1. **LinkedIn** — Commercial/B2B opportunities
2. **Nextdoor** — Hyper-local community presence

3.2. Content Pillars

Pillar	Description
Before/After	Transformation photos and videos — highest engagement content type
Educational	Maintenance tips, material comparisons, inspection guidance
Behind-the-Scenes	Team introductions, day-in-the-life, process walkthroughs
Testimonials	Customer reviews, video testimonials, case studies
Seasonal/Storm	Weather prep tips, storm response, timely content
Community	Local involvement, sponsorships, charity work

3.3. Posting Cadence

Platform	Frequency	Best Times (Local)
Facebook	4-5x/week	9am, 1pm, 4pm
Instagram	5-7x/week	11am, 2pm, 7pm
TikTok	1-2x/day	12pm, 5pm, 9pm
YouTube	2-4x/month	Saturday 10am
Google Posts	1x/week	Monday 9am

3.4. Content Mix Ratio

- 40% Educational/Value-add content
- 30% Before/After and portfolio
- 15% Behind-the-scenes and team

- 10% Promotional with clear CTA
- 5% Fun, trending, and engagement posts

4. Content Ideas (50+ Ready to Use)

4.1. Before/After Transformations

1. Drone shot comparison — old damaged roof vs new installation
2. Timelapse of full roof replacement (30-second cut)
3. Side-by-side split screen transformation
4. “The Reveal” — removing tarp to show finished roof
5. Curb appeal upgrade — whole house before/after
6. Close-up damage vs repair detail shots
7. Storm damage to restored beauty story

4.2. Educational Content

1. “5 Signs Your Roof Needs Replacing” carousel
2. “Shingles vs Metal vs Tile” comparison
3. “How Long Should Your Roof Last?” by material
4. “What Happens During a Roof Inspection”
5. “Understanding Your Roofing Estimate”
6. “Insurance Claim Process Explained”
7. “Winter Roof Prep Checklist”

4.3. Behind-the-Scenes

1. “Day in the Life” of a roofer
2. Tool of the week explanations
3. Crew safety huddle footage
4. Materials arrival and staging
5. Quality check walkthrough
6. Office tour — meet the team

4.4. Customer Testimonials

1. Video testimonial at completed job site
2. 5-star Google review carousel
3. “Why They Chose Xperience” interviews
4. Long-term customer follow-up

4.5. Storm/Seasonal

1. “Storm Coming? Here’s What to Check”
2. Post-storm damage assessment walkthrough
3. Ice dam prevention tips
4. Spring inspection season announcement
5. Fall gutter cleaning reminder

4.6. Team & Culture

1. Employee spotlight series
2. Team community service day
3. Friday wins celebrations
4. “Why I Love Roofing” interviews

4.7. Fun/Trending

1. Satisfying shingle removal (ASMR)
2. Roof fails compilation (educational)
3. Weather reaction videos
4. “Things roofers hear” relatable content

5. Local SEO Strategy

5.1. Google Business Profile Optimization

Immediate Actions:

- Complete ALL profile fields (services, attributes, description)
- Add 50+ high-quality photos (jobs, team, office, trucks)
- Enable messaging and booking features
- Set accurate service areas
- Add Q&A with common questions pre-answered

Ongoing Maintenance:

- Post weekly updates (offers, completed jobs, tips)
- Respond to ALL reviews within 24 hours
- Add new photos from every completed job
- Update seasonal offers and services

5.2. Review Generation System

The Review Request Sequence:

1. Day of completion: Verbal ask at final walkthrough
2. Same day: Text with direct Google review link
3. Day 2: Email follow-up if no review yet
4. Day 7: Final friendly reminder

Review Response Protocol:

- Positive reviews: Thank by name, mention specific project detail
- Negative reviews: Apologize, take offline, resolve, follow up publicly

Target: 5+ new Google reviews per week

5.3. Local Keyword Strategy

Priority keywords to target in content and SEO:

- [City] roofing company
- [City] roof repair
- [City] roof replacement
- Emergency roof repair [City]
- Storm damage roof repair [City]
- Best roofers in [City]
- [City] roofing contractors near me

6. Paid Advertising Strategy

6.1. Google Ads (Local Service Ads)

Why: Highest intent — people actively searching for roofing services

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

Key Campaigns:

1. Brand terms (Xperience Roofing)
2. Service terms (roof repair, roof replacement)
3. Emergency terms (emergency roof repair, storm damage)
4. Location terms ([City] roofers)

Tracking: Phone call tracking, form submissions, quote requests

6.2. Facebook/Instagram Ads

Why: Awareness building, retargeting, storm response

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

Campaign Types:

1. Awareness: Before/after video ads to cold audiences
2. Consideration: Educational content, free inspection offers
3. Retargeting: Website visitors, video viewers, page engagers
4. Storm Response: Rapid deployment during hail/wind events

Targeting:

- Homeowners in service area
- Age 35-65
- Interests: Home improvement, real estate, homeownership
- Lookalike audiences from customer list

6.3. Budget Allocation (Monthly)

Channel	Budget	Expected Leads
Google Ads	\$3,000	30-50
Facebook/IG	\$1,500	15-25
Retargeting	\$500	5-10
Total	\$5,000	50-85

7. Implementation Timeline

7.1. Phase 1: Foundation (Days 1-30)

Week 1-2:

- ☐ Audit and optimize Google Business Profile
- ☐ Set up social media accounts (if not existing)
- ☐ Create brand guidelines document
- ☐ Build content calendar template

Week 3-4:

- ☐ Launch review generation system
- ☐ Begin consistent posting schedule
- ☐ Set up tracking (Google Analytics, call tracking)
- ☐ Create first batch of content (10 posts)

7.2. Phase 2: Growth (Days 31-90)

Month 2:

- ☐ Launch Google Ads campaigns
- ☐ Start Facebook awareness campaigns
- ☐ Produce first video content batch
- ☐ Establish referral partnerships (2-3 insurance agents)

Month 3:

- ☐ Optimize campaigns based on data
- ☐ Scale winning content types
- ☐ Launch TikTok presence
- ☐ Begin YouTube channel with monthly videos

7.3. Phase 3: Scale (Days 91-180)

- ☐ Increase ad budgets on profitable campaigns
- ☐ Expand to additional markets
- ☐ Develop advanced retargeting sequences
- ☐ Build email nurture campaigns
- ☐ Launch referral program for customers

8. KPIs & Measurement

8.1. Key Metrics to Track

Metric	Current	90-Day Target
Google Reviews	TBD	+50 reviews
Google Star Rating	4.9	Maintain 4.8+
Website Traffic	Baseline	+50%
Social Followers	Baseline	1,000+ total
Leads per Month	Baseline	+25%
Cost per Lead	Baseline	\$50-100

8.2. Reporting Cadence

- **Weekly:** Social media metrics, ad performance
- **Monthly:** Full marketing report, ROI analysis
- **Quarterly:** Strategy review, budget reallocation

8.3. Success Benchmarks

Good Performance:

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

Great Performance:

- Cost per lead under \$75
- 4.8+ star rating with 100+ reviews
- 15%+ engagement rate
- 100+ monthly leads from digital

9. Appendix: Quick Reference

9.1. Social Media Sizes

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

9.2. Hashtag Strategy

Always use:

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

Rotate:

- #HomeImprovement
- #CurbAppeal
- #StormDamage
- #RoofingContractor
- #BeforeAndAfter

9.3. Response Time Goals

- Social comments: Within 2 hours
- Direct messages: Within 4 hours
- Google reviews: Within 24 hours
- Lead inquiries: Within 15 minutes

— End of Marketing Plan —

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