

XPERIENCE ROOFING

Complete Marketing & Lead Generation Strategy

Marketing Strategy | Social Media Playbook | Local SEO\ **NEW: Automated Lead Generation System**\ Parcel Data | Skip Tracing | Aerial Analysis

Prepared for Thursday Meeting\ February 4, 2026

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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 document combines:

- 1. Comprehensive marketing strategy** — social media, content, SEO, paid ads
- 2. Automated lead generation system** — targeting homeowners with aging roofs using public data

1.1. Key Opportunity

Utah has one of the best public parcel databases in the country. We can target homeowners with 15+ year old roofs, enrich with contact info, and run compliant outreach campaigns — all automated.

Cost estimate: Around 300-500 per month for 1,000 targeted leads (vs. 150+ per lead industry average)

2. Part 1: Company Analysis

2.1. Current Strengths

Strength	Strategic Implication
4.9-star Google rating	Social proof — feature prominently everywhere
20+ years experience	Trust signal for homeowners
12,000+ roofs installed	Credibility — use exact numbers
Multi-state operations	Scalability across markets
Family-owned positioning	Differentiation vs. corporate competitors
15-year workmanship warranty	Risk reversal — longer than most

2.2. Unique Value Proposition

“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.”

3. Part 2: Competitor Analysis

3.1. Market Position

XPERIENCE competes with both local roofers and national chains. Key differentiators:

Factor	XPERIENCE	Local Roofers	National Chains
Experience	20+ years	Varies	Corporate
Rating	4.9 stars	3.5-4.5	4.0-4.5
Warranty	15 years	1-5 years	10 years
Pricing	Mid-market	Low-mid	Premium
Personal Touch	High	High	Low

3.2. Competitive Advantages to Emphasize

1. **Longevity + Volume** — “12,000+ roofs in 20+ years” beats vague claims
2. **Rating dominance** — 4.9 stars is exceptional; feature in all ads
3. **Warranty leadership** — 15-year workmanship warranty beats most competitors
4. **Storm response** — Position as the reliable choice after weather events

4. Part 3: Social Media Strategy

4.1. Platform Priorities

Platform	Purpose	Priority
Facebook	Primary for homeowners 35-65, local targeting	Critical
Google Business	Local SEO, reviews, maps visibility	Critical
Instagram	Visual portfolio, before/after transformations	High
YouTube	Educational content, trust building	High
TikTok	Reach younger homeowners, viral potential	Medium

4.2. Content Pillars

1. **Before/After Transformations** — Visual proof of quality work
2. **Educational Content** — Roof maintenance tips, when to replace
3. **Behind-the-Scenes** — Team introductions, process videos
4. **Customer Testimonials** — Video reviews, written stories
5. **Storm/Seasonal Content** — Timely, high-engagement posts
6. **Community Involvement** — Local events, sponsorships

4.3. Posting Cadence

Platform	Frequency	Best Times
Facebook	5-7x/week	9am, 1pm, 7pm
Instagram	4-5x/week	11am, 2pm, 7pm
TikTok	3-5x/week	7pm-9pm
YouTube	1-2x/week	Thursday, Saturday

5. Part 4: Local SEO Playbook

5.1. Google Business Profile Optimization

Immediate actions:

1. Complete all profile sections (100% completion)
2. Add 50+ high-quality photos (jobs, team, trucks)
3. Post weekly updates (offers, tips, completed jobs)
4. Respond to ALL reviews within 24 hours
5. Add Q&A with common questions pre-answered

5.2. Review Generation System

Target: 200+ new reviews in 12 months

Process:

1. Send review request 24-48 hours after job completion
2. Use SMS for higher response rate (vs. email)
3. Make it easy — direct link to Google review form
4. Train crews to verbally ask satisfied customers
5. Respond to every review (positive and negative)

5.3. Local Keywords to Target

- “roofing company [city]”
- “roof replacement [city]”
- “roof repair near me”
- “storm damage roof [city]”
- “best roofer [city]”
- “emergency roof repair [city]”

6. Part 5: Paid Advertising Strategy

6.1. Google Ads

Local Service Ads (LSAs):

- Pay per lead, not per click
- “Google Guaranteed” badge builds trust
- Target: 50-75 per qualified lead

Search Ads:

- Target high-intent keywords (“roof replacement quote”)
- Geo-target service areas
- Use call extensions for immediate contact

6.2. Facebook/Instagram Ads

Campaign types:

- 1. Awareness** — Before/after videos to cold audiences
- 2. Consideration** — Educational content, free inspection offers
- 3. Conversion** — Retargeting website visitors with offers

Targeting:

- Homeowners in service area
- Age 35-65
- Home value 200K+
- Interest in home improvement

6.3. Budget Recommendations

Channel	Monthly Budget	Expected Leads
Google LSAs	1,500-3,000	20-40
Google Search	1,000-2,000	10-20
Facebook/IG	1,000-2,000	15-30
Total	3,500-7,000	45-90 leads

7. Part 6: Automated Lead Generation System

NEW CAPABILITY: Target homeowners with aging roofs using public parcel data, enrich with contact information, and run compliant multi-channel outreach — all automated.

7.1. Data Sources

7.1.1. Utah Open SGID (FREE)

Utah has one of the best public parcel databases in the country:

Host: opensgid.ugrc.utah.gov
Port: 5432
Database: opensgid
Username: agrc
Password: agrc

Available data:

- Owner names
- Property addresses
- Construction year
- Parcel boundaries
- County assessor data

Key insight: Query homes built 15+ years ago = prime roof replacement candidates.

7.1.2. Skip Tracing / Contact Enrichment

Service	Best For	Cost
Apollo.io	Commercial contacts, email	100-300/mo
BatchSkipTracing	Homeowner phone/email	0.20/record
PropStream	Real estate investors	99/mo

Recommendation: BatchSkipTracing for homeowner contact info.

7.1.3. Aerial Roof Analysis (Optional)

Service	Description
EagleView Assess	Drone inspections + AI damage detection — best fit
Nearmap	High-res aerial imagery + AI, subscription
Roofr/Roofle	Instant roof measurements from satellite

Use case: For high-value targets, get roof condition score before outreach.

7.2. System Architecture

1. TARGETING
 - Query Open SGID for homes built 15+ years ago
 - Filter by target zip codes
 - Get: owner name, address, construction year
2. ENRICHMENT
 - BatchSkipTracing -> phone, email
 - Optional: EagleView for roof condition
3. OUTREACH (multi-channel)
 - Email campaign (Instantly or Apollo)
 - Manual phone calls (scrubbed against DNC)
 - Direct mail for high-value targets
4. CRM INTEGRATION
 - Push leads to existing CRM
 - Track responses, conversions

7.3. Compliance Summary

Channel	Rules	Risk
Email	CAN-SPAM: Include address, opt-out, no deception	Low
Phone	TCPA: Manual dial only, scrub DNC list	Medium
SMS	Requires prior consent — avoid cold SMS	High
Direct Mail	No restrictions	None

Recommendation: Email-first strategy is safest and most scalable.

7.4. Cost Estimates (1,000 leads/month)

Item	Cost
Parcel data (Open SGID)	FREE
Skip tracing (0.20/record)	200/mo
Email tool (Instantly/Apollo)	100-300/mo
EagleView (optional)	50-100/roof
Direct mail (optional)	1-2/piece
Total for basic pipeline	300-500/mo

8. Part 7: Implementation Timeline

8.1. 30-Day Quick Wins

Week	Action	Owner
1	Google Business Profile optimization	Marketing
1	Set up review request automation	Operations
2	Launch social media content calendar	Marketing
2	Set up parcel data queries	Tech
3	Begin review generation push	Crews
3	First skip trace batch (500 records)	Tech
4	Launch first email campaign	Marketing
4	Review and optimize	All

8.2. 60-Day Expansion

- Launch Google Local Service Ads
- Begin Facebook/Instagram advertising
- Scale email outreach to 1,000/month
- Add phone outreach for high-value leads
- Implement CRM tracking

8.3. 90-Day Optimization

- Analyze channel performance
- Double down on winning channels
- Test aerial analysis for premium leads
- Expand to additional zip codes
- Refine targeting criteria

9. Part 8: KPIs & Measurement

9.1. Key Metrics

Metric	Current	12-Month Target
Google Reviews	TBD	200+ new reviews
Google Rating	4.9	Maintain 4.8+
Website Traffic	Baseline	+50-100%
Lead Volume	Baseline	+25-50%
Cost per Lead	Industry avg 150+	50-100
Social Followers	TBD	10,000+ combined

9.2. Reporting Cadence

- **Weekly:** Social media engagement, ad spend, leads generated
- **Monthly:** Full funnel analysis, cost per lead, conversion rates
- **Quarterly:** Strategy review, budget reallocation

10. Appendix: Pitch Points for Thursday

10.1. The Big Ideas

1. **"We can target homes by age"**
 - 15+ year old roofs are prime replacement candidates
 - Public data lets us find them automatically
2. **"Data is free"**
 - Utah has one of the best public parcel databases in the country
 - Zero cost for targeting data
3. **"Replaces door-to-door"**
 - More efficient, scalable, less overhead
 - Same targeting precision, better coverage
4. **"Compliance built-in"**
 - Email-first strategy avoids TCPA issues
 - All outreach follows CAN-SPAM guidelines
5. **"Optional roof analysis"**
 - Can add aerial inspection for highest-value targets
 - AI damage detection prioritizes hot leads

10.2. Investment Required

- **Minimal:** 300-500/month for 1,000 targeted leads
- **Standard:** 3,500-7,000/month including paid ads
- **Premium:** Add aerial analysis for 50-100 per high-value roof

10.3. Expected ROI

At 50-100 cost per lead vs. industry average 150+:

- **50% reduction in lead acquisition cost**
 - **Higher quality leads** (targeting by roof age)
 - **Scalable system** (not dependent on door-knockers)
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Prepared by Claw | Research compiled Feb 4, 2026\ Questions? Let's discuss at Thursday's meeting.