

Roofing Business Digital Marketing Strategy

1. Core Strategy & Positioning

- **Target Customers:** Homeowners, real estate agents, property managers, commercial property owners.
- **Services:** Roof repair, roof replacement, emergency roof leak fixes, storm damage, inspections, commercial roofing.
- **Differentiators:**
 - Free inspections or quotes
 - Fast turnaround
 - Licensed, bonded, insured
 - Insurance claim support
 - Financing options

2. High-Converting Website

- **Design for trust + conversion:**
 - Emergency phone number + "Free Quote" button
 - High-quality before & after photos
 - Customer reviews + Google/Yelp badges
- **Key service pages:**
 - "Residential Roofing"
 - "Commercial Roofing"

- “Storm Damage Repair”
- “Roof Inspections”
- Location-based landing pages: “Roofers in [City]”
- **Fast loading** and mobile-first UX

3. Local SEO Strategy

- Optimize **Google Business Profile (GBP)**:
 - Add services, business hours, emergency phone number
 - Weekly updates/posts with photo jobs
 - Geo-tagged images of completed work
- Build or update listings on:
 - Yelp, Angi, Thumbtack, Nextdoor, BBB, Houzz
- Focus on **local keywords**:
 - “Roof repair [city]”
 - “storm damage roof fix near me”
 - “free roof inspection [city]”

4. Paid Advertising Strategy

Google Ads

- Build high-intent campaigns:
 - “leaky roof fix near me”

- “roof replacement quote”
- “emergency roofing service [city]”
- Use ad extensions: callouts, structured snippets, call buttons
- Target zip codes with high homeownership or storm-prone areas

Local Services Ads (LSA)

- Get Google Guaranteed badge
- Run ads under “Roofing Contractor” with license info and insurance
- Bid for top placement in high-conversion neighborhoods

5. Social Media & Visual Marketing

- Platforms: Facebook, Instagram, YouTube Shorts
- Content Strategy:
 - Job walk-throughs (before/after photos)
 - Time-lapse of a roof replacement
 - Customer testimonials (video or quote cards)
 - “Storm season prep” tips or maintenance checklists
- Paid Ads:
 - “Free Roof Inspections” carousel
 - Storm damage ads during weather events
 - Retargeting ads for site visitors and quote seekers

6. Email & SMS Campaigns

- **Email Marketing:**
 - Monthly tips + offers
 - “Seasonal Roof Checklist”
 - Service reminders & inspection offers
- **SMS:**
 - Appointment confirmations
 - Urgent weather-based alerts: “Storm incoming — book your inspection now”
 - Flash sales (e.g., 10% off repairs this week)

7. Reputation & Referral Building

- Use a tool like Podium or NiceJob:
 - Auto-send review requests after completed jobs
 - Funnel good reviews to Google/Yelp
 - Private feedback capture for issues
- Launch Referral Program:
 - \$100 Visa gift card or free inspection for any referral
- Use reviews in ads and email/social content

8. Video Marketing for Trust

- YouTube Shorts + Website embeds:

- “How we replaced this 2-story roof in 2 days”
- “What to expect from a free inspection”
- “Signs your roof needs replacing”

9. Sales Enablement

- Create branded proposal PDFs for quotes
- Add FAQs on your website:
 - “How long does a roof last?”
 - “What if I have insurance?”
- Offer financing partnerships + list on the website

10. Performance Tracking & Optimization

- Track:
 - Leads from form + calls (use CallRail or similar)
 - Google Ads ROI by zip code
 - Website traffic by source (Google Analytics)
- Review monthly:
 - Update ads based on lead quality
 - Tweak SEO content for rising local terms
 - Retarget non-converting traffic with remarketing ads

Bonus Tips for Roofers

- Partner with **solar companies, real estate agents, and home insurance adjusters**
- Offer a **Free Annual Roof Inspection Program**
- Run **storm-triggered ads** automatically via weather ad tools

Step-by-Step Digital Marketing Implementation Guide for a Roofing Business

PHASE 1: Setup & Foundation (Weeks 1–4)

1. Business Prep

- Finalize list of services: repairs, replacements, inspections, storm damage, etc.
- Define service area (cities/zip codes) and your ideal customer (e.g., homeowners 30+, realtors, etc.)
- Get all licenses, certifications, and insurance clearly documented on your site and profiles

2. Website Optimization

- Audit site for:
 - Mobile performance
 - Fast load times
 - Clear calls to action (“Request Free Estimate,” “Call Now”)
- Add individual pages for:
 - Services (e.g., “Residential Roofing,” “Commercial Roof Repairs”)

- Location pages (e.g., “Roofing Contractors in [City]”)
- Install tools:
 - Live chat (optional)
 - Google Analytics 4
 - Facebook Pixel

PHASE 2: Local SEO & Google Business (Month 2)

3. Google Business Profile Setup

- Fully complete your GBP with:
 - Accurate NAP (name, address, phone)
 - Business hours, services, areas served
 - At least 10 high-quality photos (projects, staff, equipment)
- Post weekly:
 - Current projects
 - Promotions (“Free Roof Inspections This Week”)
 - Customer reviews
- Set up direct review link + email/SMS template to ask clients

4. Directory Listings

- Create/update listings on:
 - Yelp, BBB, Angi, Thumbtack, Nextdoor, Houzz
- Use a citation tool (BrightLocal, Whitespark, Yext) to ensure consistency

5. Launch Initial Blog Posts

- Write 1–2 posts:
 - “Signs You Need a Roof Replacement”
 - “What to Do After a Storm Damages Your Roof”

PHASE 3: Paid Ads & Lead Capture (Month 3)

6. Google Ads Campaign

- Set up campaigns for:
 - Emergency keywords (“Roof leak repair near me”)
 - Seasonal keywords (“storm damage roofing [city]”)
 - Longtail keywords (“best roofers in [city] with financing”)
- Use call tracking + conversion tracking

7. Google Local Services Ads (LSA)

- Apply for Google Guaranteed
- Complete background checks & upload business license
- Target zip codes with high homeownership

PHASE 4: Social Media & Community Presence (Month 4–5)

8. Social Profile Setup

- Facebook + Instagram + YouTube Shorts (or TikTok)
- Post 3x per week:

- Before & after photos
- Roofing tips
- Weather alerts or specials
- Launch seasonal promo ad:
 - “Free Roof Inspection Before Rain Season”
 - “Storm Damage? Call Us Before Filing Insurance!”

9. Retargeting Campaigns

- Create custom audiences of:
 - Site visitors
 - People who watched 25%+ of your videos
 - Form submitters who didn't book
- Run testimonial/review-based retargeting ads

PHASE 5: Automation & Retention (Month 5–6)

10. Email Marketing Setup

- Create a lead nurturing sequence:
 - Welcome email
 - Roof care tips
 - Financing reminders
- Monthly campaigns:
 - Maintenance checklist

- Storm-prep reminders
- Flash sales

11. SMS Campaigns

- Use Twilio, Podium, or GoHighLevel
- Send:
 - Appointment confirmations
 - Last-minute appointment availability
 - Weather alerts or deals (“Wind advisory — check your shingles!”)

12. Referral Program

- Launch “Refer a Friend = \$100” program
- Promote via email, social media, and post-job handouts

PHASE 6: Tracking, Scaling & Optimization (Ongoing from Month 6+)

13. Analytics & ROI Review

- Monthly reports:
 - of leads (calls, forms)
 - Ad spend vs. cost per lead
 - GBP views, reviews, clicks
- Identify:
 - Top performing service pages
 - Zip codes with highest lead value
 - Campaigns to pause or scale

14. Expand Campaigns & Outreach

- Add new zip codes/cities
- Launch new ad sets for solar roof tie-ins or gutter upgrades
- Partner with:
 - Real estate agents
 - Solar installers
 - Insurance agents

Recommended Tools for Roofers

Need	Tools
Website & Booking	Wix, WordPress, GoHighLevel, Jobber
SEO & Citations	BrightLocal, Semrush, Whitespark
Ads & Retargeting	Google Ads, Meta Ads, CallRail
Reviews & Referrals	Podium, NiceJob, Birdeye
Email/SMS Automation	Mailchimp, Twilio, GoHighLevel
CRM & Lead Nurturing	JobNimbus, Housecall Pro, ServiceTitan