

# Roofing Business Digital Marketing Strategy

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## 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
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## 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
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### 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]”
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### 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
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## **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
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## 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)
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## 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
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## 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”
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## **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
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## **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
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## 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

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## 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
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## **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”
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## **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
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## **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
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## **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
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# **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

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## 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