

THE DIGITAL GROWTH PLAYBOOK 2027

A PRACTICAL SYSTEM
FOR BUILDING, MARKETING
& SCALING YOUR BUSINESS

C H R I S L E E



My Fellow Entrepreneur

Most business owners I've met were relying on outdated marketing tactics and the same tired price wars, hoping to land enough customers just to survive.

I wrote this playbook because I believe so much has been overlooked and underestimated for far too long. While at the mercy of greedy marketing agencies that don't have any real experience.

Meanwhile, savvy companies are quietly dominating their regions, booking out their schedules and building a brand people are raving about.

Why them and not you?

It comes down to one thing, community.

During my time as CMO at Reimagine Roofing, I helped take a startup to \$30M in annual revenue and an eventual acquisition. I've traveled nationwide with industry leaders, immersing myself in real-world insights on scaling a roofing operation.

One principle stands out: when you build a true community around your brand by educating, entertaining, and empowering homeowners you rise above the rest.

In this playbook you'll learn how to:

- Find your unique brand idea so you stand out in a crowded industry
- Turn leads into devoted fans who advocate for your services
- Launch campaigns that drive sales quickly and sustainably
- Automating follow-ups with rehash formulas that re-engage cold leads
- Optimizing every platform (Instagram, Facebook, YouTube, Yelp, Google, and more) with proven checklists and repeatable processes
- Using newsletters and community-building tactics that keep customers engaged well after the job is complete.

This isn't theory.

It's a blueprint forged in the field, one I've personally seen create massive ROI for roofing companies. But reading alone won't transform your business. You have to put in the work.

- Chris Lee

WHAT DOES “COMMUNITY” MEAN IN 2027?

HOW CUSTOMERS BECOME FANS

Community is what brands like Nike have leveraged for decades.

Today, it is also fueling everyday service-based businesses like roofing and home improvement. In an era of infinite scrolling and marketing noise, building relationships that feel authentic has become priceless.

At its core, community means your potential clients and existing clients actually bond with one another around your company. They do not just wait for you to post; they reach out to each other, share suggestions about your services, or recommend you whenever they see a neighbor ask for “an honest roofing contractor.”

This kind of synergy makes your business far more stable than pure lead-generation tactics.

THE HIDDEN X-FACTOR:

A TALE OF TWO ROOFING COMPANIES

Each have reliable crews, competitive pricing, decent customer service, and a growing number of 5 star reviews.

Company A lands projects here and there, but their schedule is inconsistent. Some weeks they scramble for new leads. Their social media pages look professional, yet comments feel generic and clients rarely leave detailed testimonials.

Company B, on the other hand... Homeowners voluntarily recommend them in local groups, post videos of the finished roof on Instagram, and mention how they enjoyed interacting with Company B's employees by name. Whenever Company B announces a special on home maintenance or a new product people listen and engage.

What separates Company B from Company A? It is not just the roofing materials or competitive prices. The often-overlooked secret is that Company B successfully built a community of homeowners, neighbors, and local influencers who share and support the company's bigger purpose.

THE EASIEST WAY

**TO SEE THE POWER OF COMMUNITY-DRIVEN BUSINESS USE THE ACRONYM:
F.A.N.**

F is for Faithful

Members of your community remain loyal to you, even when there are cheaper quotes or other interesting offers floating around. Logic might say “this other roofer is slightly cheaper,” yet they still choose you.

A is for Advocates

They genuinely spread the word on your behalf, whether it is on social media, at local HOA meetings, or chatting with friends. They talk about how you go beyond a transaction and actually care about the neighborhood.

N is for Nurtured

They trust you enough to hire you again or refer you to multiple homeowners over time. They do not see you as a one-and-done service. They regard you as a trusted partner for ongoing maintenance, repairs, or general construction advice.

DECISION MAKERS

BEHIND COMMUNITY: EMOTIONAL BUYING

Why not just run more ads or offer more discounts?

The answer is that human decision-making is deeply emotional.

Our limbic system drives us to act from feelings first, and logic only comes afterward to justify choices.

In other words, people will choose your roofing business because they sense you stand for something **real, reliable, and community-oriented**.

Yes, they want a solid roof that does not leak, but they also want to feel confident in your vision, values, and how you make them feel about caring for their home.

We buy with emotions and justify with logic.

WHY YOU SHOULDN'T

BUILD A COMMUNITY AROUND SERVICE ALONE

It's easy to think, "I have top-quality roofing materials and a well-trained team, so that should be enough."

The truth is this:

You cannot build a community around a single service.
You can, however, build a community around a big idea or a mission.

Nike does not just sell sneakers, they champion a mindset of athletic potential.

Your roofing company can do the same by championing safe and thriving neighborhoods, resilience in the face of storms, or sustainable building practices.

The moment Homeowners believe they are part of a bigger cause, they transform into something greater than customers. They become fans.

FINDING YOUR “BIG IDEA”

What does your company name mean?

Perhaps it is a family name or a specific reference to “resilience” or “protection.” Articulate that significance.

Who is one person that best embodies your company’s values?

It could be a famous leader, a local homeowner who inspires you, or even a sports icon. Think of someone who perfectly reflects the spirit you want your roofing brand to radiate.

Which attributes align them with your company?

Are they disciplined, compassionate, innovative, community-focused? List traits that you want your business to embody.

If that person and others like them gathered in one place, what would they be doing?

Imagine a block party where neighbors, contractors, and homeowners discuss better living standards. Or a local fundraiser to help families in need of roofing repairs. This sparks ideas about what your community could look like in action.

What is your greater mission beyond selling roofs?

Do you aim to keep families safe? Improve local property values? Provide sustainable and energy-efficient solutions? Summarize the big why behind your company.

MORE THAN HOMEOWNERS

WHY FOUNDING MEMBERS MATTER

Once you have clarified your “big idea”—the deeper purpose or mission behind your roofing business—the next step is to gather your first wave of enthusiastic supporters. Think of these people as your founding members.

- Past clients who loved your approach and rave about it to anyone who will listen
- Local realtors or home inspectors who trust you and frequently refer you
- Individuals from homeowner associations (HOAs) who have had positive experiences with your services

Founding members are more than customers.

They are the grassroots promoters who will validate the community you are building, bring fresh ideas, and sustain energy when you launch new programs or offers.

MORE THAN ROOFERS

ENTERTAINMENT, EDUCATION, AND INSPIRATION

Entertainment

Funny “day in the life” reels of your roofing crew

Lighthearted short clips of on-site bloopers (safely captured, of course)

Memes relating to homeowners and unexpected leaks

Education

Step-by-step guidance on spotting early signs of roof damage

Quick tips on materials, warranties, or seasonal maintenance

Updates on local building codes or insurance claim procedures

Inspiration

Success stories of homeowners who boosted neighborhood curb appeal

Highlighting your brand’s contributions to the community

Motivational quotes or messages about strengthening families

Nike does not only post sneaker photos; they frequently share:

- Inspirational athlete stories
- Motivational quotes about discipline and personal triumph
- Entertaining, short reels showcasing dynamic sports moments

Talk about the big idea your business represents: peace of mind, home safety, or preserving neighborhood charm for future generations.

SOCIAL MEDIA MARKETING

TWO KINDS OF CONTENT

To attract these core supporters, you need to go beyond standard advertisements that say “Hire Us to Fix Your Roof.”

Instead, think of your content in two major buckets:

Service-Focused Content

These are posts, flyers, or short videos highlighting your roofing services, such as before-and-after transformations or special promotions. These pieces are important because people need to see what you do. They help you secure direct revenue.

Value-Focused Content

This content draws people in by speaking to the bigger idea behind your roofing brand. Perhaps it is about neighborhood safety, storm resilience, or even green roofing practices. Value-focused content positions you as an ally, educator, or entertainer. Think of someone who cares about the same things the audience cares about.

The second category is where you truly gain loyal supporters. When homeowners see that you care about more than just sales, they become far more receptive to everything else you offer.

ACTION STEP 1

CREATING A CONTENT PLAN

Take 15 minutes to outline your next 10 pieces of content. Label each piece by category:

Service-Focused (Product)

Number of posts: 3 or 4

Examples: Before-and-after photos, explaining your warranty

Value-Focused (Entertainment, Education, Inspiration)

Number of posts: 6 or 7

Examples: “5 Signs Your Roof Needs Attention”, “Interview with a Local Realtor”, “Single Mom Who Saved Her Home by Early Roof Inspection,” and so on.

Within this plan, consider at least one collaboration or repost from someone else in the community.

STORY-TELLING BASICS

CONFLICT AND RESOLUTION

People share memorable stories, not just bullet points.

Conflict

The conflict could be a homeowner who discovered a small leak that escalated into major damage, or a neighborhood plagued by severe storms. Conflict creates tension, sparking curiosity.

Resolution

Show how an effective roof replacement or proactive inspection solved the homeowner's troubles. Provide emotional payoff. Maybe the homeowner avoided thousands of dollars in hidden costs, or the family felt safer afterward.

When you tell stories that start with a conflict and end in a satisfying resolution, you captivate potential **founding members**.

They **see themselves** in your stories and build confidence in your services.

“LESS IS WAY MORE”

WHY A COMMUNITY OUTPERFORMS AN AUDIENCE

By now, you have clarified your big idea (Part 1) and begun attracting founding members (Part 2).

This is where the real magic happens: shifting from an audience of casual onlookers to a community of active participants.

An audience simply watches your social media posts or reads your emails. A community interacts with you and with each other. Think about neighbors discussing your roofing company at a cookout, or homeowners in an online group sharing recommendations. When people talk amongst themselves about your business, they create a self-sustaining cycle of trust and loyalty.

You might think, “I’m running a roofing business, not a social club.”

Higher Conversion: Prospective customers see a group of satisfied clients who trust and recommend you, so they are more inclined to sign on.

Stronger Referrals: Community members do your marketing for you. They tag your company in local Facebook discussions, message neighbors about your latest events, and introduce new homeowners to your brand.

Customer Retention: When you offer maintenance check-ups or new service packages, loyal community members are the first to respond.

DIGITAL LANDSCAPES

PLATFORMS FOR COMMUNITY ENGAGEMENT

Facebook Groups

Most homeowners already have Facebook accounts, so it is easy for them to join. You can manage requests, create topics, and let members post and comment freely.

Private Forums or Portals

Platforms like Circle or Mighty Networks allow you to set up a branded online forum with multiple discussion rooms. This approach is great if you want a more exclusive feel.

Messaging Apps

Apps like WhatsApp or Telegram can host group chats. Keep in mind that large group chats can become noisy, so you may need good moderators.

Each platform has pros and cons. The key is to move beyond a simple feed of content to a space that encourages members to interact. That interaction is what transforms casual followers into community participants.

JOIN THE MOVEMENT

GETTING PEOPLE TO JOIN YOUR COMMUNITY SPACE

“Why would anyone join our roofing group?” The short answer is **value**.

Exclusive Early Access:

Maybe you share roofing maintenance schedules or time-sensitive promotions in the group first.

Personalized Q&A:

Group members get direct access to your best advice or professional contacts (like trusted home inspectors or insurance adjusters).

Local Networking:

Homeowners, realtors, and other professionals use the space to connect with one another and share ideas about neighborhood upkeep.

Announce these perks on your existing social media pages or at the end of your email newsletters.

Emphasize that the group is NOT more ads. It is a place to find helpful tips, ask questions, and share feedback.

POUND THE STONE

KEEPING THE COMMUNITY ALIVE

No one wants to join a group that feels like an empty waiting room.

Daily or Weekly Questions

Post open-ended prompts such as: “What is your biggest concern about your roof this winter?” This invites comments and sparks conversation.

Quick Polls

Tools like Facebook Polls are easy ways to get members talking. For instance, “Are you planning to replace your roof in the next 12 months?” or “Which roofing material would you consider most durable?”

Sharing Success Stories

Celebrate milestones, like a recent project where you helped a homeowner save money by spotting damage early. Tag any relevant homeowners or local partners (with their permission). People love seeing real examples.

Challenges or Contests

Have a community challenge where members upload photos of their rooftops or gutters before and after a cleaning session. Offer a reward and public recognition. You learn about their concerns and tailor your services.

CHOP WOOD, CARRY WATER

THE PROCESS FOR PROGRESS

“I don’t have time to manage a group.”

Appoint a reliable member or staff to help moderate. Many thriving communities rely on enthusiastic volunteers.

“What if nobody posts?”

Start discussions with daily questions and fresh content. Tag relevant people to spark conversation.

“Isn’t this just another platform to maintain?”

True, it does require some effort, but the payoff is loyalty, referrals, and brand credibility. A well-run community can drive more leads than a standalone social media profile.

Companies like Nike create spaces where fans discuss workouts, gear, and personal fitness progress. Your version could focus on homeowner tips, local weather alerts, or behind-the-scenes videos of new roofing materials.

ACTION STEP 2

CHOOSE YOUR COMMUNITY SPACE AND INVITE EARLY MEMBERS

Decide on the most practical platform for your audience (Facebook Group, a private forum, or a messaging app).

Create a name or tagline that reflects your big idea.

Then invite your top engaged social followers, loyal clients, and relevant local figures to join.

Outline clear guidelines that encourage respect and helpfulness, and emphasize this is a place to learn and share.

Moving from an audience to a community is a powerful step for roofing companies. Rather than relying solely on broadcast-style posts, you are creating a vibrant network of people who champion your roofing business on your behalf.

In the next section, we will explore how to monetize this community in a way that feels natural and beneficial to everyone involved.

“MONETIZATION MATTERS”

MONETIZING YOUR ROOFING COMMUNITY

You have clarified your mission (Part 1), attracted founding members (Part 2), and shifted from an audience to a community (Part 3). The natural next step is figuring out how to turn that engaged group into consistent revenue.

While community building should never be purely transactional, it should still positively impact your bottom line.

In roofing, monetization can mean:

- More signed contracts from group members
- An easier time upselling maintenance and warranties
- Increased referrals that lead to steady, organic growth

The key is to integrate sales into the community experience in a way that feels helpful, not heavy-handed.

Think about how Nike creates hype for a new sneaker line by involving the community long before the official release. You can replicate a similar excitement cycle for your roofing services.

HAVE THEY SEEN IT?

WHY EMAIL LISTS ARE NOT ENOUGH

Although email marketing is better than no marketing, it has limits...

Inbox Overload:

Your message might end up buried in spam or simply ignored.

Minimal Community Feel:

Email is typically a one-way broadcast. Homeowners do not see each other's excitement or comments.

Limited Engagement:

Even with good open rates, people are less likely to discuss your email among themselves unless you actively encourage them to.

A community offers something an inbox cannot.

Members can see who else is interested, read testimonials in real-time, and get responses to their questions on the spot. This sense of group momentum increases the perceived value of your offers.

5... 4... 3... 2... GO!

CREATING A VIP LAUNCH STRATEGY

One practical way to monetize your community is by setting up a VIP launch system. Instead of announcing every special package or new service to the public all at once, give your community members first dibs.

Priority Service Scheduling:

Suppose you unveil a new “Storm-Proof Inspection Package.” Community members find out first and can schedule appointments before you promote it on social media or via email.

Exclusive Upgrades:

You might offer a free gutter clean-out or a discounted warranty extension only to those who sign up within the community portal.

Live Demo Sessions:

If you have a new roofing material or technique, host a short online presentation or webinar inside your community group. Members get to see it in action and ask questions directly.

MORE THAN HYPE

REPLICATING IN-PERSON “LINEUP” ENERGY

Think about how certain brands create lines outside. That line is social proof in action. For a roofing company, you cannot literally have homeowners lining up around the block, but you can replicate it online.

Countdown Posts

A week or two before the official “launch” of your new seasonal offer, share countdown updates in the group. “Three days to go before we announce something exciting.”

Teaser Content:

Show a quick glimpse of upgraded materials and new project photos. Spark curiosity without giving away every detail.

Live Chats and Q&A:

The day before the launch, invite members to a quick live session where they can ask questions. Seeing others participate can create a sense of community hype.

By the time you officially reveal the new service or discount, everyone is primed. That feeling of “I need to act now” is powerful.

THE PROOF LOOP

THE BUILT-IN SOCIAL PROOF LOOP.

Here is how it works:

You announce an offer or launch (for example, a free roofing inspection for the first ten people).

Community members begin claiming spots, leaving comments like “Just booked mine!” or “I’m excited to finally get this done.”

Onlookers see the demand and think “I should act fast before those slots run out.” They jump in too.

The spots fill quickly. You then post about how fast it sold out.

FOMO (fear of missing out) grows.

The next time you launch something, people take immediate action.

This cycle works especially well because members are not just passively reading your message. They are actively celebrating, encouraging, and nudging each other. The more excitement builds, the higher your conversion rate goes.

DO MORE BUNDLES

BUNDLING SERVICES FOR YOUR COMMUNITY

Beyond single offers or launches, you can create ongoing bundles that appeal to community members.

Here are some ideas:

Seasonal Maintenance Package:

Bundle a roof inspection, gutter cleaning, and a quick repair option at a special “community” rate.

Extended Warranty Plans:

Offer a discounted or enhanced warranty for members who remain active, share your content, or recruit another homeowner into the group.

Referral Incentives:

Provide gift cards, donations to a local charity, or discounts to members who bring in the most new clients. This can motivate them to spread the word while you generate more consistent business.

When you frame these as “limited to our community,” people perceive them as exclusive. That exclusivity can drive more sign-ups and a stronger emotional bond with your brand.

ACTION STEP 3

PLAN YOUR FIRST COMMUNITY “PRE-RELEASE”

Outline a small launch you can test in your roofing community in the next 30 days.

Choose **one** unique offering or **bundle**.

- **Early announcements.**
- **A set date and time when sign-ups open.**
- **A bonus or discount for the first wave of sign-ups.**

Share daily or weekly updates leading up to the launch, building anticipation.

Afterward, celebrate the results, whether it is two sign-ups or twenty.

Learn from the process, adjust, and do it again. But Bigger.

“EMPOWERMENT FOR ALL”

WHAT EMPOWERMENT REALLY MEANS

You have built your roofing community around a big idea, attracted founding members, turned them into a real community, and learned how to monetize that community. Now, let's turn up the volume.

Empowering Your Roofing Community to Do More (So You Do Less)

Empowerment is about giving individuals in your community enough trust, recognition, and freedom to contribute to your mission. This not only lightens your workload, it motivates fans to step into leadership roles and spread your roofing company's name with even more passion.

When thinking about empowering your community, consider two categories:

Internal Empowerment: Direct impact on your business, such as managing discussions, contributing to your marketing, or helping run local events.

External Empowerment: Impact in the real world, beyond the immediate brand context. For roofing, that could mean organizing neighborhood “storm readiness” workshops or volunteering to check up on older homes with less mobile owners.

HUNGRY FOR PURPOSE

WHY COMMUNITY MEMBERS LOVE TAKING ON TASKS

People often crave purpose. When you invite them to step up, they feel like they are truly part of something bigger. It might be protecting families, enhancing property values, or promoting safer living spaces. These shared values keep your community vibrant and committed.

Empowering others does not mean relinquishing all oversight.

Here are a few ways to keep balance:

- **Set Clear Guidelines:** Make sure everyone understands how to communicate on behalf of your brand or how to handle situations that are beyond their expertise.
- **Offer Training:** If a volunteer moderator needs help with basic conflict resolution, spend 30 minutes showing them best practices.
- **Give Public Recognition:** Whether it is a moderator, content creator, or event organizer, shine the spotlight on them in the community. Gratitude fosters loyalty and trust.

INTERNAL EMPOWERMENT

EXAMPLES OF INTERNAL EMPOWERMENT

Content Creation Crew

If you have community members who love posting on social media or recording short videos, invite them to be part of your content creation team. For instance, they could film a one-minute inspection tip each week. In return, you can offer them a small discount, branded merchandise, or public recognition in the group.

Community Moderators

You may have members who always engage politely, ask good questions, and help others. Consider making them volunteer moderators in your Facebook group or private forum. This role could involve welcoming new members or sparking discussions about common roof problems. They feel valued, and you avoid micromanaging every post.

Designing Offers and Workshops

Some enthusiastic homeowners might love planning events. Give them the freedom to organize a mini “Roof Care 101” session or a Q&A night. They set the date, plan the topics, and invite local neighbors. You show up as the expert, but they do much of the prep. This gives them ownership and pride, and it keeps the group active.

EXTERNAL EMPOWERMENT

EXAMPLES OF EXTERNAL EMPOWERMENT

Neighborhood Storm Patrols

In storm-prone regions, group members might coordinate basic home checks after a major weather event. They report issues back to you or share them in the group. This helps the community stay safe and positions your brand as a resource.

Charity Initiatives

If your mission includes giving back, empower your members to nominate families who need roofing help but cannot afford it. The group might raise funds or volunteer time. Your company can step in with professional guidance and a partial donation of labor or materials. Everyone feels they contributed to a meaningful cause.

Local Advocacy

Sometimes, roofing regulations and city permits can be overwhelming. If a group member is well-versed in local policies, encourage them to share updates or represent the community in municipal meetings. This demonstrates how your roofing community can improve the broader neighborhood environment.

CURATING SUPER-FANS

SCALING YOUR MARKETING WITH AMBASSADORS

Think about how major brands rely on brand ambassadors who wear their gear and evangelize.

Referral Ambassadors:

Invite your most enthusiastic clients or group members to become “Roofing Ambassadors.” Provide them with referral codes, minor incentives, or the chance to attend exclusive workshops.

Testimonial Teams:

A small group of highly satisfied clients might agree to short video interviews describing their experience. You add these testimonials to your website, social media, or community posts

Homeowner Selfie Videos: They record themselves pointing out where your team did repairs and sharing why they chose you.

Neighborhood Tour: They walk down their street showing neighbors’ roofs your company worked on.

MORE THAN SALES

EXTENDING YOUR “BIG IDEA”

Empowered communities can help your brand become a true movement.

You might run an annual “Give a Neighbor a Hand” campaign where volunteers nominate someone in need, and a group of members (with your company’s oversight) helps clear debris or handle minor fixes.

When people see you as a brand that mobilizes real help, they want to be part of that.

This sense of mission can even attract news outlets or local influencers who cover positive community stories. The result is more brand visibility, more leads, and a more fulfilled membership.

ACTION STEP 4

IDENTIFY YOUR FIRST EMPOWERMENT PROJECT

Take the following steps to jumpstart empowerment:

Scan Your Community:

Who are the most active participants? Do they show leadership qualities or unique skill sets?

Pick One Initiative:

It could be creating a “community moderator” role, organizing a local workshop, or launching a small charity effort.

Invite Collaboration:

Message these potential leaders personally. Explain why you value their involvement and outline the responsibility you propose.

Provide Support:

Check in occasionally, but let them make decisions. Recognize their efforts publicly.

This approach transforms your members into allies who shoulder some of the work while you stay focused on roofing and keeping an eye on bigger strategic goals.

“BUILD IT AND THEY..”

CONGRATULATIONS! YOU HAVE LEARNED HOW TO:

Define a compelling big idea for your roofing brand.

Attract founding members by blending service-focused and value-focused content.

Convert a passive audience into a tightly knit community.

Monetize that community through VIP launches, social proof, and exclusive packages.

Empower community members so they share in the tasks, spread your message, and help sustain your vision long-term.

When you apply these principles, you transform your roofing business from just another company into a beacon of trust and belonging in the neighborhoods you serve. Your community feels proud to be affiliated with you, and this mutual support drives both consistent referrals and personal fulfillment.

Continue refining your online space, nurturing those key relationships, and empowering members to live out your brand's bigger mission. That is how you will stand out in 2025 and beyond. Best of luck!

INSTAGRAM

BLUEPRINT



1. PROFILE SETUP

Bio: Clear tagline (e.g., “Roofing Pros in [Area], DM for free inspection”).

Highlights: Covers for “Before/After,” “Tips,” “Testimonials.”

Key Metric: Complete Day 1 (fully optimized profile).

2. CONTENT & FREQUENCY

Feed Posts: 3/week (1 educational, 1 success story, 1 personal/community).

Stories: 1/day (quick polls, job updates).

Key Metric: Maintain at least 3 posts + 7 stories weekly for 4 weeks.

3. ENGAGEMENT (GARY VEE \$1.80)

90 meaningful comments per week on local/home-repair posts.

Reply within 12 hours to DMs, comments.

Key Metric: Gain 50 new followers and start 20 DM conversations about roofing.

4. SHARES & REACH

Shareable Posts: Tips, infographics, local checklists.

Prompt Sharing: “Tag a neighbor,” “Share to help someone.”

Key Metric: Achieve 50 total post shares in 30 days.

5. CALLS-TO-ACTION & LEADS

CTA in each post: “DM ‘Roof’ for inspection” or “Link in bio to schedule.”

Track DMs: Aim for 10 qualified leads and 2 conversions by Day 30.

6. CHECK PROGRESS & ITERATE

Weekly Review: Top posts, engagement rate, shares.

Refine: Repeat what works, adjust what doesn’t.

Final Success Metric: 10 leads and 2 paying clients by Day 30.

FACEBOOK

BLUEPRINT



1. PAGE SETUP

About Section: Clear description (e.g., “Roofing Pros in [Area], call for inspection”).

Cover Photo & Profile Picture: Consistent branding, tagline overlay if possible.

Call to Action Button: “Learn More” or “Call Now” linked to your funnel page or phone.

Key Metric: Complete by Day 1 (fully optimized Page).

2. CONTENT & FREQUENCY

Feed Posts: 3/week (1 educational, 1 success story, 1 personal/community).

Stories/Reels (if available): 1/day (job updates, polls, short tips).

Key Metric: Maintain at least 3 posts + 7 stories weekly for 4 weeks.

3. ENGAGEMENT & LOCAL GROUPS

Join 5–10 Relevant Groups: Local home improvement, neighborhood watch, networking.

Post/Comment Meaningfully: Respond to homeowner questions when truly helpful.

Replies: Respond to comments/DMs within 12 hours.

Key Metric: Gain 50 new Page likes/follows and start 20 DM conversations in 30 days.

4. SHARES & REACH

Share-Worthy Posts: Local tips, checklists, poll questions.

Prompt Sharing: “Tag a neighbor” or “Share to support local homeowners.”

Key Metric: Achieve 50 total post shares in 30 days.

5. CALLS-TO-ACTION & LEADS

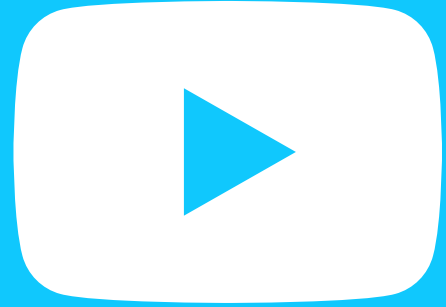
CTA in Each Post: “Message us ‘Roof’ for a free inspection” or “Call to schedule.”

Track PMs & Comments: Aim for 10 qualified leads and 2 conversions by Day 30.

Key Metric: Record leads in a simple spreadsheet to track conversion.

Final Success Metric: 10 leads, 2 jobs won in 30 days.

YOUTUBE BLUEPRINT



1. CHANNEL SETUP & BRAND MISSION

Visuals: Banner that highlights your purpose (e.g., “Safer Homes, Stronger Communities”).

About Section: Explain your why (protecting families, upgrading neighborhoods, etc.)

Key Metric: Fully optimized by Day 1 (banner, mission statement, link to free inspection).

2. BIG IDEA CONTENT STRATEGY

Long-Form Videos (1 per week): Center on problem-solving or educating homeowners.

Always bring it back to the larger vision.

Shorts (1–2 per week): Quick tips or glimpses of the positive change you’re creating.

Key Metric: Consistency for 4 consecutive weeks; 1 weekly full video + 1–2 Shorts.

3. ENGAGEMENT & COMMUNITY BUILDING

Titles & Descriptions: Use clear keywords (“Protect Your Home, Protect Your Family”).

Respond to Comments: Within 24 hours, always re-center on community (“Thanks for sharing! This helps us reach more families.”).

Key Metric: 50 new subscribers who comment or ask questions.

4. SHARES & REACH

Shareable Topics: Homeowner success stories or behind-the-scenes.

Share Prompt: “If you found this helpful, share it with a neighbor who needs it.”

Key Metric: 50 total video shares (YouTube analytics + social re-shares) in 30 days.

5. CALLS TO ACTION & LEADS

CTAs: Invite viewers to “Join our mission, learn more below.”

Video Descriptions: Link to a dedicated landing page or scheduling form.

Key Metric: 10 qualified inquiries from YouTube in 30 days; aim for 2 conversions.

Final Success Metric: 10 leads, 2 jobs won in 30 days.

LINKEDIN BLUEPRINT



1. PROFILE & PAGE

Headline & About: Emphasize your mission

Banner & Summary: Show real impact (before/after stories, neighborhood improvements)

Key Metric: Fully updated by Day 1 (clear mission, relevant links).

2. CONTENT STRATEGY

Posts (2/week): 1 educational (roofing tips for managers), 1 impact story (community/safety benefits).

Articles (1–2/month): In-depth on industry trends tied to your bigger purpose.

Key Metric: 8 total posts in 4 weeks.

3. ENGAGEMENT & NETWORKING

Connections: Add property managers, local business owners—include a personal note referencing shared goals. LinkedIn gives you 250 page invites every 30 days.

Comment & Message: Provide genuine insight on their posts (avoid hard sells).

Key Metric: 50 new relevant connections, 20 conversations and 250 invites in 30 days.

4. SHARES & REACH

Shareable Content: Quick checklists, visuals of positive outcomes.

Prompt Sharing: “Share if you know someone who needs safer roofing.”

Key Metric: 30 post shares in 30 days.

5. CTA & LEADS

Clear CTA: “Message for a free site check” or “Click link in comments.”

Track Inquiries: Aim for 10 leads, 2 conversions in 30 days.

Key Metric: Log DMs and measure close rate.

Final Success Metric: 5 leads, 1 job won in 30 days.

YELP



OPTIMIZATION

1. CREATE & COMMIT

Claim Your Listing: Follow Yelp's steps to confirm your roofing business.

Profile Basics: Upload clear photos, add a concise mission statement, list core services.

Pro Tip: Removing a Yelp listing is nearly impossible, so be ready to own it from Day 1.

2. DEDICATED RESPONSE PROCESS

Designate a Person or Automation: Ensure someone (or a system) checks messages daily.

Fast Replies: Respond to inquiries or quote requests within 5 minutes.

Key Metric: 100% message response rate, average reply time under 1 hour.

3. NEARBY JOBS: USE WITH CAUTION

High Volatility: Lead costs range from \$6 to \$400, with multiple roofers bidding.

Start Simple: Keep Nearby Jobs off initially. Only enable once you have a set budget and can respond instantly.

4. COST CONTROL & ROI

Start Small: Don't jump into premium features unless you're certain of returns.

5. REPUTATION MATTERS

Good Service Every Time: Negative reviews hurt your visibility and can't just be deleted.

Encourage Happy Clients: Politely ask satisfied homeowners to leave feedback.

Key Metric: 2-3 new positive reviews in 30 days, boosting credibility.

6. WEEKLY REVIEW & ADJUST

Check Lead Flow: How many quotes, conversions, and at what cost?

Optimize or Pause: If results dip or costs spike, pivot quickly.

GMB



OPTIMIZATION

CLAIM & VERIFY

Setup: Search for your business on Google Maps. If it appears, claim it. If not, create it.

Verification: Complete Google's mail or phone verification to gain full control.

Pro Tip: Accurate info is crucial. Mismatched addresses or phone numbers hurt visibility.

OPTIMIZE ESSENTIALS

Business Name: Use your real, official name (avoid keyword-stuffing).

Categories & Services: Select "Roofer," "Roofing Contractor," etc. Include sub-services.

Photos & Logo: Clear exterior shots, roofing projects, and team images.

Hours: Keep them updated (especially around holidays).

ENGAGING CONTENT & POSTS

Google Posts (1-2/week): Share a roof maintenance tip, project shot, or limited offer.

Event Posts: If hosting a community event, add details and a call-to-action link.

Key Metric: Boost post views and clicks over 4 weeks.

REVIEWS & REPUTATION

Encourage Feedback: Politely ask happy clients for Google reviews; send direct links.

Reply Fast: Thank reviewers, address concerns quickly. This shows you care.

Key Metric: Aim for 5 new positive reviews in 30 days.

MESSAGING & LEAD MANAGEMENT

Enable Google Messages: Let customers message you directly from the listing.

Fast Reply: Respond within 5 minutes. Assign someone (or an automation).

Key Metric: Maintain 100% response rate under 1 hour.

FOLLOW UP FORMULA

7 TEXTS OVER 20 DAYS SAVED THIS \$116K JOB

Day 1

“Are you ghosting me 🙄?”
(Ghost GIF)

Day 3

“... were you abducted by a UFO? 🛸👽”
(UFO GIF)

Day 5

“...”
(Waiting GIF)

Day 8

“Tried to reach you a few times
but haven’t heard back...
Where should we go from here?”

Day 12

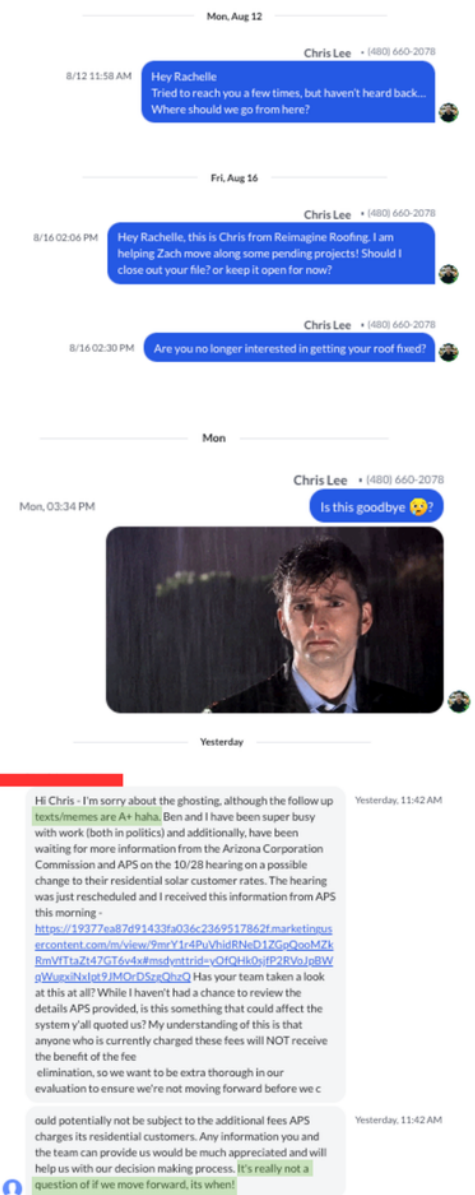
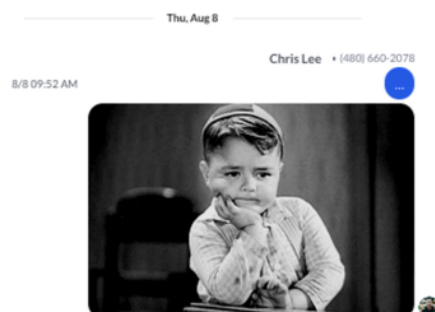
“I’m helping move along some projects.
Should I close out your file?
or keep it open for now?”

Day 15

“Are you no longer interested in?”

Day 20

“Is this goodbye 😞?”
(Crying GIF)



YOUTUBE FORMULA

YOUTUBE FORMULA FOR ROOFING SUCCESS

1. UNDERLAYMENT EXPLAINER

Concept: A short video filmed behind a desk, explaining underlayment—what it is, why it matters, and how it protects a home's roof.

Speed to Market: You can record this right now and have it on YouTube within 30 minutes.

Why It Works

Educates Leads Quickly: Homeowners learn the basics without a flood of technical jargon.

Builds Authority: You position yourself as the knowledgeable go-to source for roofing questions.

Proven Revenue:

This exact video has generated over \$1 million in revenue.

Reusable at Every Stage: Embed or link to it in emails, proposals, text messages.

It answers a common question and drives upgrades.

2. COMPANY CULTURE “YOUR BIG IDEA”

Concept: A more personal video showcasing your team's faces, stories, and mission.

Include employee highlights or anecdotes to humanize your brand.

Why It Works

Trust & Authenticity: By showing your people and their stories, homeowners see who they're supporting and feel more confident choosing your company.

Long-Term Magnet: Candidates see a genuine work culture rather than a faceless corporation. Use it in newsletters, on your website, or after a job is done to reinforce shared values and foster referrals.

NEWSLETTER FORMULA

FOR BUILDING LIFELONG CUSTOMERS

1. SEASONAL MAINTENANCE ROUNDUP

Content: Monthly or quarterly tips (e.g., “Fall Gutter Prep,” “Summer Roof Cooling”).

Why It Works:

Ongoing Education keeps your brand top of mind.

Trust-Building: Homeowners see you as a reliable advisor.

Upsell Potential: Subtly promote inspections or seasonal deals.

2. COMMUNITY & CULTURE SPOTLIGHT

Content: Team highlights, volunteer events, behind-the-scenes.

Why It Works:

Human Connection: Shows the faces and values behind your company.

Local Engagement: Demonstrates neighborhood commitment.

Recruiting Tool: Attracts people who share your mission.

KEY TIPS

Consistent Schedule: Monthly or quarterly; keep it short and visual.

One Clear CTA: “Book an Inspection” or “Reply for More Info.”

Repurpose & Reshare: Post newsletter highlights on social and use in drip campaigns.

SEO CHECKLIST

Tracking Set-up	✓	On-Page SEO	✓
Add Your Website to Google Search Console	☒	Install Yoast SEO. Works for WordPress & Shopify	☐
Setup Google Analytics 4	☒	Is your main keyword in your URL?	☐
Install Bing Webmaster Tools	☒	Is your URL short? (50-60 characters is ideal)	☐
Setup Rank Monitoring. We like Rank Ranger or Ahrefs	☐	Does your page have a short meta description outlining the article intent? (150 -160 characters)	☐
Setup Technical Health tracking with SEMrush	☐	Is your main keyword in your title tag?	☐
Limit your site downtime with Pingdom, or alerts from your site provider	☐	Is your main keyword in the first 150 words of your article?	☐
		Are you using Latent Semantic Indexing and synonyms of your keyword?	☐
Keyword Research	✓	Embed Title Tag Modifiers	☐
Identify your product/category/intent for your content	☐	Use appropriate heading structure on page (H2's, H3's etc)	☐
Try using "Google Suggests" auto-fill to discover longtail keyword variations in your niche	☐	Optimize images file names to be descriptive	☐
Target Low Competition Keywords. We like using SEMrush, Ahrefs or Keyword Insights	☐	Optimize image alt tags to be descriptive	☐
Find & Export competitor keywords in position 1-20 with a min search vol/mo	☐	Add internal Links to relevant pages on your site	☐
Build Question Keywords list with SEMrush or Answer the Public	☐	Add external links to relevant content on the internet	☐
Stay organized with a master sheet of keywords, with volume, difficulty etc.	☐	Testing a new URL	✓
Silo out keywords by intent ie. learn, buy etc.	☐	Identify Crawl Errors with GSC Coverage report	☐
Cluster keywords using a tool like Keywords Insights	☐	Use "Inspect URL" feature on GSC to make sure Google has access	☐
Identify "BOFU" frameworks. For example competitor alternatives etc.	☐	Check site page with Google's Mobile-Friendly Test	☐
Export Google Ads high performing keywords by conversions & conversion rates	☐	Speed test your page. We like GTmetrix.com for free	☐
Content Creation	✓	Technical SEO	✓
Identify a piece of content you want to create. Find the best example of it, then beat it.	☐	Run technical SEO audit using Free SEO Quake extension	☐
Find keywords variations, or related keywords for supporting content ideas on SEMrush	☐	For SCHEMA, canonical and more insights check your page with Detailed SEO extension	☐
Are your articles in depth? Are they relevant to your intent?	☐	For more advanced crawls, use Screaming Frog SEO audit tool or Sitebulb	☐
Segment your content for readability.	☐	Find & Fix Duplicate Content Issues. Try using GSC for free or Ahrefs	☐
Categorize your content using headings with keyphrases in the title	☐	Use Google Looker Studio identify content cannibalization	☐
Implement jump-to's or Table of Contents, to skip to different headings of article	☐	Find & Fix Broken Pages. Try GSC for free or Screaming Frog	☐
Use multimedia (Images, Video, Polls, Infographic)	☐	Minimize crawl depth by showing more products/posts per paginated page	☐
Use Relevant Schema Markup	☐	Submit XML sitemaps to GSC	☐
Test with Schema Markup Testing Tool	☐	Link Building	✓
Does your content LOOK boring? Add images, multimedia or play with page layouts.	☐	Build Backlinks by offering to write a Guest Post (BE SELECTIVE!)	☐
Readability - Avoid long sentences, long paragraphs, use bullet points	☐	Reverse engineer competitors backlinks. We like using Majestic, SEMrush or Moz	☐
		Earn contextual links & traffic on link roundup posts	☐
		"Expertise Flex" by guesting on Podcasts, LinkedIn, or commenting on UGC (Reddit, YouTube)	☐
		If you are mentioning people or products in your post, let them know!	☐
		Citation building (Local SEO client specific)	☐
		Use Terkel, and HARO to earn quotes/backlinks as a "subject-matter expert"	☐

NOTES:

