

Mission: Analyze top players in the market

a) Pick a niche or market you'd like to work with.

Chosen market/niche: roofing

b) Find a brand in the market that appears to be doing well.(Lots of followers/positive reviews).

I found Dural Bouwgroep (the one with the most google reviews of my country). Dural Bouwgroep is a company that specializes in laying roofs and roof isolation. The company does not lay roofs for houses that are being built but for houses that want to renovate their roof. Beside that, they claim to comply with the most recent regulations about sustainability and durability. Besides laying roofs, they also lay PV-panels (Solar Panels). They have got a total of 143 reviews on Google (which is good for a roofing company in Belgium) and all of them are 4 stars or more.

c) Perform an in-depth analysis to identify the reasons for their success and opportunities for other brands

1. Perform full research on their target market and avatar.
2. What are the reasons their customers decide to buy?
3. How are they getting attention?
4. How are they monetizing their attention?
5. What is this brand doing better than anyone else?
6. What mistakes (if any) are they making?
7. What can other brands in the market do to win?

<https://www.dural-bouwgroep.be/>

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(its dutch im sorry haha)

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1) Target market/Avatar

Target Market:

People that have a house where the roof needs a renovation. People with a roof that is not isolated properly and that want it isolated so they do not lose energy/heat via the roof (energy is pricey).

Avatar:

Name: Marcus Orelus

Age: 25, male

Face: Good looking with a clean short-shaved beard and brown short'ish brown hair

Background and mini life history:

Marcus is an only child and was bullied a lot in middle school. Once in uni, this bullying would end and he found himself a girlfriend. She would later become his wife. They are both working jobs and she is expecting a child. So they decide to buy a house. However, there is a lot of work to be done in the house in order to make it liveable. They need a better roof because the current roof is rather old and doesn't comply with today's isolation/sustainability standards and norms. Since they have a baby coming up, a lot of their income will go to the baby in the first couple of months (diapers etc) + payment of the just bought house and the renovation of the roof. But after that, since they are both working jobs, they can use their money on other things. So they decide to go for PV panels in the near future after their roof is done. That's why they start looking for a roofing business that also lays solar panels. Another big aspect is that it needs to be done fast, since they have already told their current landlord they would be moving out soon in a couple of months (take 3 months) and they can't come back on this because the apartment is already queued up for the next people to live in. So he needs the roof to be renovated fast without it costing too much. He is afraid of that because he heard a story from a friend how he got scammed by a similar business and had to pay much more than anticipated.

Day in the life:

Marcus and his wife wake both up at 7 a.m. to go to work. The first thing Marcus does when waking up is give his wife a kiss and make coffee. Eat breakfast and take a shower. He leaves for work at 8:20 and arrives at 9:00. He works until 5 p.m., the same time his wife stops working. They are both home around 5:40 p.m. Since his wife is pregnant, he wants to take good care of her and the child. They are currently still living in a rented apartment but they recently bought a house to live in when the child is there. So, they are stressed out about finding a roofing company that will deliver on time, be professional and that gets the job done. On top of that, energy has become very expensive, so they are looking into possibilities to save some of their hard earned money. Now more than ever, since his wife is soon getting days off because of her pregnancy and this means a dip in their income.

Values:

The thing that Marcus cares about the most is the well being for his future child and his wife. He wants for them to feel safe and protected. He wants to be the provider and take care of them.

Outside forces:

His wife who is bearing his son, soon will be home all day in the crappy apartment. Less money will come in and he wants to make sure they are safe and healthy.

Current state:Pains:

His wife is soon going to be home all alone all day in a small crappy apartment. This will mean that only he makes the money now. But luckily they bought a house. Only the roof is not in a good shape and needs a fix. He wants to move in his new house as soon as possible before his wife gets too far in the pregnancy period because that will mean moving from the apartment to the house will be more difficult.

Fears:

The roof will not be ready in time and they won't be able to move in and they will also not be able to stay in the apartment.

That the roof will not be built properly, he fears that it might be built badly and that it will rain inside (or something like that).

That it will be too pricey, he fears he will not be able to pay it.

He doesn't trust people too easily and he feels like he is going to get scammed (this comes forth out of all the years that he got bullied, he thinks people are out to get him).

Dream state:

Magic wand: abra cadabra, get me dream life:

The house will be fully liveable within a couple of months, the baby has not yet come and the roofing company has done a great job. They didn't scam him and he didn't have to pay too much, all was done fairly. He looks back on it with happiness and decides to buy solar panels from the same firm in the future.

Roadblocks:

What is keeping them from living their dreamstate today:

- finances
- pregnant wife
- both a full time job, so not really a lot of time on their hands
- limited time to get the roof done, because they have to move out in 3 months.
- trust in other people, he is afraid that the roofing company will not properly help

Their mistakes why they not are in their dreamstate:

- they should start looking for that roofing company
- Marcus should come to terms with himself and he should trust people

The 1 key roadblock that needs to be fixed in order to move to their dream outcome:

- the roof needs renovating
- Marcus needs to stop being so uncertain/ indecisive

Solution:

What does the avatar need to do to overcome the key roadblock?

- a good, trustworthy roofing company that basically presents themselves for them, affordable, good with communications and that does the work in sufficient time.

Product:

- the product has a good set of positive reviews, they are professional, good with communications and it was done fast (got all this from actual reviews that I found in Google reviews section)
- The company places roofs and the roofs are focused on energy sustainability and durability.
- They claim to be focussed on a client-experienced approach, resulting in the best possible outcomes for their clients.
- They also provide PV panels
- They got a lot of choices for the different types of roofs and they are flexible in how the roof should look.

2) What are the reasons their customers decided to buy?

(Apologies, I have some screens with reviews, but they are in Dutch, in this section I will mention them in English, it'll be covered, it is just for myself that I paste them in here)

"Snelle en kwalitatieve uitvoering!"

"Bedankt voor jullie advies!!!"

"Goede duurzame afwerking, ik ben tevreden!"

When I look at the reviews, most of them are about how fast and how qualitatively they did the roofing.

The customers also like that the roofing company gave them advice on the roofs and helped them guide towards the best possible solution.

Customers are also happy that it is indeed a sustainable roof and well isolated, they are happy that their energy bills are lower that way.

The communication was good and easy.

Personalization of the roof was also a bit factor. Dural Bouwgroep keeps room for the customer to customize the roof to a certain extent. Customers seem to appreciate that.

They have an option for customers for financial aid. Customers can pay the roof over time in accordance with their bank. The company has partnered with 2 banks to make this possible.

Also providing other facilities such as placement of solar panels and heating elements/ heating and cooling systems (boilers and CHP)

3) How are they getting attention?

- i) Social media, they post their roofs and realizations on social media such as instagram and facebook. They also make posts for holidays to connect with their customers.
- ii) They have this gift for already existing clients that if they refer dural to friends and the friend happens to buy something from them, the existing client that referred them, gets a cheque of 100 euros.
- iii) Personalization, the client is very free on how the roof could look, they punctuate this
- iv) When building, they put up huge banners on the constructions
- v) They have acquired a 'green' logo, people that are specifically looking for green roofing companies will bump on them way easier because of this
- vi) They ask some customers to pose before their house after the new roof has been built and to take a picture while holding a sign with their name and logo etc on it and they ask the customers to post it on their social media if they feel like it.
- vii) They are affiliated with some other companies and organizations such as banks. These companies will recommend Dural Bouwgroep
- viii) They have a own web page working as a funnel where they explain how solar panels work, the use of them, the energy savings and it's labels etc, and at the end it links to their website

4) How are they monetizing their attention?

By building roofs lolz

Having sponsors, they put sponsor logos on the banners that shield the construction sites off.

Offering extra facilities such as placements of solar panels and boilers and heating installations.

They have regular checkups if the client pays for them

The client can decide to split the bill and pay over a longer period of time. They get a couple of % interest on this.

5) What is the brand doing better than anyone else?

They are using a good tactic about giving away a 100 \$ check towards people that bring in new customers.

They show ALL their realizations they made in their web page, building massive trust and credibility and providing a lot of proof.

Making the customers (optional for them, they don't really 'make' them of course) put a before and after as an ad on their socials.

Affiliating with other companies such as banks and green organizations.

Showing all reviews they got from the customers.

Having these extra facilities

Having a very good website, like really good. If I look at other roofing companies, their website mostly sucks. This one does not!

They write articles and blog posts, so if people are looking for info about a topic, they come across their blog post/ article and it leads them via a CTA to their landing page.

6) What are their mistakes, if they make any?

Not advertising their solar panels enough, they could really put more effort in this, it's an extra facility they provide, but in my honest opinion, they could lure in a lot of possible customers by creating a desire for solar panels rather than for the roof itself. Because at this time energy is pricey and they could tap into that a little more in my opinion.

7) What can other brands in the market do to win?

- Advertising via bonus cheques to their current customers if they bring in new customers. I feel like this has a lot of impact. Also, the customers that share it provide a lot of attention.
- Improve the webpage; a lot of them have a webpage with nearly no lay-out and never the use of a fascination or a free value.
- Making news articles about topics that are linked with your company and then navigating them to your website.