

Lady On The Roof Marketing Campaign

Primary Objective: Lead generation and brand awareness with a focus on preventive services and educational content, material should be easy to duplicate and scalability.

Business:

Lady on the Roof, a pioneering woman-owned business specializing in residential and commercial roofing, window installations, gutters, siding, and skylights. The business emphasizes family values, integrity, and sustainability, providing durable, high-quality materials while minimizing waste. Transparency and trust are core to their operations, offering free quotes, handling insurance claims, and building relationships through honest communication and expertise.

Target Audience:

Younger homebuyers and sellers (ages 30-60), who may not be fully informed about home maintenance and care, especially regarding preventive roofing and home repair services. Targeting this demographic with simple, easy-to-understand language and actionable tips will position Lady on the Roof as a trusted resource.

Step-by-Step Breakdown

1. Blog Plan

Objective: Create 4 blog post topics **aimed at educating customers and generating traffic.**
Guidance: *Think about the clients target audience—what would they want to learn? Focus on topics that showcase your clients expertise*

Blog Title	Blog Description
The Importance of Preventive Roof Care: Protect Your Home, Save Money	Taking care of your roof now can save you from major headaches—and major expenses—down the line. In this blog, we’ll explore why preventive roof care is essential for protecting your home, extending the lifespan of your roof, and avoiding costly repairs. Discover simple, proactive steps you can take today to keep your roof in top shape and how Lady on the Roof can help you stay ahead of potential problems.

"Top 5 Preventive Roof Care Tips Every Homeowner Should Know"	Dive into the world of proactive roof maintenance with Lady on the Roof's expert insights. This blog post will guide homeowners through essential tips to extend the lifespan of their roofs, from regular inspections to gutter cleaning and beyond. By highlighting these preventive measures, readers will learn how to avoid costly repairs and maintain the integrity of their homes, ensuring peace of mind for years to come.
"Seasonal Home Maintenance Checklist: Protecting Your Investment Year-Round"	Understanding the importance of seasonal maintenance can save homeowners both time and money. This post will provide a comprehensive checklist for year-round home care, with a special focus on roof maintenance. By sharing practical advice and a timeline for key tasks, Lady on the Roof aims to empower homeowners to take charge of their home's health, keeping it safe and sound through every season.
"How to Spot Early Signs of Roof Damage Before It's Too Late"	Early detection of roof issues can prevent minor problems from becoming major headaches. This blog post will educate homeowners on how to identify warning signs of damage, such as missing shingles, leaks, and structural weaknesses. With Lady on the Roof's expertise, readers will gain confidence in inspecting their roofs and knowing when to call in professional help, safeguarding their homes and investments efficiently.

2. Social Media Post Plan

Objective: Develop a social media posting **strategy for 4 weeks**, including types of posts, content ideas, and platforms.

Guidance: Focus on engaging visuals, behind-the-scenes content, user-generated content, and educational tips. These can be educational or entertaining

Social Post Type/ Platform	Social Post Description
Top 5 Preventive Roof Care Tips Every Homeowner Should Know	Facebook & Instagram Post for "Top 5 Preventive Roof Care Tips Every Homeowner Should Know" 🏠✨ Your roof deserves the best care to keep your home safe and sound! Discover our expert tips on preventive roof maintenance that every homeowner should know. Click

	the link to learn how to extend your roof's lifespan and protect your sanctuary. #RoofCare #HomeProtection
Seasonal Home Maintenance Checklist: Protecting Your Investment Year-Round	Facebook & Instagram Post for "Seasonal Home Maintenance Checklist: Protecting Your Investment Year-Round" 🍂🏠 Keep your home in pristine condition all year long with our seasonal maintenance checklist! From spring cleaning to winterizing, we've got you covered. Discover the proactive steps you can take to protect your investment. Click to read more! #HomeMaintenance #YearRoundCare
How to Spot Early Signs of Roof Damage Before It's Too Late	Facebook & Instagram Post for "How to Spot Early Signs of Roof Damage Before It's Too Late" 🔍👷 Don't wait for a leak to find out your roof is damaged! Learn how to spot the early warning signs of roof trouble before they become costly problems. Stay ahead of the game and protect your home today. Read our latest blog! #RoofSafety #ProtectYourHome
Facebook & Instagram Post for "Seasonal Home Maintenance Checklist: Protecting Your Investment Year-Round"	☀️🏠 Is your home ready for the changing seasons? Our ultimate maintenance checklist ensures your space is always prepared. Stay on top of your home care game with these essential tips! Dive into our blog now. #HomeCare #SeasonalChecklist

3. Content Offer Plan

Objective: Brainstorm ideas for lead magnets or content offers that encourage prospects to sign up for a newsletter or some other service.

Guidance: Think about the target audience and what valuable content would appeal to them.

- **Example Content Offers:**
 - Downloadable guides
 - Free Stuff
 - Discount codes

Content Offer Type	Content Offer Description
Homebuyer's Toolkit Subscription	Embark on your home-buying adventure with confidence by subscribing to our comprehensive toolkit. This subscription includes weekly tips, checklists, and market insights tailored to first-time buyers. You'll receive exclusive access to webinars featuring industry experts who can demystify the process and empower you with knowledge. Our toolkit is more than just information; it's a supportive companion that guides you through every step, ensuring you feel informed and equipped.

Buyer/Seller's Strategy Guide	Selling a home can be complex, but with our Seller's Strategy Guide, you're never alone. Sign up for our newsletter to gain monthly access to resources that help you understand market trends, pricing strategies, and effective staging techniques. Our guide includes success stories from fellow sellers and expert advice to help you navigate the selling process with ease and understanding. We aim to uplift and encourage you, making your selling experience as smooth as possible. (or buyers)
Preventive Maintenance Series	Home ownership involves more than just buying or selling; it's about maintaining your investment. Our Preventive Maintenance Series offers seasonal tips and reminders to keep your home in top shape. By subscribing, you'll receive quarterly content that educates you on preventive measures to avoid costly repairs. Our series is designed to be helpful and educational, making home maintenance a manageable and stress-free part of your routine.
Free Maintenance Quote	Discover the benefits of our services with no obligation! We understand that making the right decision is important to you, and that's why we're excited to offer you a free quote. Our dedicated team is here to provide you with a detailed assessment tailored to your needs, ensuring you have all the information necessary to move forward confidently. Take the first step towards a brighter future by signing up for your complimentary quote today and see how we can help you achieve your goals. Let us support you in making a choice that feels right for you.

4. Landing Page Plan (*will brainstorm after other topic are approved*)

Objective: Outline the structure of a landing page aimed at capturing leads through a form

Guidance: *Focus on the messaging, visuals, and calls-to-action.*

Deliverable: A headline, some basic copy, and a CTA planned out.

- Headline/ Hook (what are you offering)
- Basic Copy (Short sections highlighting the value proposition)
- Call-to-Action (what do you want them to do to get what you are offering)

Headline	Basic Copy	Call To Action
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"Protect Your Home with Expert Roof Care Tips!"	Discover the ways to maintaining your roof and avoiding costly repairs. Our expert guide offers actionable tips and resources that empower you to take charge of your home's upkeep. Sign up now to access exclusive content tailored for proactive homeowners like you!	Get Your Free Roof Care Guide Now!" This structure emphasizes value and encourages immediate action, appealing to your target audience's desire for knowledge and support i
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5. Marketing Email Plan

Objective: Create topics for a 3 marketing email drip aimed at nurturing leads

Guidance: *Consider how to guide prospects from interest to conversion.*

Deliverable: Subject lines and general descriptions of each email in this drip campaign

Marketing Emails	Subject Lines	Marketing Email Description
1	Welcome to Lady on the Roof	Welcome to the Lady on the Roof family! We're thrilled to have you with us on this journey toward a safer and more secure home. Our team is dedicated to providing you with the highest level of service and expertise in roofing care. We understand the importance of trust and reliability, and we're here to support you every step of the way. Whether you need advice, services, or a friendly chat about your roofing needs, we're just an email or call away. Let's build a strong foundation together!
2	The Importance of Preventive Services	Prevention is better than cure, especially when it comes to your roof. In this insightful email, we'll explore why preventive services are crucial for maintaining the longevity and integrity of your roof. By addressing potential issues before even happen or if they escalate, you save time, money, and stress. Our comprehensive guide will educate you on routine maintenance checks and how they can protect your home from unexpected surprises. Let's work together to keep your roof—and home—safe and sound.
3	Educational Content – How to	Early detection is key to preventing major roofing problems. In this educational email, we'll empower you with the knowledge

	Spot Early Warning Signs	to identify the early warning signs of roof damage. From subtle leaks to visible wear and tear, understanding these indicators can make all the difference in timely repairs. Our expert tips and insights will help you take proactive steps to safeguard your home, ensuring peace of mind and long-term protection.
4	Exclusive Offer – Schedule Your Preventive Check-Up	We're excited to offer you an exclusive opportunity to keep your roof in top condition. For a limited time, schedule your preventive check-up with Lady on the Roof and receive a special discount. Our skilled professionals will conduct a thorough assessment, identifying any potential issues before they become costly repairs. Don't miss this chance to invest in your home's future. Click here to secure your discount and schedule your check-up today!