



# VIRTUAL LUNCH

April 31, 2022

Thanks for joining us a few minutes early.

**We will start promptly at Noon!**

Email for Beginners: **How to set up  
an Effective Roofing Email  
Campaign**

*... a conversation with Old Town Media*

# Thank you to our Sponsors:

## Industry Leader



## Silver Sponsors



# Agenda

Noon | Start Program and Webinar Housekeeping Items

*Debbie Hathorne, CRA Executive Director*

12:02 | CRA Announcements & Speaker Intro

*Debbie Hathorne, CRA Executive Director*

12:05 | Email for Beginners: **How to set up an Effective Roofing Email Campaign**

*Lizzie Gauriloff & Katelyn Garfield, Old Town Media*

12:55 | Q & A

# Webinar Courtesies:

- ★ Thank you for being on-time. Today's webinar is scheduled to last 1 hour including Q & A.
- ★ All attendees are muted in this webinar format.
- ★ **Please use the Q&A window to ask questions along the way.** Some can be answered right away, others at the end.
- ★ We will be using audience polls during today's presentation. Some will be in a pop-up poll format and others we'll ask you to answer using the chat function.
- ★ Today's slides are available at: **<https://www.coloradoroofing.org/member/education>**
- ★ A survey will be sent after the webinar, please take the time to respond. Your feedback helps us plan future webinars and seminars.
- ★ Final note, in order to earn CIU credit, you will be required to answer a final question at the end of today's presentation.

# Today's Presenters



**Lizzie Gauriloff**

Account Planner

Leads Full-Funnel Campaign Strategy and  
Partners with Creative Team for Efficient  
Project Management



**Katelyn Garfield**

Storytelling Specialist

Leads Brand Messaging and Digital  
Storytelling Efforts for Clients (Including  
Email Marketing & Social Media Marketing)

# Email for Beginners: How to set up an Effective Roofing Email Campaign



Create a Marketing Strategy that Supports Your Customer Journey

Recommended Email Marketing Campaigns for Roofing Companies

Create Effective Content with Strong, Relevant CTAs

Delivery Best Practices & How to Measure Success

# Why Email Marketing?

**66% of customers make a purchase as a result of an email marketing message (Source: Digital Marketing Association)**

**Email is almost 40 times more effective than Facebook and Twitter combined in helping your business acquire new customers (Source: McKinsey)**

**Email marketing yields an average ROI of \$38 for every \$1 spent (Source: Email Monday)**

# But First:

## You Need to Understand Your Customer's Journey

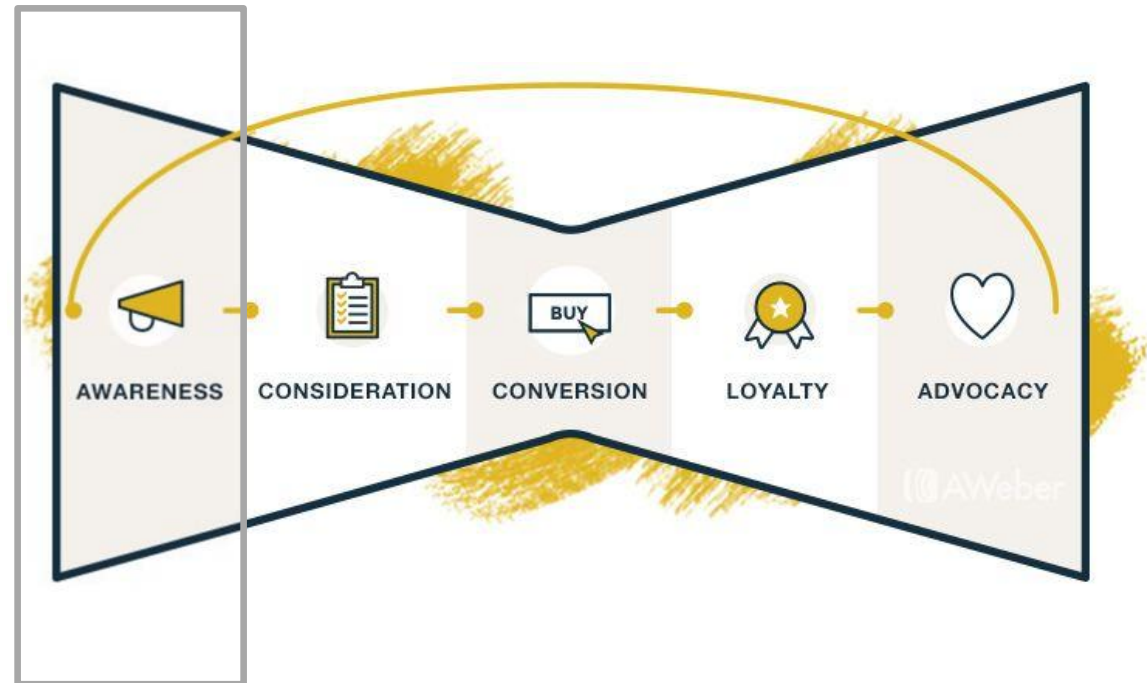
Before creating any type of marketing campaign (email or otherwise), it's important to align it with a part of your customer's journey.

### Stage 1: The Awareness Stage

During the Awareness Stage of the customer journey, homeowners are not actively looking for a roofing contractor, and they may or may not be aware of your company.

During this stage, roofing companies should be doing top of funnel brand awareness marketing, such as:

- Radio advertisements
- Print media
- Direct mailers
- Social media advertising
- PR: community sponsorships, networking & awards
  - **Yes/No Question: Do you currently use any Brand Awareness efforts? Put what you use in the chat.**





# **The Competitive Advantage of Brand Awareness**

**Brand awareness drives consumers' decisions  
→ you want homeowners to know your  
company before they need your services.**

# Consideration & Conversion:

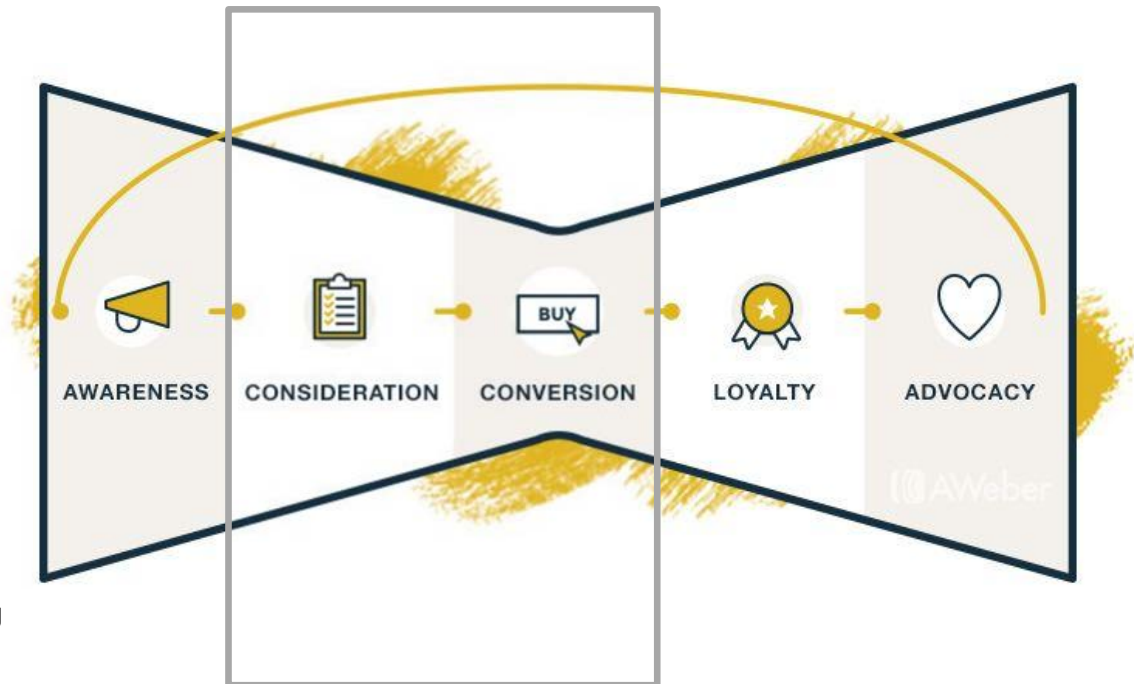
## The Decision Stages

Once a homeowner enters the Consideration and Conversion stages, they have realized a need (in this case, roof repair or replacement), and they need to choose a roofing contractor to perform the work.

In most cases, they start with research (consideration) and then they compare their options and make a decision (conversion).

### Decision Stage Actions:

- Most homeowners will start by talking to who they know (this is where Brand Awareness makes a big difference)
- Some of them will perform online research (this is why a good website and SEO is important, this is also where Google Ads and other search-related ads make sense)
- Some of them will compare various companies by looking at their:
  - Websites, Social Media Channels, Google Reviews, BBB Profiles, checking the CRA's Directory
  - **Question: How do you think you get your business? Drop your answer in the chat.**



## **Reputation Management Matters**

**78% of Americans “trust online customer reviews as much as personal recommendations,” at least conditionally.  
(Statista)**

# So When Do We Use Email?

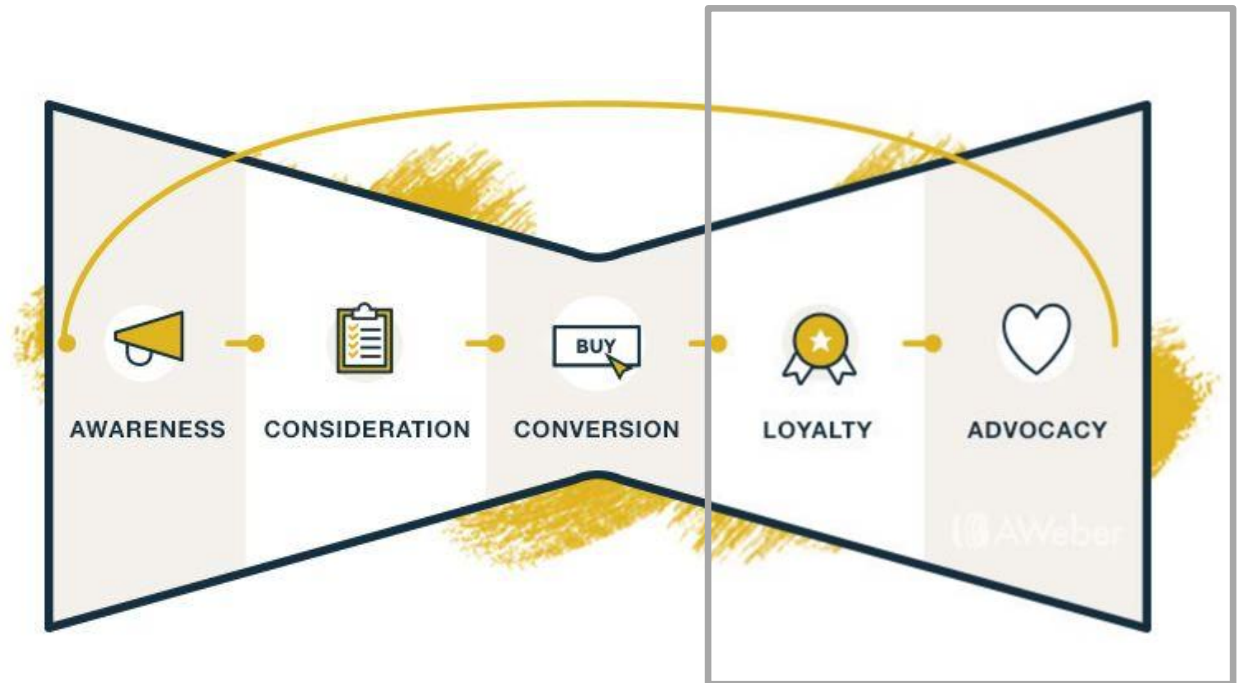
## Loyalty & Advocacy

Many companies stop marketing to a person once they become a customer - but this is a huge mistake and a missed opportunity.

Nurturing your existing customers and turning them into Brand Advocates is much more valuable and efficient than customer acquisition, and one of the easiest ways to nurture and engage your existing customers is through email marketing.

Additionally, you should aim to only send email campaigns to opt-in email lists that *you have created and own!* This means that the emails you have were voluntarily given to you either online or in-person so you can send them emails.

**Question: What are some reasons you shouldn't purchase email lists?**



## **7 Reasons why it is never a good idea to buy an email list:**

- 1. You'll violate the rules of consent under GDPR.**
- 2. Reputable email marketing services don't let you send emails to lists you've bought.**
- 3. Good email address lists aren't for sale.**
- 4. People on a purchased or rented list don't actually know you.**
- 5. You'll harm your email deliverability and IP reputation.**
- 6. You can come across as annoying.**
- 7. Your email service provider can penalize you.**

# Recommended Email Campaigns

## Email Marketing to Support Your Customer Journey

We recommend that roofing companies focus email marketing on **nurturing existing customers** and turning them into **brand advocates**.

- **Recommended Automated Email Campaigns**

- Automate emails to follow-up on leads (letting them know you received their email and providing them with more info)
- Automate emails for service reminders (many companies have systems that do this specifically)
- Create automated campaigns for seasonal maintenance (reminders to clean gutters in the Spring, reminders to prep for winter, etc.) this should not solely be a sales email - instead, provide value to your customers so they don't opt out!

- **Recommended Email Nurture Campaigns**

- You don't want to overwhelm your audience... who wants to receive weekly emails from their roofing company? Keep it monthly, bi-monthly, or quarterly and focus on company news, tips/education, and other human-interest articles

- **Recommended Email Blast Campaigns**

- Ask your past customers to review you on Google, Facebook, and other platforms (we recommend doing this quarterly or bi-annually - giveaways are great incentives, but don't buy reviews!)
- Promote events, specials, or promotions with one-time emails to past customers
- Use email blasts and geographic data to send emails to your past customers following storms - offer free estimates, provide insurance guidance, etc. - but make it about their experience and not the sale!

# Examples

[Breeze Thru Car Wash Welcome Email](#)

[Breeze Thru Car Wash Quarterly Nurture Email](#)

[CooperSmith's Birthday Email Blast](#)

[The Youth Clinic Event Email Blast](#)

The Youth Clinic Google Review Request Contest →

45 reviews, Open Rate = 42%, CTR 1.2%

The Youth Clinic  
caring for our future generations

Services Programs Contact

Show Us Some Love for the Chance to Win!

**Want to Win a \$100 Gift Card?**

Calling all parents! If you've loved your experience working with our team, please show us some love by writing a review on Google. 😊

**When you leave us a review between February 14th and February 28th, you will be entered to win a \$100 Downtown Fort Collins gift card!** See which businesses participate in the Downtown Fort Collins gift card [here](#).

BONUS: If you leave a review for The Youth Clinic AND Pediatric Urgent Care of Northern Colorado, you'll be entered twice!

Go ahead and show us some love today to be entered to win! Click on one of the links below to write a review for your most frequented location:

- [Youth Clinic North \(East Elizabeth\)](#)
- [Youth Clinic South \(Oak Park\)](#)
- [Youth Clinic MCR \(Loveland\)](#)
- [Youth Clinic Timnath](#)
- **BONUS ENTRY:** [Pediatric Urgent Care of Northern Colorado](#)

# Use Lead Magnets to Build Your List

## WITHOUT Purchasing Lists

Another way to capture emails from prospects who are not yet customers is by creating effective lead magnets, we also like to call these transitional Calls to Action (CTAs), as they offer prospects a way to engage further with your brand without committing to your direct call to action).

### The most effective lead magnet types for roofing companies:

- Checklists
  - A Roofing Inspection Checklist to Get Ahead of Problems
  - 11 Step Roof Maintenance Checklist
  - Hail Damage Inspection Checklist
- Free Guides
  - The Ultimate Guide for Preparing Your Home for Winter

**Question: Which is these is not an effective lead magnet? 1. Fill Out This Form to Download Your Yearly Maintenance Checklist 2. Give Us Your Information - We'll Give You a Call!3. Submit Your Email to Receive Your Ultimate Guide to Post-Storm Maintenance**

Additionally, you can allow users to opt-in to a newsletter subscription to add themselves to your list, but it will be slow going if you aren't providing something of value to them in the meantime.

What to Expect From Your Professional Roofer

## Inspection Checklist

-  ✓ Gutters
-  ✓ Flashing
-  ✓ Skylights
-  ✓ Soil Stacks
-  ✓ Chimney
-  ✓ Attic

**FIRST AMERICAN**  
Roofing & Siding, Inc.

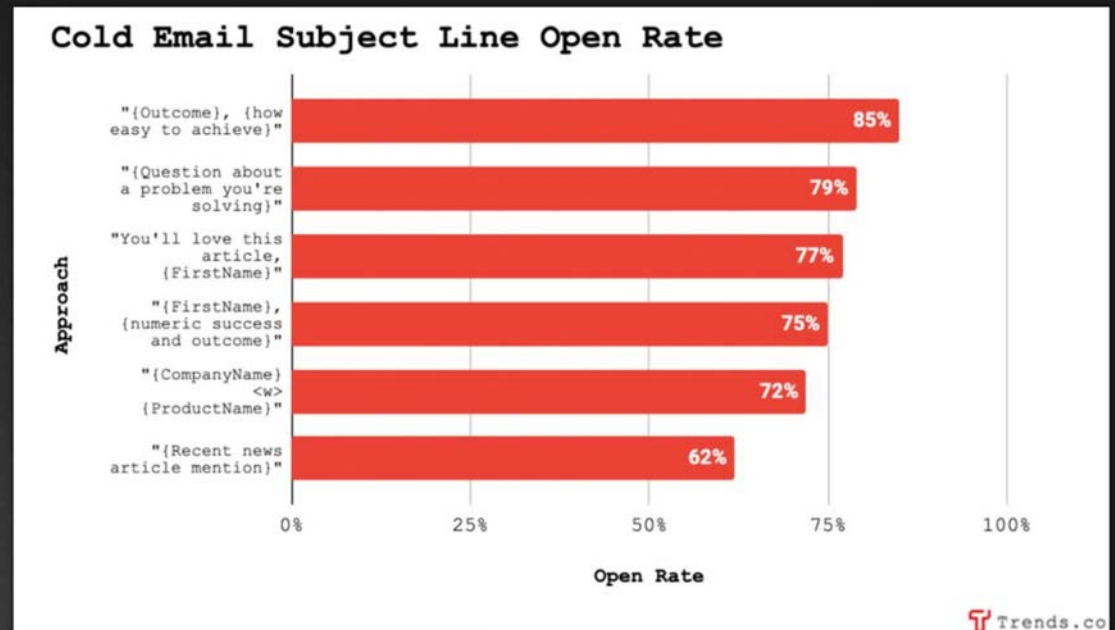


# Winning Content

## Subject Lines

How to write an engaging subject line:

- Focus on what's in it for the customer
- Make mention of a specific problem that the target customer is trying to solve
- Use simple language and get to the point - keep it short and sweet
- Focus on using value-based language and don't ask for anything in response
- Use Personalization and include a piece of information to show your email is relevant
- Do NOT use all caps or excessive exclamation points
- The [Email Subject Line Tester](#) on CoSchedule can help grade your email subject line



**56% of brands using an emoji in their email subject line had a higher open rate than those that did not.  
(Forbes, 2017)**

# Winning Content

## Calls to Action (CTAs)

Make sure your CTAs are CLEAR throughout your email, and always include your direct CTA in your email header →

Instead of CTAs that state, "Read more" or "Learn more," instead focus on enticing your audience to click with a hook, example:

*Wondering what steps to take following a hail storm? Click here to read our top 5 tips on what to do after severe weather in Colorado.*



FIND A LOCATION

CONTACT US

## Delivery Best Practices

- It's best to send emails before and after daytime work hours to maximize CTR (sources say best times are 6am or 6pm)
  - Recommend sending emails Tuesday, Wednesday, or Thursday
- Use UTM Codes for tracking purposes
- Use List Segmentation:
  - Segment your list by customer type (home owner or building owner, re-roof or repair, location of roof)
- ALWAYS include the “View on Desktop” link in your header and an “Unsubscribe” button in the footer
- Test your email on ALL devices - including iPhones using dark mode

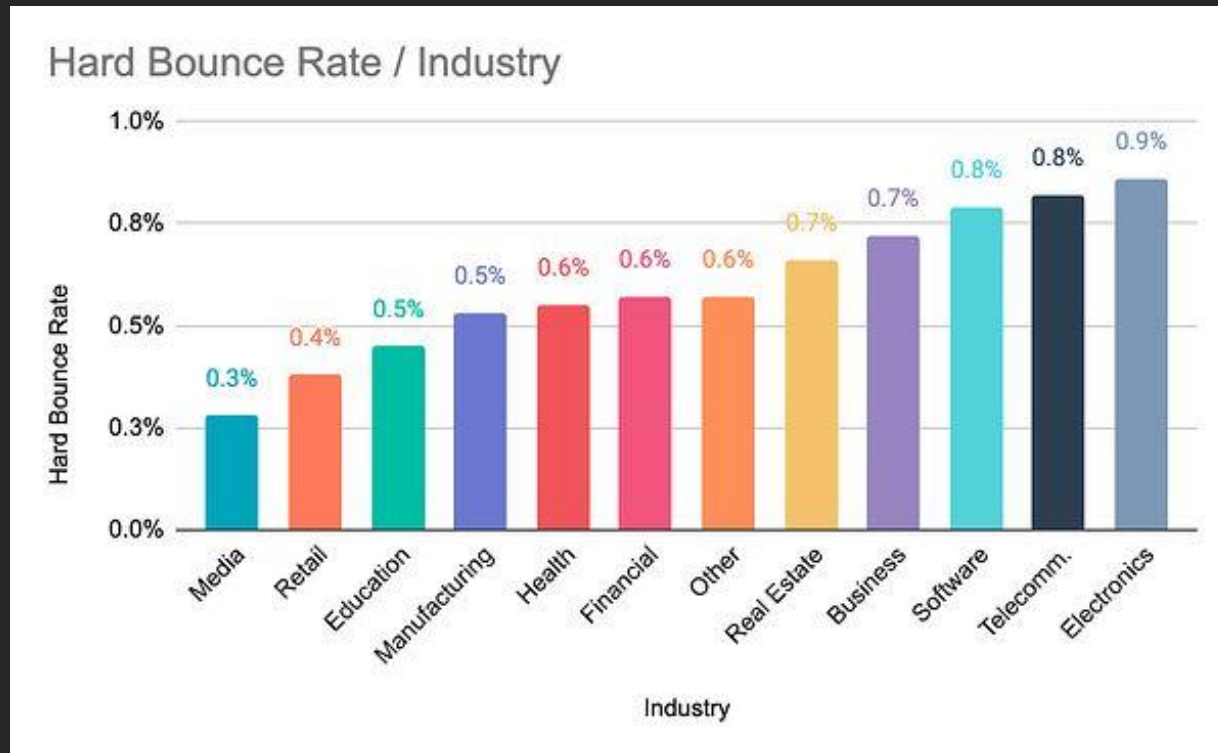
**Emails that display incorrectly on mobile may be deleted within three seconds.**

## **Setting Goals for Your Email Campaigns**

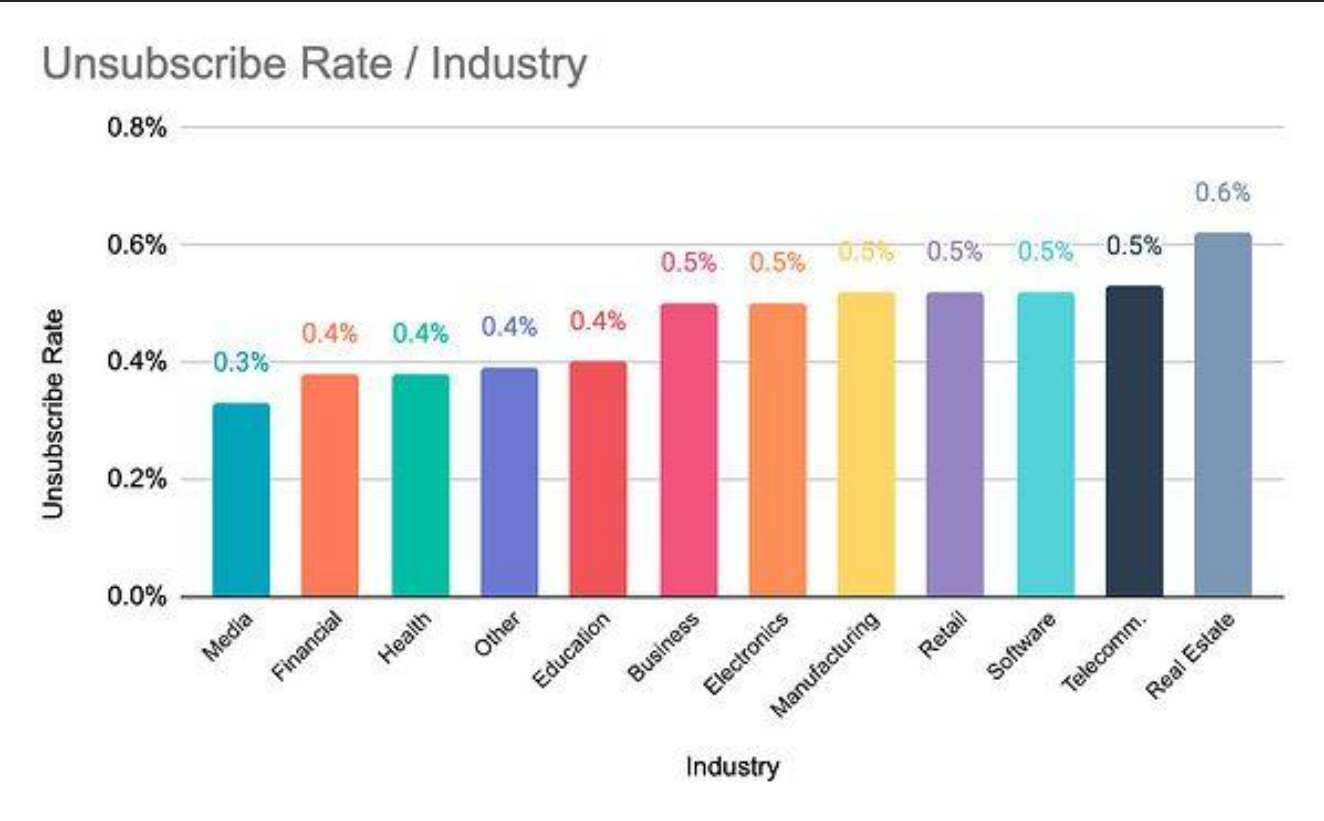
**Open Rate: aim for at or above industry average, for the real estate and construction industry the open rate average is 26% and the average open rate across all industries is 20.94%**

**CTR (Click Through Rate): only applicable for emails that are encouraging users to click, aim for at or above industry average (7.17%)**

**Bounce Rate: the percentage of your total emails sent that could not be delivered to the recipient's inbox.**



**Unsubscribe Rate: the percentage of your subscribers who have chosen to no longer receive your messages.**



# Key Takeaways

## Using Email Marketing Effectively

We recommend that roofing companies focus email marketing on **nurturing existing customers** and turning them into **brand advocates**.

- **The Customer Journey**

- Avoid using emails as a starting point - build trust with the customer before adding them to your email list.
- Utilize email to keep on touch with your customers and create brand advocates.
- Avoid buying lists - these are likely not your customers and might not even be real emails.

- **Recommended Campaigns**

- Focus on post-service campaigns including email blasts around education, automated emails for leads, and promotions or special events.
- Don't overwhelm your audience - keep communication on a bi-monthly or quarterly basis with past customers.

- **Metrics to Focus On**

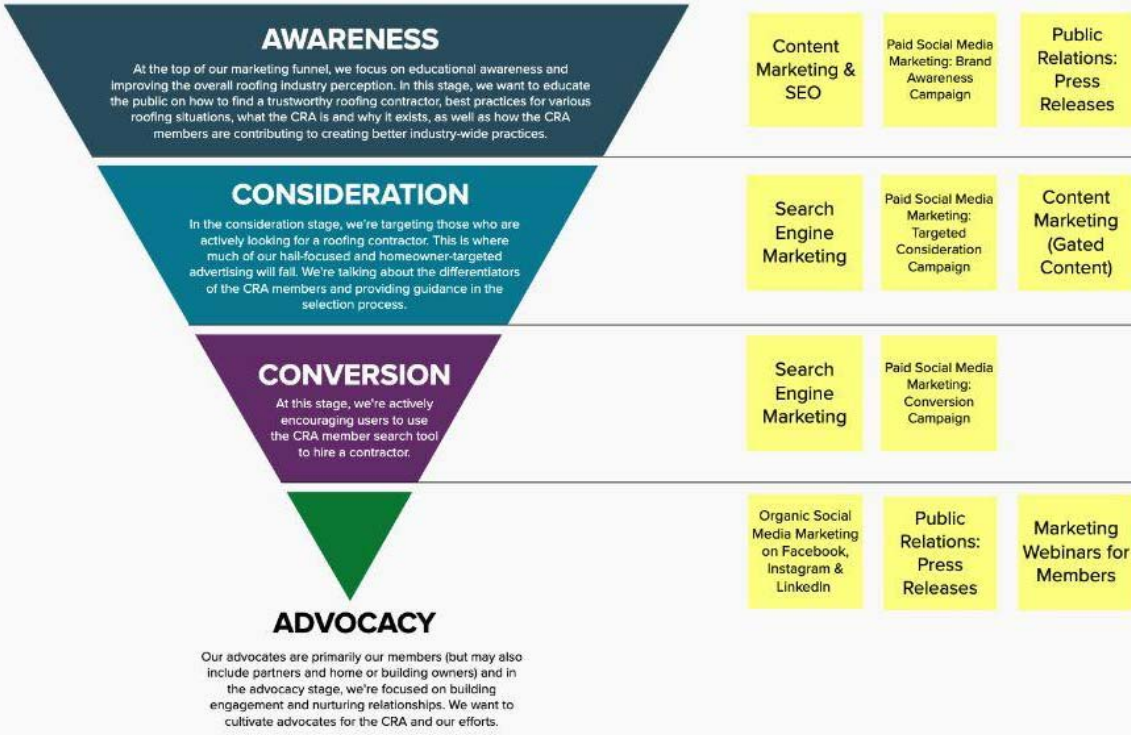
- Open Rate: the percentage of people who opened your email, higher is always better
- Click-Through-Rate (CTR): the percentage of people who clicked on a link in your email, higher is always better
- Bounce Rate: the percentage of emails to which the email was undeliverable, lower is better
- Unsubscribe Rate: the percentage of users who have asked to no longer receive emails from you, lower is better



# OTM and CRA

## CRA Full-Funnel Marketing Strategy

**Association Goal:** to help home and building owners make informed decisions about replacing and maintaining their roof systems while also advocating for the roofing industry in Colorado on behalf of its members.



# How YOU Can Help

## Help CRA's Efforts Go Further

By sharing the CRA's content, **you can help our marketing efforts go further!**

- **Website Content/Blog Posts**

- Once we start posting Pillar Pages and cluster topics on the CRA website, you can share those posts on social media, in emails, and on other platforms including linking to them from your own website.
- Position yourself as knowledgeable thought leaders using content from the CRA!

- **Social Media**

- Follow us on Facebook (@ColoradoRoofingAssociation) & Instagram (@coloradoroofing)
  - Like, comment, and share our social posts to your page to help us spread the word about the CRA and educate the community on best roofing practices.
- We are also implementing a NEW LinkedIn Strategy, Follow Us there also at our Company Profile:  
<https://www.linkedin.com/company/coloradoroofingassociation>

- **Learn From Each Other**

- Follow each other's businesses and keep up to date on what you're each doing!

**Questions?**

# Final comments:

- ★ Thank you to our marketing partners Old Town Media and to Lizzie and Katelyn!
- ★ A survey will be sent after the seminar, please take the time to respond. Your feedback helps us plan future webinars and seminars.
- ★ Thank you for staying on the webinar the full time.
- ★ **Please answer this final poll question to earn your CIUs.** Then, you are free to hop off and end your session.



Thank You for attending!