

51

ROOFING

MARKETING IDEAS



roofing

WEBMASTERS

51 Roofing Marketing Ideas Based on 15 Years in the Industry

#	Roofing Marketing Idea	Category
1	Yard Signs	Traditional Marketing
2	Truck Wraps	Traditional Marketing
3	Partner with Realtors	Traditional Marketing
4	Printed Flyers and Door Hangers	Traditional Marketing
5	Trade Shows	Traditional Marketing
6	Local Sponsorships	Traditional Marketing
7	Referral Program	Traditional Marketing
8	Google Business Profile	Digital Marketing
9	Business Website	Digital Marketing
10	Search Engine Optimization (SEO)	Digital Marketing
11	Paid Ads (PPC)	Digital Marketing
12	Email Marketing	Digital Marketing
13	DataPins	Digital Marketing
14	Customer Testimonials	Digital Marketing
15	Facebook Page and Facebook Ads	Social Media
16	Instagram Reels and Stories	Social Media
17	YouTube Channel	Social Media
18	Pinterest	Social Media
19	Join Local Facebook Groups	Social Media
20	Engage with Followers	Social Media
21	Free Roof Inspections	Creative
22	Storm Damage Campaigns	Creative
23	Roof Report Cards	Creative
24	Drone Imagery	Creative
25	Seasonal Promotions	Creative
26	Charitable Partnerships	Creative
27	Host Webinars	Creative
28	Remove Unhelpful Content	Content Marketing
29	Infographics	Content Marketing
30	Ebooks or Guides	Content Marketing
31	Case Studies	Content Marketing

#	Roofing Marketing Idea	Category
32	Time-Lapse Videos	Out-of-the-Box
33	Virtual Consultations	Out-of-the-Box
34	Text-Based Updates	Out-of-the-Box
35	Enhanced Customer Service	Customer-Focused
36	Before-and-After Photo Gallery	Customer-Focused
37	Financing Options	Customer-Focused
38	Warranty Protection	Customer-Focused
39	Client Appreciation Events	Customer-Focused
40	Roofing Myth-Buster Series	Community Engagement
41	Local Podcast Appearances	Community Engagement
42	Teach a Class	Community Engagement
43	Support a School Project	Community Engagement
44	Industry Newsletter	Industry Expertise
45	Local Media Outreach	Industry Expertise
46	Ask a Roofer Column	Industry Expertise
47	Industry Association Participation	Industry Expertise
48	3D Roof Visualizer	Technology-Driven
49	Customer Relationship Management (CRM) System	Technology-Driven
50	ChatGPT	Technology-Driven
51	Live Chat on Website	Technology-Driven