

RECOMMENDATIONS:

- W.

GOALS:

Priority	Goal	Tactics
#1	Showcase live projects & visual appeal	Time-lapses, before/after images, brand partnerships, big projects
#2	Educate & generate leads	Short explainer videos/posts, strong CTAs, blog content
#3	Build brand trust & community identity	Team intros, community involvement, behind-the-scenes content

Decking is a huge priority, but storm damage will be priority when storms hit.

- Touch base with zach about the priority order of

INSPIRATION:

- Lennar reel [here](#)
- Lennar reel [here](#)
- This whole page is a good example [YAY](#)
- This page is [fine](#) but oversaturated
- Good [FB](#) presence -- they need to send a photographer out to all sites or send us high res files
  - Tilson also reserves their [linkedin](#) just for employee shoutouts--not a bad plan
- Fine but we don't have this many photos [here](#)

BILLABLE HOURS:

- 3 hours/week (20/month)
- Reputation management?
- Number of posts
  - 1-2 per week
    - 2 static + one video every 2 weeks
      - Static=image or carousel
      - Video = <1min
  - .5 hour reputation management/week (average)

NEEDS:

- Access to linktree
- Access to high-resolution photos
- Quick CTA for messages/reputation management
  - "Email info@..." "Click here for..."
- List of holidays observed by the company
  - i.e. Juneteenth, International women's month, fourth of july, St. Patricks.... Even if you don't get these days off, I need to know which you expect posts on throughout the summer/year

- Do you prefer weekday or weekend posts?
- Click for consult or click to call

Learned from analytics:

- Posts after 3:00 PM do better than those posted before lunch break
- Thursday, Friday, Monday do best on impressions
  - Saturday posts do well, but sundays are very low

Date: July	Content Type	Content Idea	Goal	Canva link
July 4	Video	What we do: roofing	Goal 2	<a href="#">here</a>
July 4	Image	Fourth of July	Goal 3	<a href="#">here</a>
July 9	Carousel	Decking discovery questions	Goal 1	<a href="#">here</a>
July 18	Image	Finished project highlight (series)	Goal 1	<a href="#">here</a>
July 22	Image	When you should think about getting a new roof	Goal 2	<a href="#">here</a>
July 19	Image	Magazine feature (decks)	Goal 1	Need details
July 31 (news segment)	Video	Twin cities live - roofer of the year highlight	Goal 1	
<b>Date: August</b>				
August 4	Image	Meet the team	Goal 1	
August ??	Video	Podcast (live) shot on August 4 (Roofers Magazine Podcast)	Goal 1	
August 6	Video	siding discovery questions	Goal 1	
August 8	Image	When should you get new siding?	Goal 1	
August 13	Carousel	Project highlight	Goal 1	
August 21	Video	Panel podcast for roofer's coffee shop (shot on august 14)	Goal 1	
August 21	Image	State fair deck	Goal 1	
August ??	Image	City municipal building roof project	Goal 1	Need details

Story Idea: July	Purpose of Story
repost	Goal 1
Click for consult	Goal 1
repost	Goal 1
Click for consult	Goal 1
Repost each image	Goal 1
repost	Goal 1
repost	Goal 1
<b>Story idea: August</b>	
	Goal 1
Before and after	Goal 1

August 24	Video	Podcast ("roofers coffee shop") (waiting for RCS to post ep)	Goal 1	
August 29	Carousel	Project highlight	Goal 1	
Date: September				
September 4	Image	Labor Day	Goal 3	<a href="#">here</a>
September 2	Video	Kazin marketing podcast (live?)	Goal 1	
September 4	Video	Indoor renovations reel	Goal 1	
September 11	Image	9/11	Goal 3	<a href="#">here</a>
September 15	Carousel	When you need new decking	Goal 1	
September 22	Image	Project highlight	Goal 1	
September 18	Image	Photo carousel	Goal 1	
September 27	Image	Photo carousel	Goal 1	
Sept 30	Image	Target roof project (female focus; DEI feature)	Goal 1	
Date: October				
October 4	Image		Goal 1	
October 8	Image		Goal 1	
October 13	Image		Goal 1	
October 18	Image		Goal 1	
October 22	Video	Distributors we work with	Goal 1	
October 29	Image		Goal 1	

repost	Goal 1
	Goal 1
Story idea: September	
	Goal 1
Story idea: October	
	Goal 1
Repost each image	Goal 1
	Goal 1

Following:

- Provide canva links for images and all reels
- Establish templates for future posting and management
- Work on holidays first, then reels, then goals 1, 2, 3

October content

- Need from rachel

- Finance award link (sent 10/13)
- Drone footage (by end of week 10/13)
- Deck walkthrough photos (from 10/13) plus summary
  - Screened-in porch under the deck with lighting, fan, other details
- Window project at ski chalet
  - Started (10/13) and should take two weeks (november post)
- Wrapping up commercial multi-family housing project
  - siding/roof (november)
  - Stillwater Emergency Housing
  - When city is running short on housing, they build Sec 8 development and Proficient worked as the subcontractor with city of Stillwater
- Eagon deck project
  - For townhome development
  - november