

**ROOFING
CONTRACTOR**

**BEST OF SUCCESSES
20
YEARS**





**ROOFING
CONTRACTOR**

BRANDING: CONSISTENT DELIVERY OF A MEANINGFUL PROMISE

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Westfall Roofing







WALT DISNEY

Effective Branding

COCA-COLA.

1886

Coca-Cola

1890



1900

Coca-Cola

1905s



1969

Coke
Coke

1985



1987



1993



2000

I'll spend more,...

or wait longer,...

or even endure hardships,...

to buy *YOUR* product over someone else's.

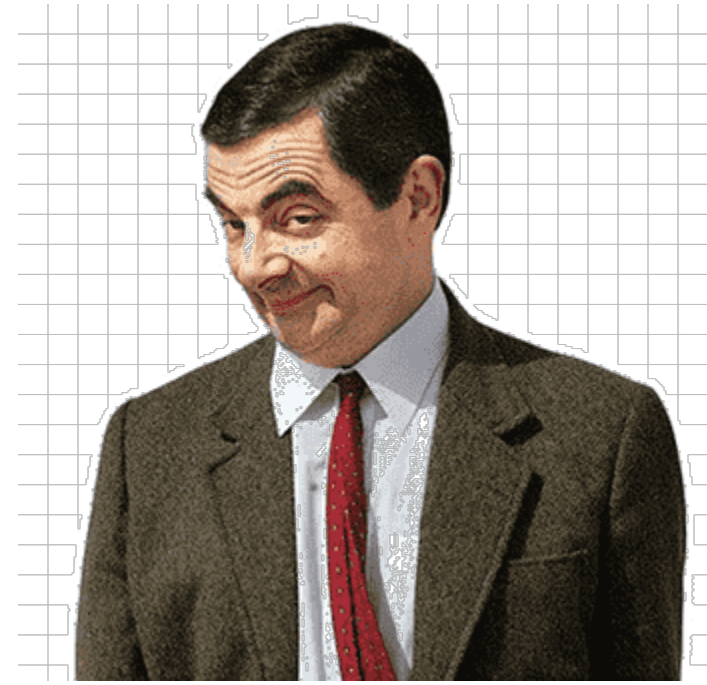
Increase Your Top Line





Decrease Your Bottom Line

EBIT A



Hello!



Anissa Westfall



Brand Identity

Name

Logo

Website

Marketing

Materials

Brand

Customer Relations

Value Proposition

Positioning

Brand Attributes

Core Purpose

Competition

Offerings

Brand Strategy

**The Consistent Delivery
of a Meaningful Promise.**




Consistent Delivery


THE DEFENSE



Iced Caffè Latte
Espresso and cold milk, poured over ice.



| | 12 fl. oz. | 16 fl. oz. | 24 fl. oz. |
|--|-------------------------------|------------|------------|
| Ingredients | | | |
| Starbucks® Espresso Roast | 1 shot | 2 shots | 3 shots |
| Chilled 2% Milk* | Fill to upper line on cup | | |
| Ice | Fill ice to 1" below rim line | | |
| Preparation | | | |
| 1. Add Starbucks® Espresso shots to cup. | | | |
| 2. Add chilled milk. | | | |
| 3. Stir well. | | | |
| 4. Fill the cup with ice. | | | |
| Options | | | |
| * Starbucks non-dairy alternatives: Soy, Almondmilk or Coconutmilk may be substituted for 2% milk in recipe. | | | |



ice
milk
espresso


STARBUCKS and the Starbucks logo are used under license by 1919
SPS-007-WPS-RC 1-1000



“People don’t buy what you do.
They buy why you do it.”

– Simon Sinek



A photograph of construction workers on a roof, overlaid with a dark semi-transparent filter. The workers are wearing high-visibility yellow-green shirts and safety harnesses. They are working with wooden planks and ropes. The background shows green foliage.

Standard Operating Procedures

Your People

What your employees do...

(or don't do)

consistently,

is your brand.

People also Read Negative Reviews




4.2 - 4.5 is the
average star ratings

82%
of consumers
specifically seek out
negative reviews

Near or perfect
5.0 is “too good
to be true”



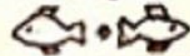
Online Reviews
Tell One Side of
the Story

**Defend Your
Truth!**

The *REVIEW-ER*
isn't always right!

**Poor brands pay 10%
more in employee salary.**

WELL AGED WORDS



A FISH ROTTS FROM THE HEAD DOWN



40% INSPIRATION

ALEK KARDAS 12



Your Brand Is An Inside Job, First

Meaningful Promise

THE OFFENSE



Your
Customer



K

Know

Y

Your

C

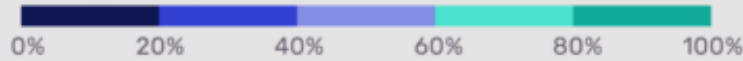
Customer





**The average age
of homebuyers
in 2024 was 56,
a record high.**

Most Popular Social Media Apps by Generation

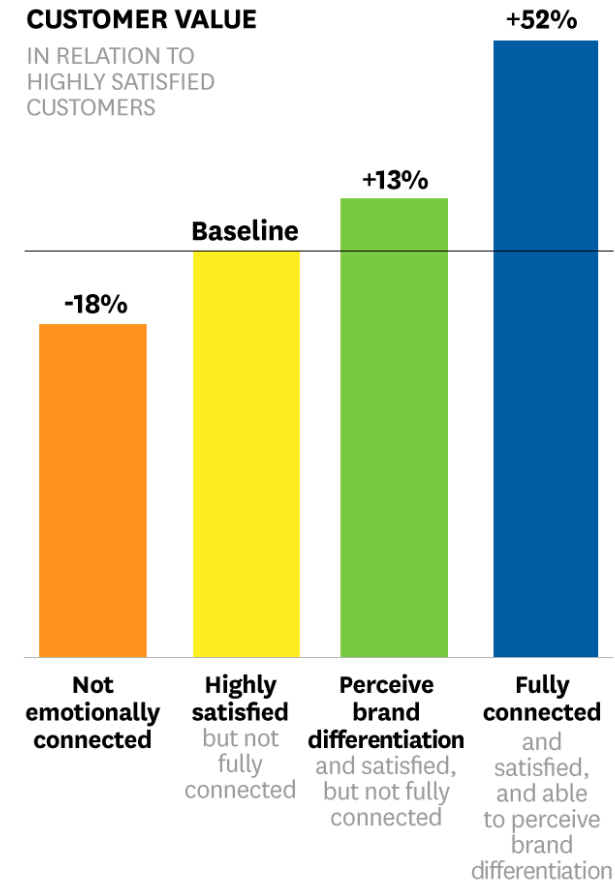


Your Promise

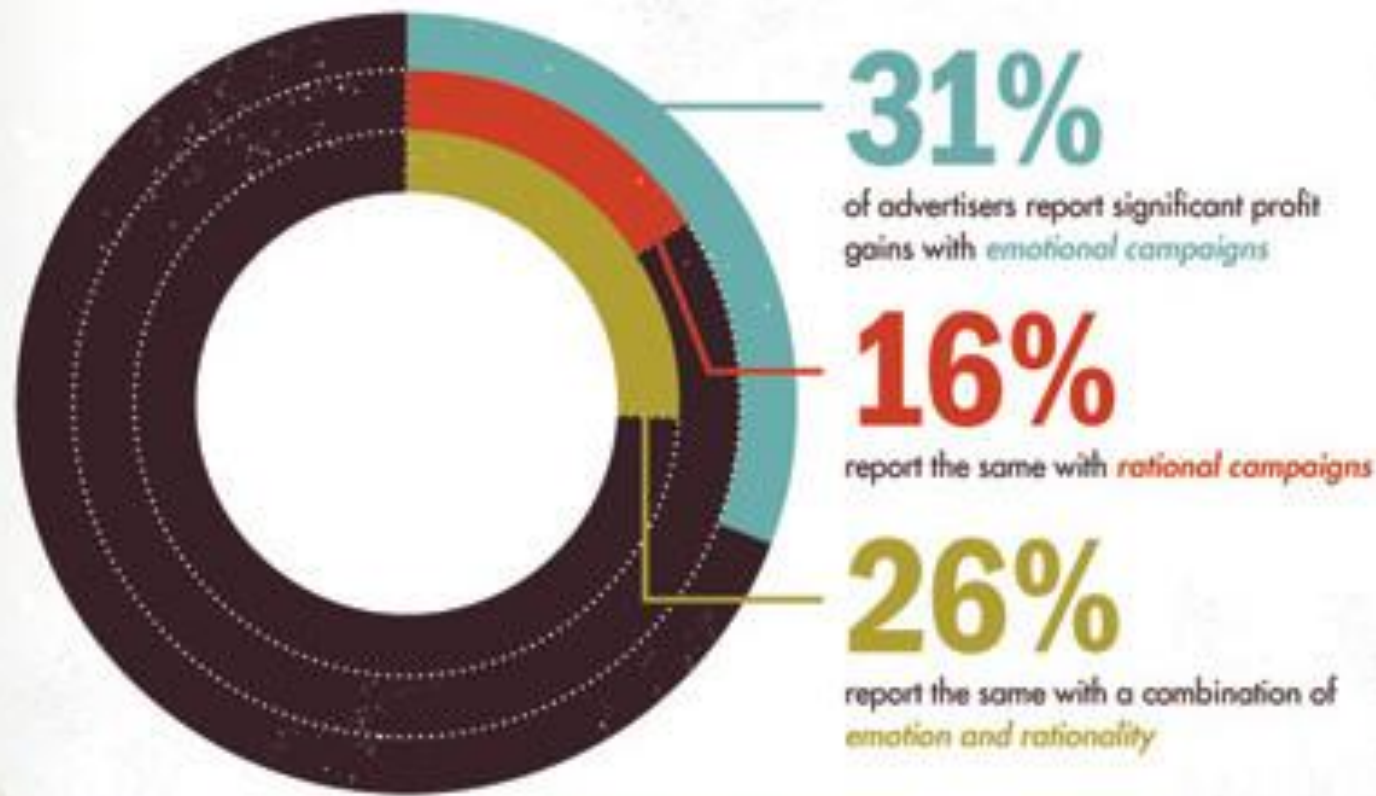
Appeal to Emotions.

The Value of Emotional Connection

As customers' relationships with a brand deepen, they move along the pathway toward full emotional connection. Although they become more valuable at each step, there's a dramatic increase at the final one: Across a sample of nine categories, fully connected customers are 52% more valuable, on average, than those who are just highly satisfied.



EMOTION IS MORE EFFECTIVE THAN LOGIC IN ADVERTISING

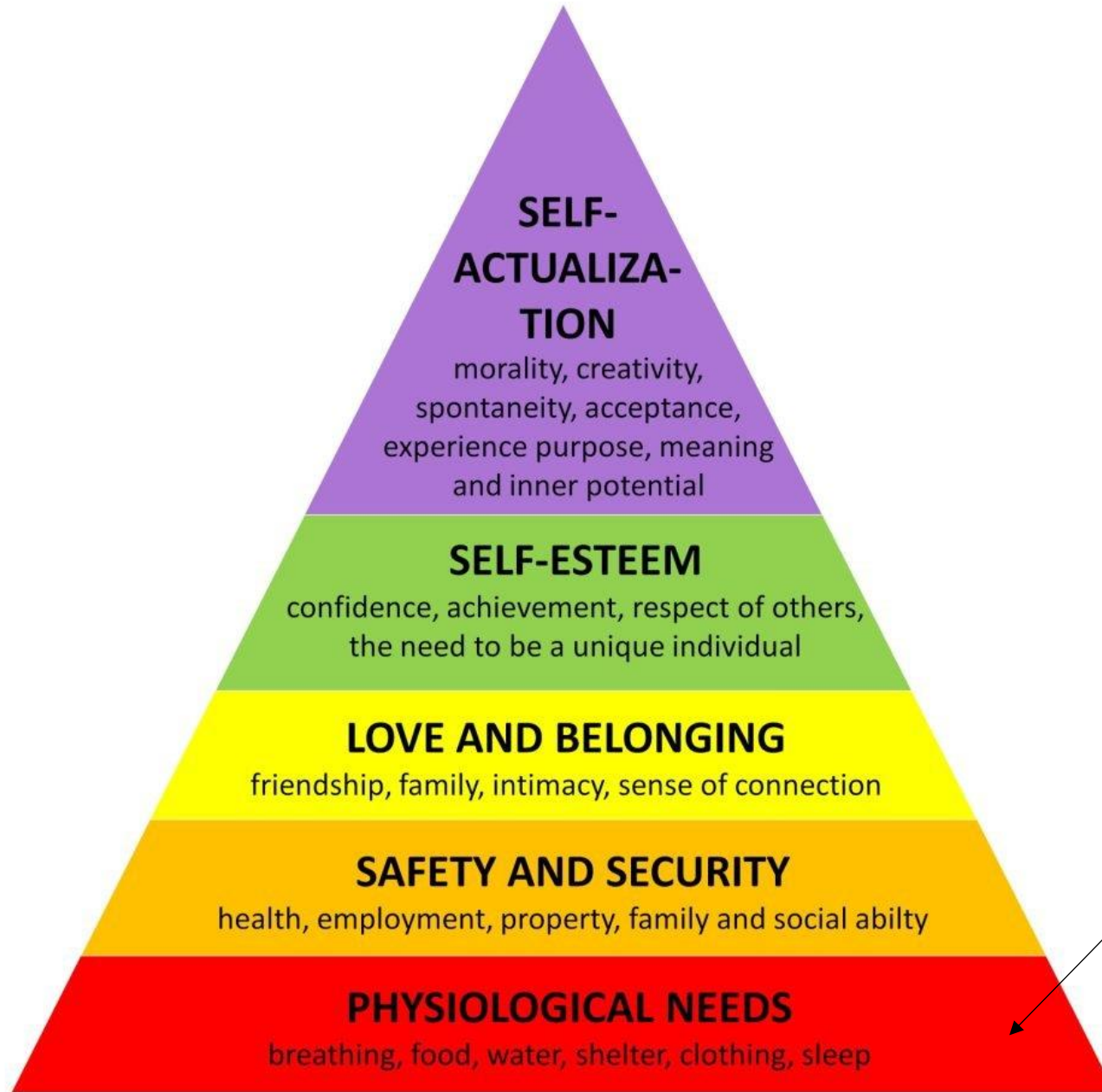


When 2 groups of people received 2 different donation-seeking letters—one with stats, one with an emotional story...

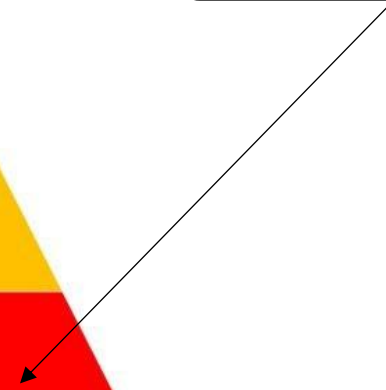


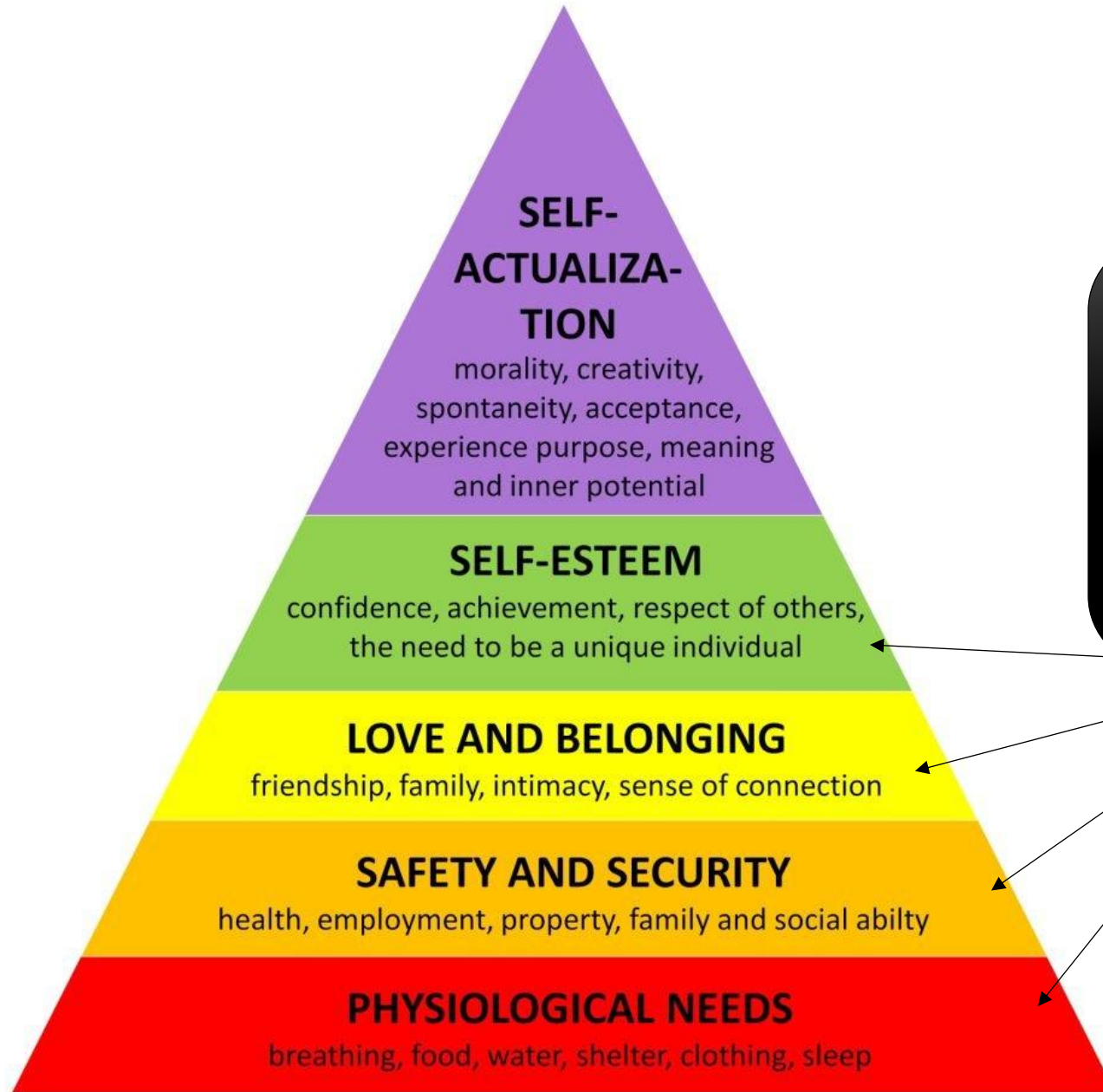
The emotional letter received an average donation over

2X HIGHER
than the statistics-laden letter!

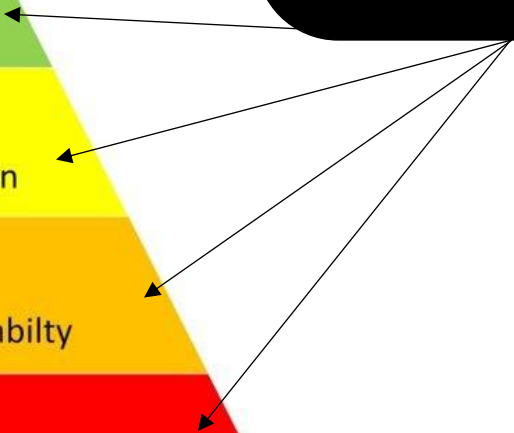


Roofing





Effective
Roofing
Brands



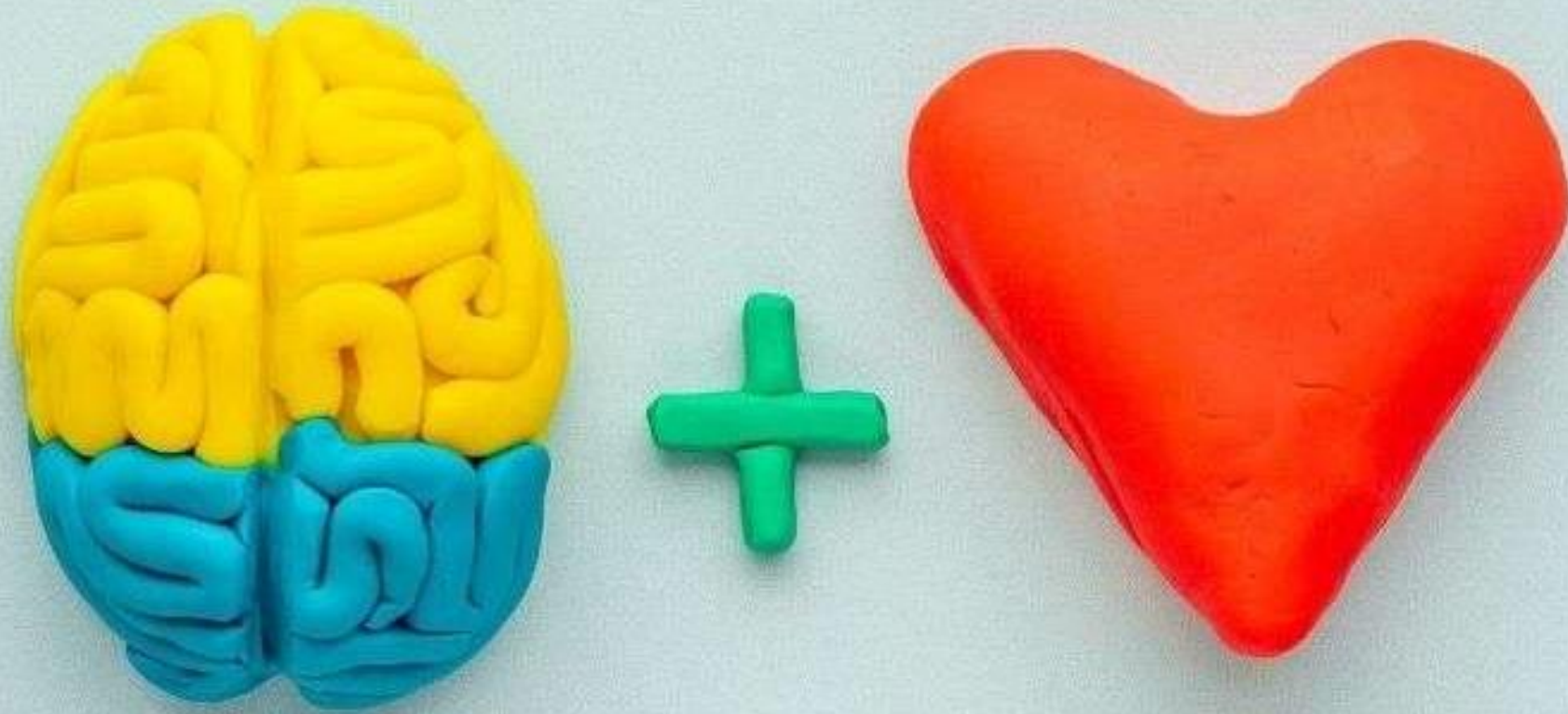
Social Media can have a Big Impact on Emotional Connection



Content is not for lead gen.

Content is for trust gen.





Your Brand Grows with Connection



Price Permission

Brand Endurance



Defense

Offense

**The Consistent Delivery
of a Meaningful Promise.**

Enthusiasm is
common.
Endurance is
rare.

-Angela Duckworth



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