



Introduction

A brand roadmap is a strategic plan that outlines the steps and actions a business needs to take to build, enhance, and manage its brand over time. It serves as a comprehensive guide to ensure that all branding efforts are aligned with the company’s overall business goals and marketing.

By following this roadmap, My Florida Roofing Contractor can strengthen its brand identity, enhance customer loyalty, and achieve sustained growth.

Roadmap Sections

01	Brand Definition	Core Values & Mission Brand Promise Competitive Differentiation Our Services
02	Brand Guides	Logos & Colors Typography
03	Brand Essence	Brand Voice Brand Messaging
04	Our Customers	Customer Segments Customer Personas Customer Journeys
05	Marketing Us	Marketing Objectives Market Geography Tactics Mockups

Value Engineering Your New Roof.

What We Stand For

My Florida Roofing Contractor promises to deliver a smooth and efficient roofing experience, prioritizing customer satisfaction above all else. Through continuous improvement and innovation, we value-engineer each project to provide lasting quality and exceptional service.

We Care

Our largest audience is every day homeowners on the Treasure and Space Coasts that need to protect their homes. We work hard to exceed their expectations, always working with a sense of urgency to keep their home protected at all times. Our promise is to treat every roof as if it's our own and make sure the job is done right the first time - backed by a full warranty on every project we complete.

One-on-One

Our goal is to make the roof replacement process go as smooth as possible. By assigning one project supervisor to each roofing project, we're able to give each customer a personalized, professional and efficient experience from start to finish. We proudly uphold an A+ rating with the Better Business Bureau for quality customer service.

On a Personal Note, We're Animal Lovers

Our commitment to the community extends beyond roofing. As avid animal lovers, we believe in the important work done by the ASPCA. That's why we're proud to donate a portion of every roof replacement project directly to the organization.

We Take Roofing Personally.

What Sets Us Apart

At My Florida Roofing Contractor, we take roofing personally. We understand that you need someone experienced in roofing Florida homes who is invested in protecting your property while providing customized, cost-saving solutions. Our customers are routinely amazed by how smooth and easy the process is and really feel that we do roofing differently.

Florida Experience

Our customers seeking new or reroofing solutions have an immediate need; whether it's changes to insurance coverage, storm damage, or an aging roof, they trust our team to get the job done. With over 25 years of experience, we know the ins and outs of roofing Florida homes. We are prepared to meet any challenge, from simple maintenance to roof replacements and emergency repairs.

Leave Every Place Better Than We Found It

Our goal is to leave every home, business and neighborhood better than we found it. By utilizing the innovative Catch-All Protection Kit, we cover the entire job site to contain the construction debris, while also minimizing damage to areas around the home such as landscaping. This not only protects the customer's property but also improves efficiency of clean-up.

Custom Solutions for Cost Saving

The materials, installation, features and functions aren't standard, it's all planned by a My Florida Roofing expert. We are committed to value engineering our product so that every dollar spent by our customers is toward a wise roofing investment. We offer the scope of services you'd expect from a corporate company, but provide the attentive customer care of a small, locally-owned business.

My Home. My Florida Roofing.

What We Offer

RE-ROOF & ROOF REPAIR

Residential

We have extensive experience in the repair and installation of virtually every roofing application on the market today. Whether homeowners are considering asphalt shingles, metal, tile, slate or a flat roofing application, our team is here to lend our expertise and receive monthly training to stay current in our industry. We are known across the Treasure and Space Coasts for our unmatched quality, workmanship, and reliability.

Commercial

Time is of the essence in all things commercial roofing. Across all roofing projects, large or small, we’re dedicated to maintaining timelines, avoiding delays, and ensuring our customer’s roof is constructed or repaired efficiently—and effectively. We utilize only first-rate building materials and state-of-the-art installation techniques to give businesses the most durable and cost-friendly roofs possible. Our commercial roof repair services cover a wide range of roof types and can address many types of damage effectively.

SPECIAL SERVICES & OFFERS

Specialized Services

- Roof Financing
- Emergency Response
- Insurance Claim Assistance
- Eco-friendly Roofing Options
- Roof Ventilation and Insulation Solutions
- Roof Inspections
- Maintenance Programs

Special Offers

- \$150 Referrals
- Veterans

ROOFING TYPES

Flat Roofs

We are experts in flat roofing product types such as modified and TPO roofing, fiberglass, single ply, pitch additions, insulation, tar and gravel roof overs.

Roof Shingles

We offer a wide variety of roofing shingles from trusted brands. We specialize in tiles, slate, solar, fiberglass, and asphalt shingles. Shingle types differ based on shape, size, thickness, color and material.

Metal Roofs

Metal roofing is long lasting and energy saving. It is extremely durable, especially when considering Florida buildings that must be built with hurricane season in mind. Metal roofing that is built well has been proven to withstand winds up to 150 mph, in addition to being crack and impact resistant.

Tile Roofs

As with clay tile, concrete tiles come in a wide variety of styles, profiles, colors and finishes. Concrete tiles are created out of varying proportions of cement, sand and water. The materials are mixed and molded under high pressure, or cured, to reach the required strength, and may be finished with a colored material and a synthetic oxide additive. They generally have lugs on their undersides for anchoring to batten strips, and additional water locks, or interlocking ribs, on the longitudinal edges, which impede movement and prevent water infiltration.

Brand Guides



PRIMARY	SECONDARY	ACCENT	BACKGROUND	LOGO ONLY
HEX: 19254C	HEX: EF8325	HEX: 3574BA	HEX: CDD8E7	HEX: 338A42
RGB: 25/37/76	RGB: 239/131/37	RGB: 53/117/187	RGB: 205/216/231	RGB: 51/138/66
CMYK: 99/91/40/39	CMYK: 2/59/98/0	CMYK: 81/52/0/0	CMYK: 18/9/3/0	CMYK: 81/23/100/8

Large Headline

Halyard Display, Medium, 36 pt

Medium Headline

Halyard Display, Medium, 26 pt

SECTION TITLE

DM Sans, All Caps, Regular, 14 pt, Tracking 110

Subheadline

Halyard Display, SemiBold, 14 pt

Body Copy

Halyard Display, Regular, 12 pt

Your Neighborhood Roofer

OUR PROMISE

We Leave Every Place Better Than We Found It

Because we love living here too.

Our goal is to leave every home, business and neighborhood better than we found it. By utilizing the innovative Catch-All Protection Kit, we cover the entire job site to contain the construction debris, while also minimizing damage to areas around the home such as landscaping. This not only protects the customer’s property but also improves efficiency of clean-up.

Your Neighborhood Roofer.

At My Florida Roofing, we embody trust, approachability, and care, offering you a smoother, more personalized roofing experience at a fair price.

Reliable | Approachable | Supportive | Confident | Grounded | Selfless

Ethos

Our brand voice is warm and confident, reflecting our deep responsibility to the communities we serve and the homes we protect. By speaking as a dependable neighbor, we reassure our customers that we share their values and commitment to quality.

Pathos

Our visual identity and client-focused imagery highlight our passionate commitment to customer satisfaction. Through persuasive messaging, we directly address our customers' pain points, ensuring they feel valued and understood.

Logos

By appealing to our customers' logical reasoning, we reinforce our message with a proven track record, efficient processes, and quality guarantees.

Roofing Done Differently.

Need a new roof? What if there was a better way to navigate the re-roofing process? There is.

At My Florida Roofing Contractors, we prioritize our customers by listening and caring for their property like no one else. Trusted by tens of thousands of homeowners throughout the Treasure Coast, we're your neighborhood roofers. Give us a call and experience roofing done differently.

My Home. My Florida Roofing.

Roofing Your Way.

Looking for a reliable roof repair company for your business?

At My Florida Roofing, we understand that roof repairs need to happen quickly so you can get back to running your business. Our commitment is to provide prompt, lasting repairs and a personal commitment that sets us apart. Give us a call and experience roofing your way.

My Business. My Florida Roofing.

Residential Audience

Commercial Audience



CUSTOMER SEGMENT

Commercial

Who we're talking to

- Building owners and property managers
- Commercial buildings between 2,000-60,000 sq. ft.
- Treasure and Space Coasts

How do they seek out that solution

- Ask colleagues, friends or family
- Search online
- Reach out to a brand that they're familiar with

What causes them to need a solution

- Identified Need: to repair or replace their roof
- Acting from a place of need not want
- Insurance requirements

What impacts their decision to act on that solution

- Affordability
- Energy Efficiency
- Guarantee of quality
- Speed of delivery/install

CUSTOMER SEGMENT

Residential

Who we're talking to

- Homeowners with home values between 300-800K
- Mixed Demographic
- 10+ Years Roof Age
- Treasure and Space Coasts

How do they look for a solution

- Ask neighbors, friends or family
- Search online
- Reach out to a brand that they're familiar with

What causes them to need a solution

- Identified Need: to repair or replace their roof
- Insurance requirements

What impacts their decision to act on that solution

- Possible financing
- Affordability
- Guarantee of quality
- Speed of delivery/install



CUSTOMER PERSONA

Residential Homeowner

Who

- Hillary & Jason, age 45, married with 3 kids.
- Home Value: \$400,000
- Location: Treasure Coast
- Roof Age: 12 years old



What causes them to need a solution

- Hillary has an identified need to repair or replace her roof due to its age and minor leaks.
- She is acting from a place of necessity rather than desire, and her homeowner’s insurance requires the roof to be in good condition to maintain coverage.

How do they seek out that solution

- Hillary starts by asking her neighbors and friends for recommendations on reliable roofing companies.
- She then conducts online searches to compare options and read reviews.
- She reaches out to brands that she is familiar with or have been recommended to her.

What impacts their decision to act on that solution

- The availability of financing options is crucial as it impacts her ability to afford the repairs.
- She looks for affordability without compromising on quality.
- A guarantee of quality and a warranty on the work performed provide her peace of mind.
- The speed of delivery and installation is important to minimize disruption to her home life.

CUSTOMER PERSONA

Commercial Property Manager

Who

- Mike, age 62, Property Manager of Space Coast Insurance Headquarters
- Building Type: Commercial office building
- Location: Space Coast



What causes him to need a solution:

- Mike has identified a need to repair or replace the roof of his commercial building due to leaks and damage.
- He is acting from a place of necessity to ensure the safety and functionality of the building.
- Insurance requirements mandate that the roof is maintained in good condition to keep the policy active.

How does he seek out that solution:

- Mike consults colleagues and other property managers for their recommendations on roofing contractors.
- He performs online searches to gather information and compare different service providers.
- He reaches out to brands that he is familiar with or have been recommended by trusted sources.

What impacts his decision to act on that solution

- Affordability is a key factor as he needs to manage the building’s maintenance budget effectively.
- He considers energy efficiency improvements as a valuable addition to the roofing solution.
- A guarantee of quality and assurance that the job will be done right is critical.
- The speed of delivery and installation is essential to minimize disruption to business operations.

	AWARENESS		CONTACT		MEET + EVALUATE		INSTALL		DEBRIEF	
Customer's Stage	Never heard of MFRC	Become Aware of MFRC	Problem Recognition Notified of Insurance Requirement	Has Defined Needs	Consideration	Review	Purchase	Project Communications	Project Completion	Become a Brand Advocate
Customer's Activity	Seeing Wrapped Vehicles Driving by Offices	Served MFRC Video + Banner Ads Receive Targeted Mailer See Print Ads	Asks circle of influence Begin information gathering + initial research	Visiting Website Inquiry Form/Call MFRC Feedback from Circle of Influence	Contact MFRC + Meet with MFRC Sales Rep	Review Proposals Price Comparisons Evaluate Financing Options Circle of Influence Budget Planning	Confirming Price Accepting Delivery Time (if applicable)	Project Kickoff Receiving Project Updates	Referring to Circle of Influence Leaving Google Review	
Customer's Goals	No defined goals a this time		Identify Contractors	Schedule Home Visit	Establish Trust + Receive Competitive Pricing Quality and Craftsmanship	Make an Informed Decision	MFRC + Client Communication	Staying Informed	Satisfy Insurance Requirement Damage Repaired/ Replacement Successful	
Touch Points	Programmatic Geographic Video & Banner Advertising Targeted Post Card Print Publications Word of Mouth		Programmatic + Geographic Demographic Consumer Intent Video + Banner Advertising Search Engine Results Google My Business Listing Website Re-targeting E-mail Blasts Targeted Mailer		Consultation Experience Customer Service Experience Proposal with Timeline, Warranty + Guarantees Follow-Up Phone Call Follow -Up E-Mail Blast Follow Up Mail Piece		E-Mail Blasts Customer Service, Welcome and Next Steps, Timeline, Preparation Material Delivery and Installation Day Progress Updates Job Site Supervisor Check-Ins Preparing for Final Inspection		Cleanup and Final Inspection Post-Installation Support/Warranty E-Mail Blast Removal or Sale of Pieces Referral Gift Incentive Customer Loyalty Incentives	
Emotion	Indifferent	Uncertain	Worried	Frustrated	Stressed	Frustrated	Indifferent	Worried	Relieved	Content
         										
Business Goal	Increase Brand Awareness	Keep MFRC Top of Mind	Increase New Unique Website visitors Increase Estimate Scheduling Increase Search Ranking Secure Client Contact Information Increase Search Ranking		Positive Consultation + Customer Service Experience Building Brand Trust Prospect to Client Conversion		Building Brand Trust Provide Seamless Experience Provide Exceptional Customer Service Timeline Adherence		Client Leaves Five Star Google Review Complete Project Photography Client Testimonials Becomes Returning Customer	
KPI	Impressions CTR		Conversions Website Visitors Time on Website Banner Ad CTR Email Open and Click-Through Rates		Lead Conversion Rate\Signed Proposals Email Open and Click-Through Rates		Open Rate for Project Update Emails Average Project Duration		Referral Rate Client Satisfaction Rating	
Responsibility	Ironside		Ironside		MFRC + Ironside		MFRC + Ironside		MFRC + Ironside	
Activity	Build + Optimize Awareness Campaign		Build + Optimize Consumer Intent Campaign		Build + Optimize Retention + Referral Campaign		Build + Optimize Retention and Referral Campaign + CRM		Keep in Referral Pipeline	

	AWARENESS		CONTACT		MEET + EVALUATE		INSTALL		DEBRIEF	
Customer's Stage	Never heard of MFRC	Become Aware of MFRC	Problem Recognition Notified of Insurance Requirement	Has Defined Needs	Consideration	Review	Purchase	Project Communications	Project Completion	Become a Brand Advocate
Customer's Activity	Seeing Wrapped Vehicles Driving by Offices	Served MFRC Video + Banner Ads Receive Targeted Mailer See Print Ads	Asks circle of influence Begin information gathering + initial research	Visiting Website Inquiry Form/Call MFRC Feedback from Circle of Influence	Contact MFRC + Meet with MFRC Sales Representative Engaging with Products	Review Proposals Price Comparisons Evaluate Financing Options Circle of Influence Budget Planning	Confirming Price Accepting Delivery Time (if applicable)	Project Kickoff Receiving Project Updates	Referring to Circle of Influence Leaving Google Review	
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Touch Points	Programmatic Geographic Video & Banner Advertising Targeted Post Card Print Publications Word of Mouth		Programmatic + Geographic Demographic Consumer Intent Video + Banner Advertising Search Engine Results Google My Business Listing Website Retargeting E-mail Blasts Targeted Mailer		Consultation Experience Customer Service Experience Proposal with Timeline, Warranty + Guarantees Follow-Up Phone Call Follow -Up E-Mail Blast Follow Up Mail Piece		E-Mail Blasts Customer Service, Welcome and Next Steps, Timeline, Preparation Material Delivery and Installation Day Progress Updates Job Site Supervisor Check-Ins Preparing for Final Inspection		Cleanup and Final Inspection Post-Installation Support/Warranty E-Mail Blast Removal or Sale of Pieces Referral Gift Incentive Customer Loyalty Incentives	
Emotion	Indifferent	Uncertain	Worried	Frustrated	Stressed	Frustrated	Indifferent	Worried	Relieved	Content



Business Goal	Increase Brand Awareness	Keep MFRC Top of Mind	Increase New Unique Website visitors Increase Estimate Scheduling Increase Search Ranking Secure Client Contact Information Increase Search Ranking		Positive Consultation + Customer Service Experience Building Brand Trust Prospect to Client Conversion		Building Brand Trust Provide Seamless Experience Provide Exceptional Customer Service Timeline Adherence		Client Leaves Five Star Google Review Complete Project Photography Client Testimonials Becomes Returning Customer	
KPI	Impressions CTR		Conversions Website Visitors Time on Website Banner Ad CTR Email Open and Click-Through Rates		Lead Conversion Rate\Signed Proposals Email Open and Click-Through Rates		Open Rate for Project Update Emails Average Project Duration		Referral Rate Client Satisfaction Rating	
Responsibility	Ironside		Ironside		MFRC + Ironside		MFRC + Ironside		MFRC + Ironside	
Activity	Build + Optimize Awareness Campaign		Build + Optimize Consumer Intent Campaign		Build + Optimize Retention + Referral Campaign		Build + Optimize Retention and Referral Campaign + CRM		Keep in Referral Pipeline	

Marketing Objectives

Brand Refresh

Use brand roadmap to develop a strategic brand refresh to align messaging and branding across various customer touch points.

Increase Brand Awareness

Enhance visibility in target markets through mail and digital advertising.

Lead Generation

Increase the number of inquiries and potential customers through targeted marketing campaigns, optimize website for conversions, enhance web and CRM journey touch points.

Boost Customer Referrals

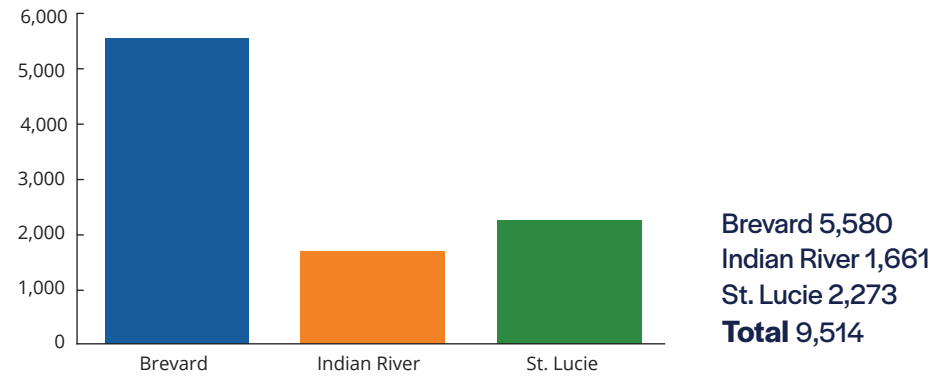
Improve customer loyalty and referred business through exceptional service and engagement strategies.

Expand Market Share

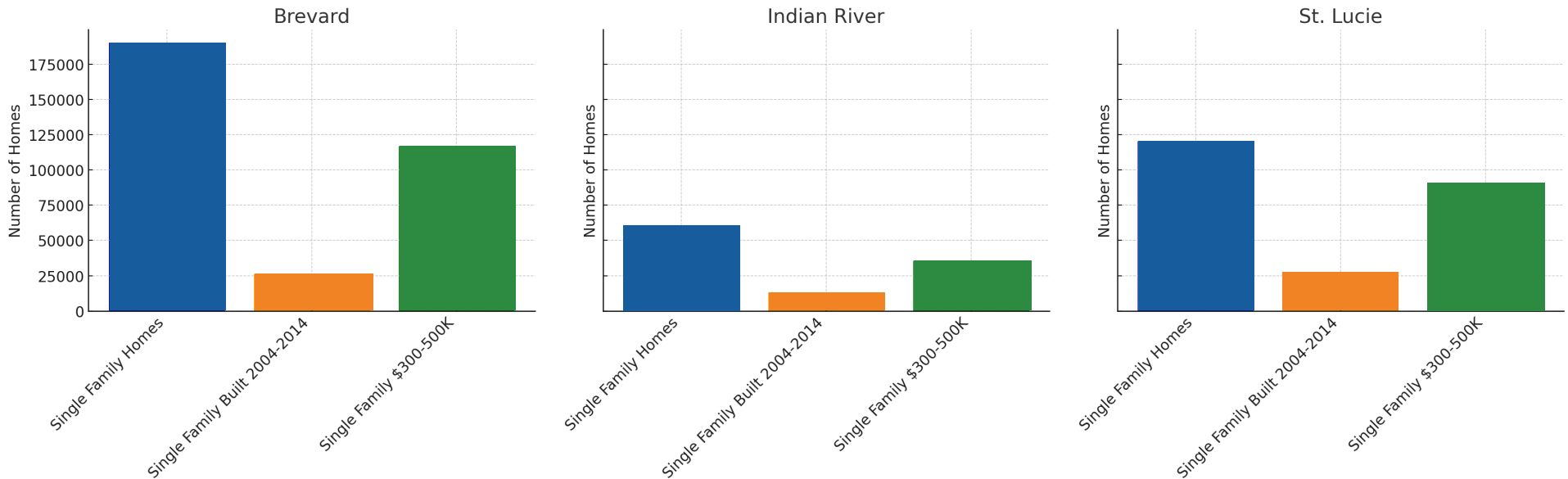
Grow the market share by entering new neighboring markets in Brevard and Saint Lucie Counties.

Commercial Building Data by County

2,000-60,000 Gross Sq. Ft.



Single Family Homes Data by County



DIGITAL MARKETING TO INCREASE AWARENESS

Demographic & Geographic Targeted Video Advertising

Platform - Google DSP | Channel - Third Party Websites, Apps, YouTube, Connected TV’s
Target audience with specific demographic and geographic characteristics will be shown short 15 second video commercials across a wide variety of online placements and personal devices.

Consumer Intent Video & Banner Advertising

Platform - Google DSP | Channel - Third Party Websites, Apps, YouTube, Connected TVs
Target audience with specific online behaviors related to your product and service offerings will receive digital advertisements across various online placements and personal devices.

Demographic Targeted Social Media Video Advertising

Platform - Meta | Channel – Instagram & Facebook
Target audience with specific demographic characteristics will be shown video commercials on their Instagram & Facebook feeds; placements typically include reels, stories, and in-feed to promote brand awareness and further investigation.

Retargeting Digital Advertising

Platform - Google DSP | Channel - Third Party Websites, Apps, YouTube, Connected TV’s
People who have previously visited your website will receive video and banner ads across a wide variety of online placements and personal devices.

Retargeting Social Media Advertising

Platform - Meta | Channel - Instagram & Facebook
People who have previously visited your website will receive ads on their social network feed, including reels, stories, and in-feed advertisements.

Addressable Geo-Fence Video Advertising

Platform – Simpli.fi DSP | Channel - Third Party Websites, Apps, Connected TV’s
As people come into a target location (Hazel House), their smart phone devices will be tagged, followed and served digital advertisements.

LEAD GENERATION & CONVERSION ENHANCEMENTS

CRM Email Drip Campaign

By automating targeted and personalized email sequences through its CRM system, you can ensure consistent communication, maximize engagement opportunities and fosters long-term customer loyalty by delivering timely and valuable information tailored to each recipient’s needs and interests.

Search Engine Marketing

Improve the visibility and ranking of MFRC website and online content on search engine results to drive more traffic, increase brand awareness, and achieve specific business objectives like lead generation, sales, and conversions.

Google My Business Listing

Optimizing content for potential customers so they can find relevant, high-quality information more easily, leading to better user experience.

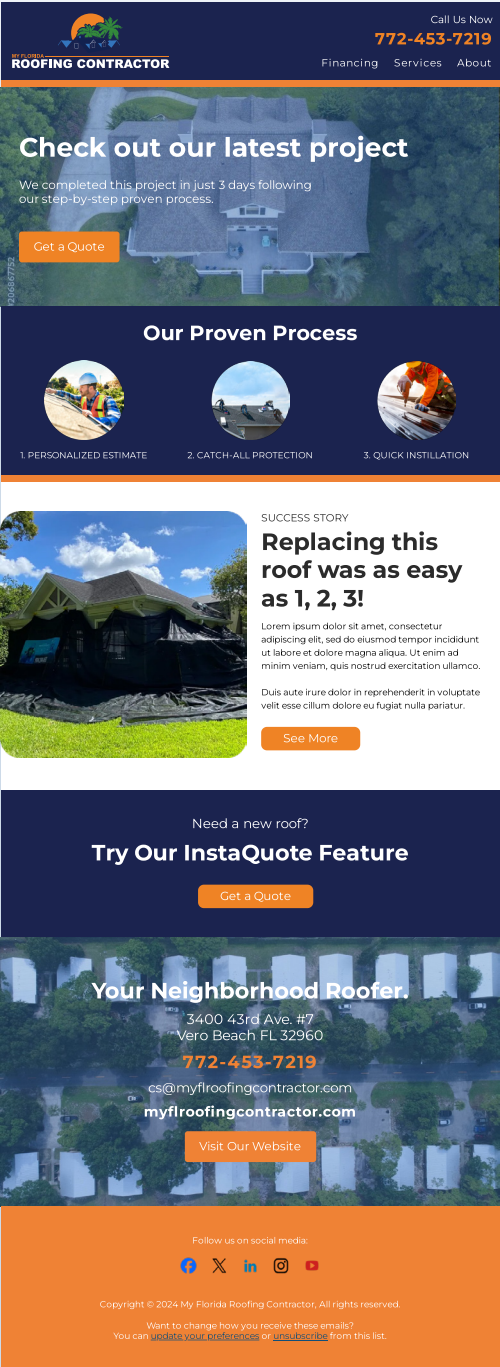
Website Design

By providing valuable content, seamless navigation, and intuitive user experience, a well-designed website captivates visitors, builds trust, and encourages them to take desired actions.

EMAIL TEMPLATE

CRM Drip Campaign: Completed Project

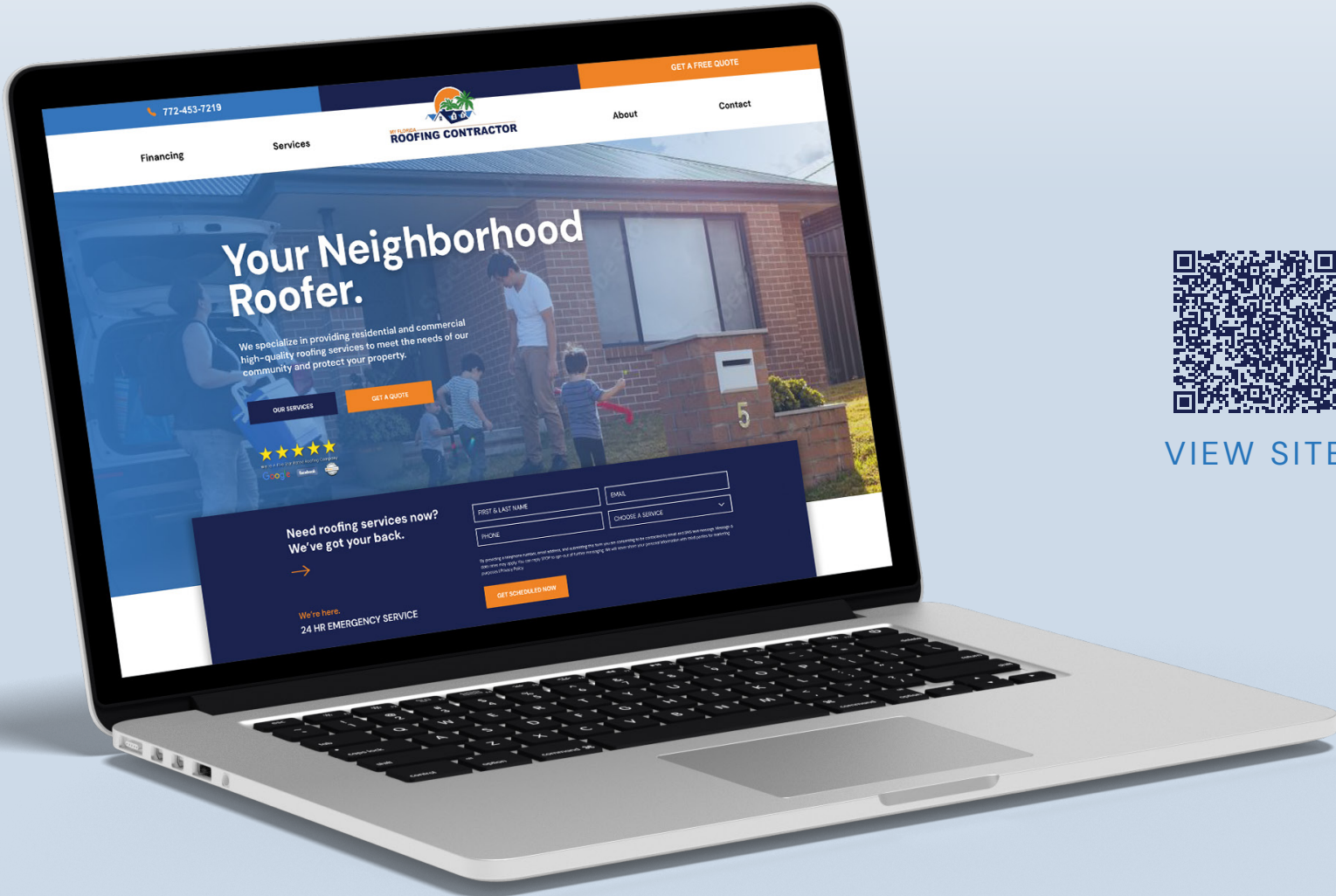
The Completed project email will demonstrate MFRC’s high quality standards through relentless documentation of success stories with a clear narrative demonstrating their customer centric approach.



WEBSITE

Website Refresh

The goal of this website is to drive conversions. Trust building layout, ease of navigation, with consistent branding and messaging throughout. The customer centric approach is enhanced by incorporating lifestyle images and friendly tone of voice.



VIEW SITE



MAILERS

Postcards: Residential Customers

The goal of these postcard mailers is to reach prospective residential customers in targeted areas.



PRINT COLLATERAL

Door Hangers: New Customer Outreach

The goal of the door hangers is to reach prospective customers adjacent to current job sites by advertising services and demonstrating rapport through accessibility and responsiveness.

Presented by:

Ironside

Print. Mail. Brand. Design. Web. Video.