



COMMUNICATIONS, MARKETING AND EDUCATION COMMITTEE (CMEC)

2019 Summer Meeting – Arlington, VA

Committee Chair: Carol Perkins, IKO

Committee Vice Chair: Lynn Picone, GAF

ARMA Vice President of Communications: Bonnie Sonnenschein

ARMA Marketing/Communications Manager: William Braun

September 9, 2019



AGENDA

- Call to order
- Antitrust Review
- Overview of 2019: Discovery | Authority
- --- Break ---
- Overview of 2019: Outreach
- 2020 planning
- New business
- Adjourn



GOALS

ARMA

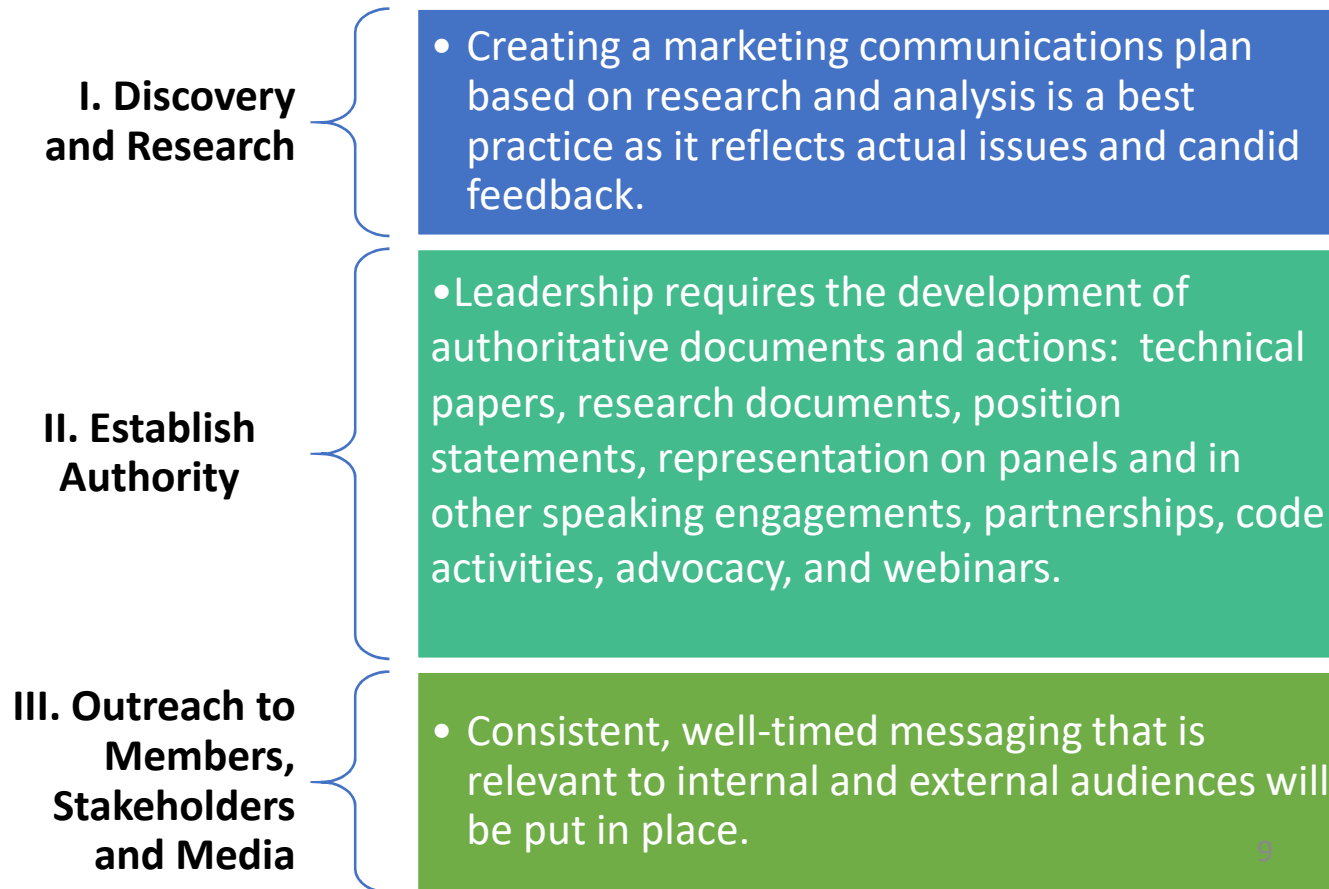
- To be the leading “go-to” organization in asphalt roofing

CMEC

- Educate and promote the benefits of asphalt roofing in both Steep Slope and Low Slope
- Educate and promote asphalt roofing as the superior choice over other roofing materials.



THOUGHT LEADERSHIP STRATEGY





ARMA's STRATEGY

ARMA's Thought Leadership

DISCOVERY

- Messaging | Tagline
- Existing Research
- Website Surveys
- Digital Analysis
- Consumer Survey
- S.W.O.T. Analysis

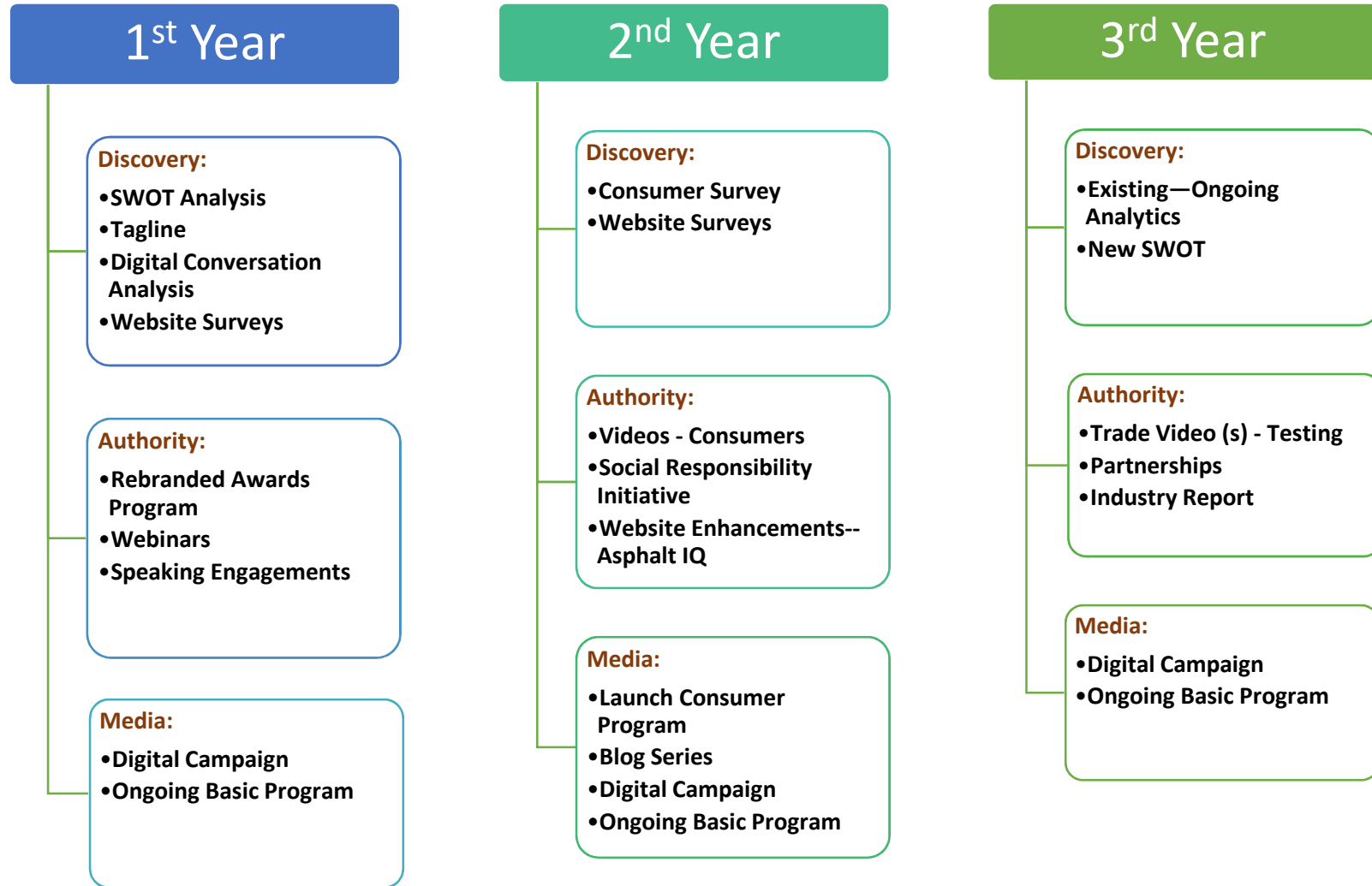
AUTHORITY

- ARMA Awards
- Technical Work
 - Industry Report(s)/Studies
- Speaking Engagements
 - Videos
 - Webinars

OUTREACH

- Trade Media
- Consumer Media
- Social Media Strategies
- Digital Advertising
- Issues Campaigns

THREE-YEAR STRATEGIC PLAN





OVERVIEW OF 2019 INITIATIVES



2019 STATUS REPORT

Discovery and Research

- ✓ Digital Conversation Analysis Complete
- ✓ Website Surveys Ongoing
- ✓ Tagline Complete

Establishing Authority

- ✓ Awards Program Revisions & Upgrades Complete
- ✓ Speaking Engagements Ongoing
- ✓ Webinar Program Ongoing

Outreach

- ✓ Trade Media Ongoing
- ✓ Enhanced Social Media Ongoing



DISCOVERY | RESEARCH



DISCOVERY: Online Research

Digital Conversation Analysis

- ✓ Analysis covered one year and revealed
 - ✓ Specific platforms where asphalt roofing is most discussed and where it is not a factor
 - ✓ Key online trade publications garner highest interest
 - ✓ High consumer audience interest in all aspects of asphalt shingles
 - ✓ Weather issues and maintenance questions generate surges in interest



ARMA SOCIAL MEDIA

Expand and enrich ARMA's social media presence

- Diversify content
- Increase content frequency | engagement | frequency
- Direct followers back to the ARMA website

Structure and Tactics:

- An annual calendar to identify the focus for each quarter
- From this, a more granular “4 bucket” monthly content calendar is being created for focused content
- Expand online ad campaigns



DISCOVERY: Social Media Calendar

- **ARMA Happenings**
 - Press releases, news, events and other ARMA initiatives such as the awards program, speaking engagements, webinar series and technical articles or papers
- **Like-Minded Organizations**
 - Commenting on, liking or posting content from other organizations to stay visible in the industry
- **Third-Party Content**
 - The posting of third-party articles or reports relevant to ARMA's mission
- **ARMA Evergreen Content**
 - ARMA resources, bookstore, videos, and other original ARMA work



DISCOVERY: Online Survey

Website Survey

- ✓ Created an online survey on specific pages of the ARMA website to continue to monitor interest, to guide new content development.
- ✓ Acknowledged the level of involvement the user has with asphalt roofing
- ✓ Determined which factors influence their roofing decisions



DISCOVERY: Online Survey Results

- Seven Question Survey
- 698 Responses 9 (since January 2019)
- Pages on the ARMA website featuring the survey:
 - Homepage
 - Guide for Professionals
 - Resources
 - Bookstore



DISCOVERY: Online Survey Questions

- Are you involved in the decision making process for low-slope roofing construction projects?
- What is your affiliation with roofing (title)?
- Do you use synthetic single-ply roofing products? If so, why?
- What are the largest influences on selecting a roofing material?
- How has the low-slope roofing industry changed in the last 10 years? What shifts have you noticed?
- Do you use low-slope asphalt roofing products? If so, why?
- Do you use synthetic single-ply roofing? If so, why?



DISCOVERY: Online Survey Results

- 47% of visitors make decisions for low-slope projects
- Visitors of site: Building owner, contractor, engineer, consultant
- Purchase influences (*Note: these are not listed in order of importance*):
 - Price
 - Lifecycle
 - Cost
 - Quality
 - Weather
 - Performance



DISCOVERY: Online Survey Results

- Why do you use asphalt roofing?
 - Low maintenance
 - Convenience
 - Longevity
 - Consistency
 - Affordability
 - Quality
 - Durability
 - Strong environmental resistance
- Why do you use synthetic single ply?
 - Ease of installation / speed of installation
 - Sustainability goals
 - Initial cost advantage
 - Site considerations for open flame
 - Lightweight



DISCOVERY: Tagline

Asphalt. The Roofing Solution.



DISCOVERY: Tagline



Asphalt. The Roofing Solution.



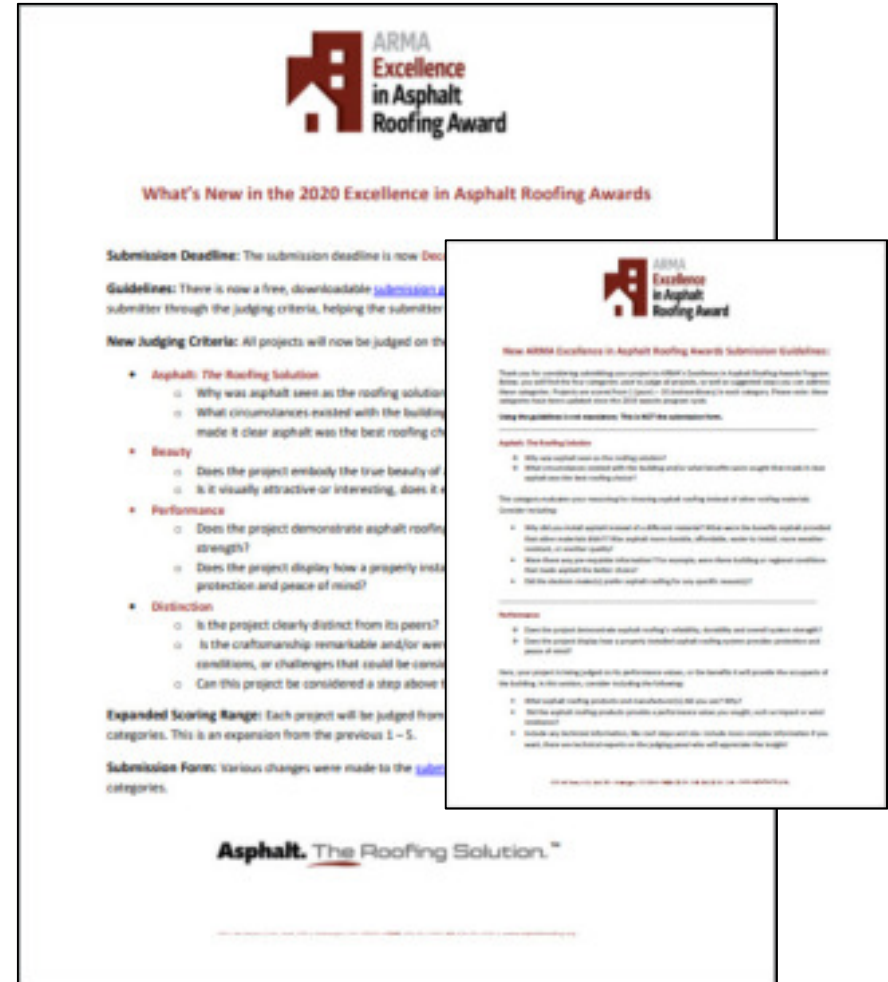
ESTABLISHING & REINFORCING AUTHORITY



AUTHORITY: Awards Program

Revisions & Upgrades to Awards Program

- ✓ Revised and updated the guidelines, the judging criteria, and the due date for submissions.
- ✓ Developed submission guidelines with the updated criteria
- ✓ Created a “What’s New” one-pager featuring all changes to the awards program





AUTHORITY: Speaking Engagements

Speaking Engagements

- ✓ Identified targeted trade shows and submitted multiple abstracts to IBS, IIBEC, IRE. To date, we have an engagement at the IRE show. Abstract submission is ongoing for 2020
 - ✓ AIA
 - ✓ Topic: Today's Asphalt Shingles: Product Performance and Installation Excellence
 - ✓ Western Roofing
 - ✓ Topic: TBD
 - ✓ Abstract Due Date: November 2019



AUTHORITY: Partnerships

Partnership Discussions—In the works

- ✓ NRCA – Labor issue
- ✓ Asphalt Institute – Cooperative Arrangement





AUTHORITY: Webinar Series

Webinar Program

- ✓ Developed a webinar series for trade audiences that will launch in November with a webinar on Labor Issues hosted by Reed Hitchcock, and will continue with a January webinar on Trends in Asphalt Roofing. *Roofing Contractor* is our media partner.
- ✓ To enhance ARMA leadership and to provide fresh data and insight for the roofing contractor audience, we are surveying ARMA companies to obtain their points of view and their solutions to the current labor issue. This will be featured in the webinar and be used in social media, and potentially in other ARMA features.
- ✓ Using *Roofing Contractor* as the platform for our webinar was a strategic choice as we will be receiving:
 - ✓ Targeted audience outreach
 - ✓ Advertisements, email and social media campaigns
 - ✓ Marketing materials
 - ✓ Webinar production, management and creation
 - ✓ Comprehensive reporting following the webinar
 - ✓ Contact list of all attendees



NETWORKING BREAK



OUTREACH



MEDIA OUTREACH

✓ Digital Campaign

- ✓ Increased frequency, enhanced content, and researched the of our trade outreach in order to create more engagement on our issues

✓ Ongoing Basic Media Program

- ✓ Conducted “business meetings” with the key roofing trade publications during the IRE show to inform them of our new focus and to reinforce that we are the “go-to” organization for asphalt roofing. These meetings yielded additional columns, new vertical opportunities, and an industry roundtable feature.
- ✓ Re-invigorated our placement of technical articles, reinforcing ARMA’s technical expertise
- ✓ Continued with our “base” media outreach campaign where we consistently blanket the trade media with features, bylines, Award-winning case studies and interviews.



SOCIAL MEDIA CAMPAIGN

- **Current Campaign:**
 - **Engagements:** 697*
 - **People reached:** 3,991*
 - **Amount spent:** \$10.08*
*as of August 19th
- **2019 Campaign: Excellence in Asphalt Roofing**
 - Promotion of the awards on social media reached over 43,000 industry professionals through both organic and paid strategies. In total, 2,450 post engagements (clicks, comments, likes) were recorded.

Submit your best asphalt roofing project by the December 1st deadline for a chance at cash prizes! <https://bit.ly/2ICgw5f>



Asphalt Roofing
Manufacturers Association
Organization

[Learn More](#)

29

1 Share

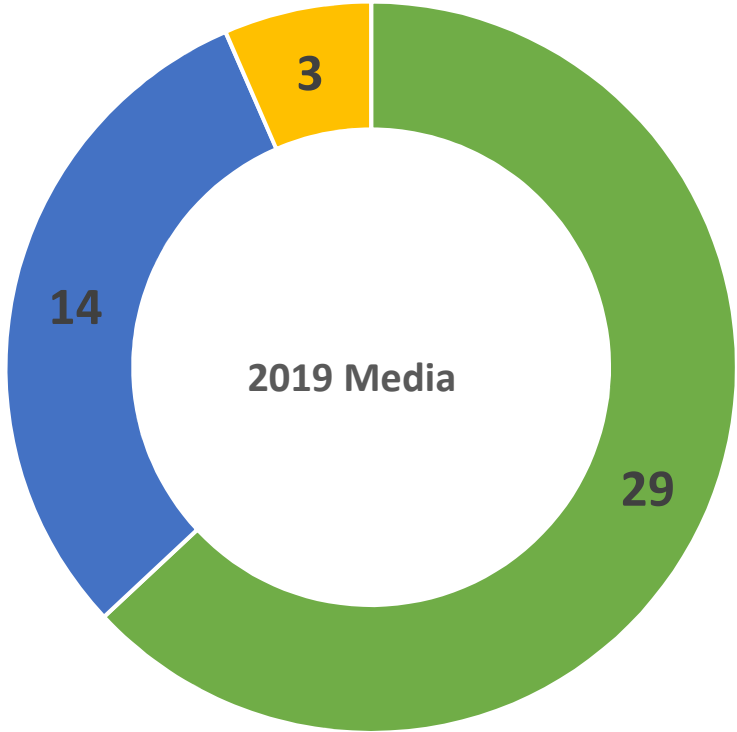
Like

Comment

Share



MEDIA COVERAGE: Verticals



■ Roofing ■ Construction ■ Facility Management



MEDIA OUTREACH: Audience

Construction

14 Placements | 523,139 Impressions

- Architects
- Builders
- Contractors
- Designers
- Engineers
- Project Managers
- Remodelers
- Renovators
- Specifiers
- Subcontractors

Roofing

29 Placements | 579,703 Impressions

- Roofing contractors
- Roofing business owners
- Distributors / wholesalers

Facility Management

3 Placements | 182,080 Impressions

- Building owners
- Facility managers
- Facility owners



MEDIA COVERAGE

- Cellophane Release Tape Q&A
 - *Journal of Light Construction*
- State of the Industry
 - *Roofing Contractor*
- The Cincinnati Music Hall – 2018 Awards Program
 - *Roofers Coffee Shop*
- West Loch Elderly Village – 2018 Awards Program
 - *Western Roofing*
- The Sonoma Dome Interview/Study – 2019 Silver
 - *Roofing Contractor*
- Our Lady of the Lake Children’s Hospital – 2019 HM
 - *Roofing*
- Asphalt Roofing Roundtable and Q&A
 - *Professional Roofing*
- Technical Article: Low-Slope Energy Efficiency
 - *Building Operating Management*





MEDIA COVERAGE

- Shipment Report(s)
 - *Roofing Contractor*
 - *Retrofit Magazine*
 - *Roofing Magazine*
 - *Roofers Coffee Shop*
 - *Building Enclosure*
- ARMA Accident Prevention Awards
 - *Lumber Building Material Journal*
 - *Roofing Contractor*
 - *Building Enclosure*
 - *Roofing Magazine*

**ROOFING
CONTRACTOR**

retrofit
IMPROVING YESTERDAY FOR TODAY

Roofing
THE INDUSTRY'S VOICE

ROOFERS
— COFFEE SHOP —

BE BUILDING
ENCLOSURE

LBM
JOURNAL



UPCOMING MEDIA COVERAGE

- The Rancho Santa Fe House – 2019 Bronze
 - *Western Roofing*, December
- Southgate Veterinary Hospital – 2019 Gold
 - *Professional Roofing*, TBD
- Column Featuring Reed Hitchcock on the labor issue
 - *Roofing Contractor*, TBD
- Technical Article: Lessons learned from Hurricane Irma
 - *Interface*, October
- Column Featuring Reed Hitchcock
 - *Facility Maintenance Decisions*, TBD

**ROOFING
CONTRACTOR**





MEDIA OUTREACH

Industry Leadership Pieces

- Asphalt Roofing Roundtable and Q&A – *Professional Roofing*
- Cellophane Release Tape Q&A – *Journal of Light Construction*
- State of the Industry – *Roofing Contractor*

Technical Articles

- Technical Article: Low-Slope Energy Efficiency – *Building Operating Management*
- Technical Article: Lessons learned from Hurricane Irma – *Interface*, October

Case Studies

- The Cincinnati Music Hall – 2018 Awards Program – *Roofers Coffee Shop*
- West Loch Elderly Village – 2018 Awards Program – *Western Roofing*
- The Sonoma Dome Interview/Study – 2019 Silver – *Roofing Contractor*
- Our Lady of the Lake Children’s Hospital – 2019 HM – *Roofing Magazine*
- The Rancho Santa Fe House – 2019 Bronze – *Western Roofing*, December
- Southgate Veterinary Hospital – 2019 Gold – *Roofing Contractor*, TBD

Columns

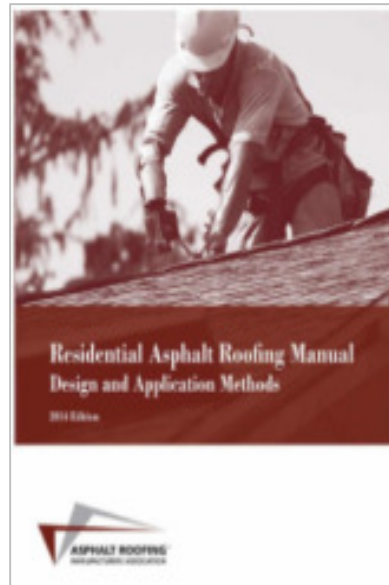
- Blog by Reed Hitchcock – *Roofers Coffee Shop*
- Column Featuring Reed Hitchcock – *Facility Maintenance Decisions*, TBD
- Column Featuring Reed Hitchcock on the labor issue – *Roofing Contractor*, TBD



ARMA BOOKSTORE



5 copies
Total: **\$43.96**



32 copies
Total: **\$411.03**



10 copies
Total: **\$57.31**



5 copies
Total: **\$31.02**

Jan – Sept 1 Total: **\$543.31**

Available on all major retailers, including Amazon, Nook, Apple and the Google store. Promotion expanding onto social media development.



ARMA WEBSITE SNAPSHOT: August

- Top website reference this past month: Facebook mobile
- 25,156 page views in August
 - 87% new visits
- 80% bounce rate
- Average time on site was 1 minute
- Top pages:
 - Algae & Moss Prevention and Cleaning for Asphalt Roofing Systems
 - Best Asphalt Shingle Brands
 - Asphalt Shingle & Roofing Manufacturers
 - What are the Basics of Asphalt Roofing? – Guide for Homeowners
 - Asphalt Shingle Recycling FAQs



4th QUARTER 2019: NEXT STEPS

1. Excellence in Asphalt Roofing Awards Program

- Promote and expand awareness re: new deadline and judging criteria
 - Social media
 - Online advertising
 - Email campaign
- Determine judges
- Wrap-up media placements for the 2019 program

2. ARMA Webinar Series

- Launch webinar program with labor issue
 - Contract
 - Content Development
 - Website Content
 - Email campaign to members
- Complete survey
- Create trends webinar for January



4th QUARTER 2019: NEXT STEPS

3. Media Outreach

- Place bylines created from ARMA Awards Program
- Column on labor for *Roofing Contractor*
- Technical articles | Shipment report release
- Social media campaigns
 - Excellence in Asphalt Roofing Awards
 - Webinar Series
 - Pre-IRE speaker promotion

4. Speaking engagements

- Abstracts
 - Western Roofing Show
 - AIA Show

5. Website Enhancements | Updates

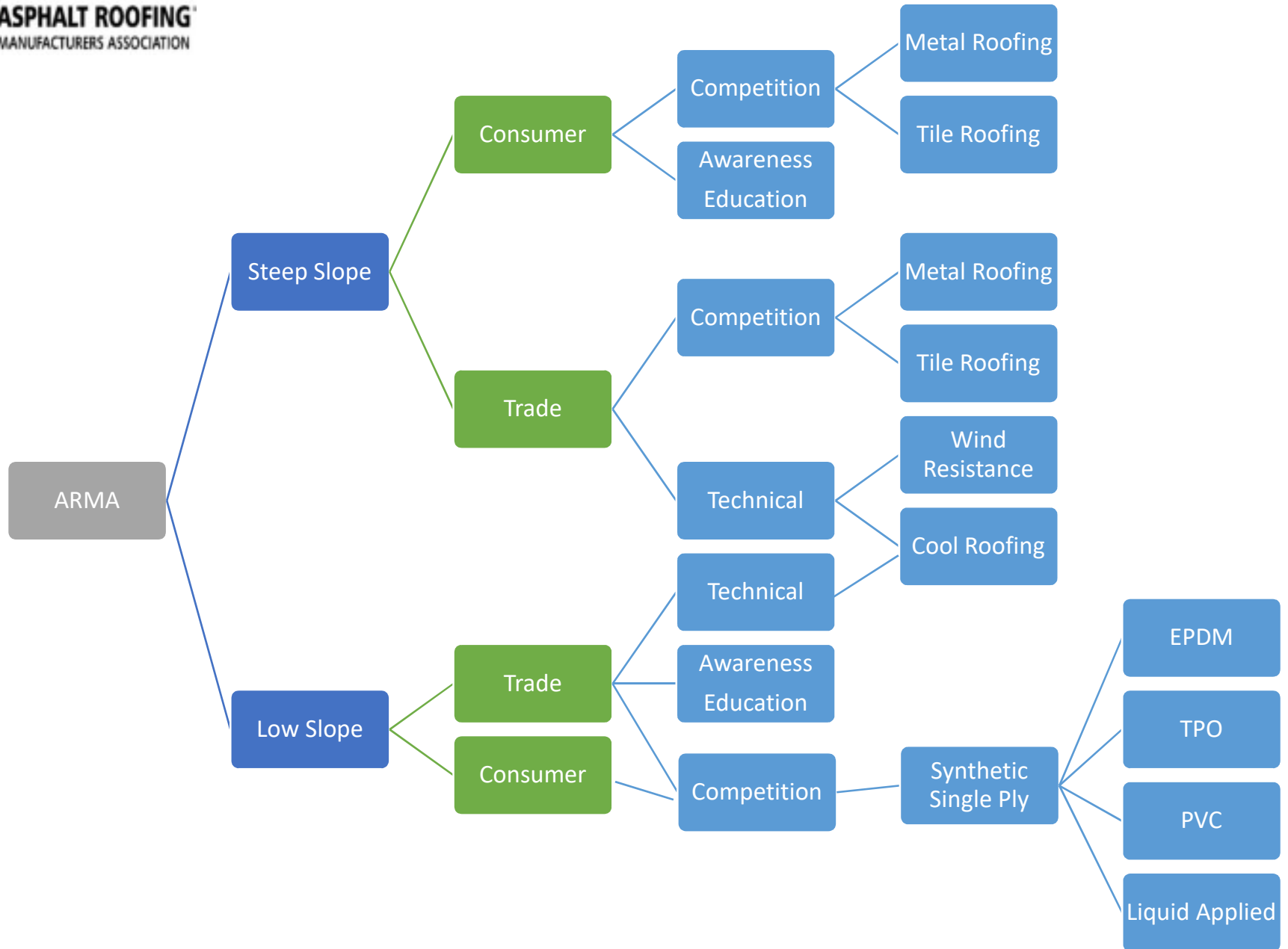
- New ARMA tagline
- Add “News” section on home page
- Review | Refresh sliders



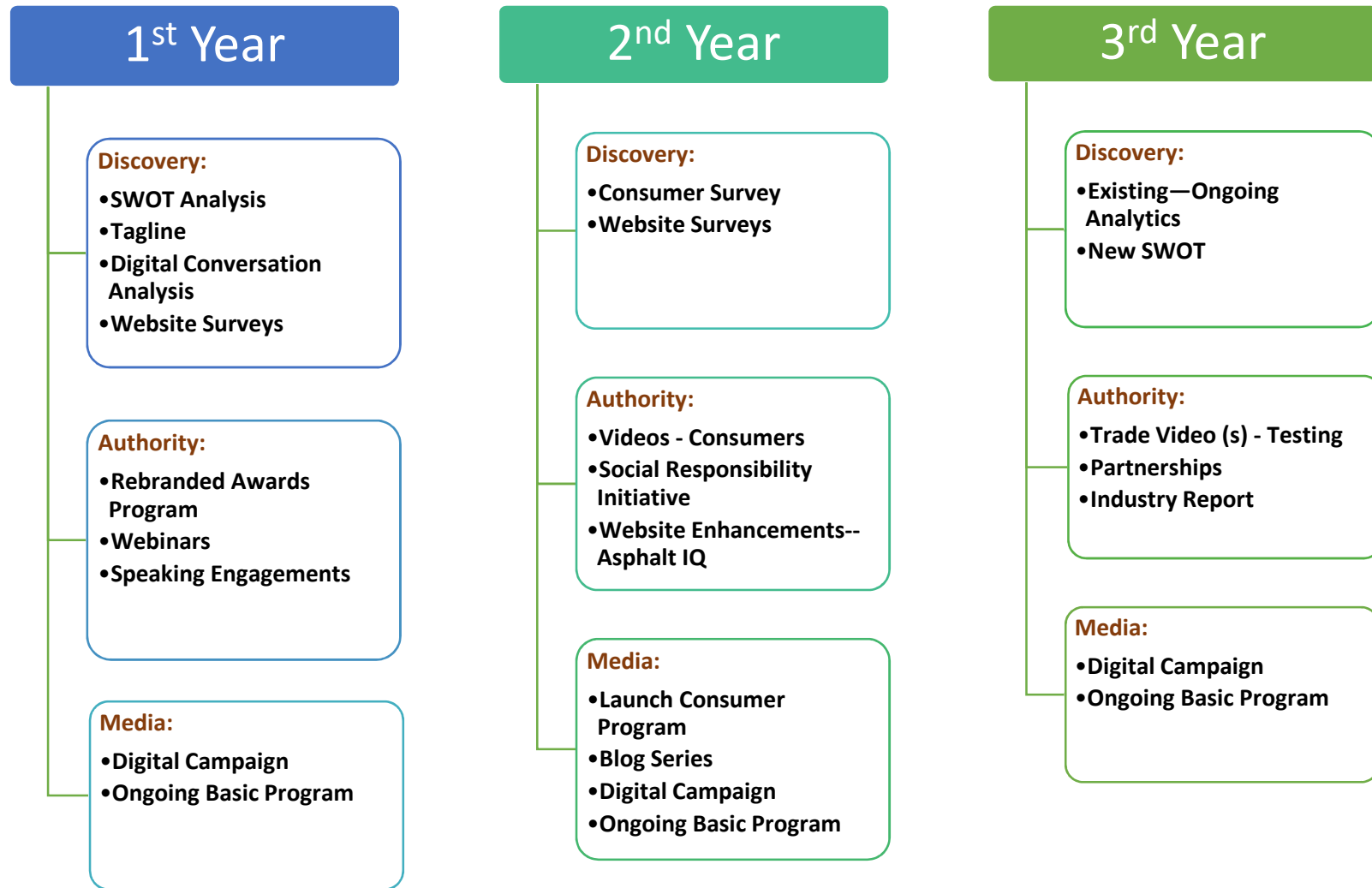
2020 PROGRAM PLANNING



AUDIENCES | ISSUES | EMPHASIS



THREE-YEAR STRATEGIC PLAN





2020 PLANNING

- Consumer Outreach Program
- Videos
- Social Responsibility
- Industry Leadership Initiatives
- Competitive Issues
- Advocacy



2020 PLANNING

- Consumer Outreach Program
 - Consumer survey (*see next slides, for reference*)
 - Micro-site
 - Collateral downloads (*see next slides, for reference*)
 - Asphalt IQ “Glossary” (*see next slides, for reference*)
 - Videos
 - Micro-learning webinars
 - Blog
 - Media plan
 - Digital campaign
 - Sponsorship advertising
 - Angie’s list
 - Houzz



DISCOVERY: Consumer Survey

In order to understand and assess the awareness level of the consumer, it is recommended that a consumer survey be undertaken with a reputable firm such as Nielsen/Harris. From this, we will be able to

- Assess the percentage of Americans who have sought information on asphalt roofing.
- Ascertain the demographics of both the users and the family members seeking information on asphalt roofing, including geographic regions, sex, age, education level.
- Discover challenges, issues, concerns that consumers encounter regarding asphalt roofing.
- Assess the overall knowledge and awareness level of the American public on asphalt roofing.



DISCOVERY: Consumer Survey (cont'd)

Results from the survey can be used in the following ways:

- Provide statistical authority to messaging
- Support messaging for press releases, social media posts, presentations, videos, website
- Help to shape the messaging, identify the audience and guide the ongoing outreach strategy
- Can be repeated in 3 or 5 years
 - To measure the success of the consumer outreach plan
 - To begin to measure—and report to the industry as a thought leader—the trends in the industry



AUTHORITY: Asphalt I.Q.

An educational challenge that “quizzes” builders and contractors on their knowledge of asphalt and its benefits for roofing can be developed and promoted under a catchy name such the **Asphalt Intelligence Quotient: A.I.Q.** This would be an ideal promotion to support The Asphalt Advantage campaign.

The basis for this A.I.Q. program will be a set of facts that will be developed and used as follows:

- A social media campaign as an ongoing challenge
- A blog or short video series
- An interactive quiz or challenge on the website
- Promotional items



AUTHORITY: A.I.Q. Guide

The facts could be housed online or in an infographic format as a dictionary or glossary that is set-up as follows, rather than being alphabetical. Each would be defined with facts:

Asphalt Intelligence Quotient Guide

- **A** aesthetically pleasing, architecturally diverse, artistic
- **S** sustainable, solar properties, steep slope solution
- **P** problem solver, performing
- **H** hues (many colors)
- **A** affordable
- **L** long-lasting, low slope solution
- **T** technologically advanced, time-saving



2020 PLANNING

- **Trade program**
 - Videos
 - Blog
- **Social responsibility** (*see next slide, for reference*)
 - Habitat for Humanity
 - Charity Support
- **Industry Leadership**
 - Industry Report
- **Competitive Issues**
 - Asphalt roofing vs. metal roofing
- **Advocacy**



AUTHORITY: Social Responsibility Initiative

Asphalt roofs are everywhere. They cover the majority of homes, businesses, schools, museums, rail stations, retail establishments, restaurants, and more.

In our busy, 24/7 world that is filled with evermore choices and decisions to make, people often gravitate to organizations that have a social responsibility policy.

For ARMA, this could take many forms:

- Creating an Asphalt Advantage Awareness Week program that includes a fundraising or giving back function
- Creating an “ARMA Disaster Team” that offers advice and product to communities with weather-related disasters
- Developing facts about sustainability and promoting them
- Getting involved in Habitat for Humanity or the Wounded Warrior projects
- Supporting like-minded causes or partnering with like-minded organizations



NEW BUSINESS?



THANK YOU

Carol Perkins, IKO

Lynn Picone, GAF

Bonnie Sonnenschein, ARMA

William Braun, ARMA