



# Communications, Marketing and Education Committee (CMEC)

Board Meeting Presentation:  
2019 Program Review/2020 Program Overview

Committee Chair: Carol Perkins, IKO  
Committee Vice Chair: Lynn Picone, GAF

November 14, 2019

## CMEC Goals

- Promote ARMA as the **leading association** in the roofing industry
- Position ARMA as a **leader** in the wider arena of **asphalt**
- 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 has employed, and will continue to employ, a Thought Leadership Strategy to position ARMA as the leading organization in the roofing industry. This strategy has these three elements.



# 2019 Program Review Overview

## I. Research & Discovery

- Survey/Audits
  - Website Surveys
  - Analytics
  - Digital Analysis

## II. Establish Authority

- TAC
- Education
- Speaking Engagements
- Awards Program

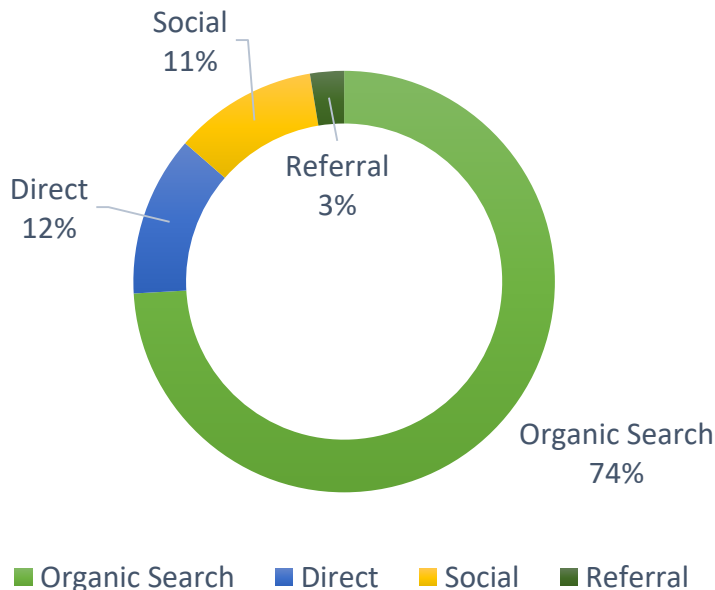
## III. Advocacy & Media Outreach

- Media Outreach
  - Trade
  - Consumer

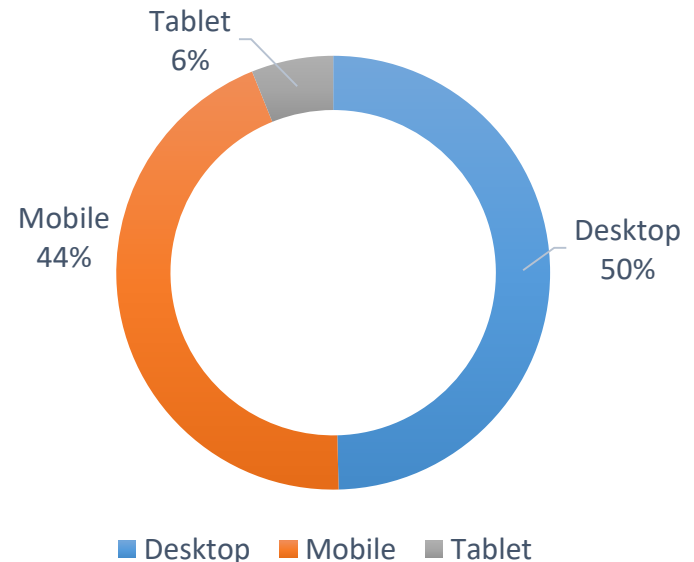
# RESEARCH & DISCOVERY: Website Analytics

Website analytics are actively monitored to track campaign results and make updates to the site as needed. We can identify topics for social media based on spikes in search queries and also prioritize channels and campaigns based on their conversion rates.

## How Users Find the ARMA Website



## How Users Access the ARMA Website



## RESEARCH & ANALYTICS: Website Survey

This year we fielded a qualitative survey to gauge perspectives from visitors to the ARMA website regarding low-slope roofing. The survey was launched in February and has received 979 responses as of November 1. Data is being taken into consideration for future planning and while determining new website research questions.

### Data Highlights

- 47% of respondents are involved in the decision making process for low-slope roofing construction projects
- Most-identified occupations
  - Building Owner (29.8%)
  - Roofing Contractor (22.4%)
  - Architect (7.5%)
- Largest influences for selecting a roofing material
  - Lifecycle (45.8%)
  - Price (44.6%)
  - Weather/Climate (28.9%)

# RESEARCH & DISCOVERY: Digital Analysis

## Key observations:

- Most of the conversation online is driven by construction specialists and news publications with end users (homeowners, tenants, potential investors) actively participating
- News articles and reports account for the largest portion of content shared
- Twitter does not support a strong conversation on roofing, and Instagram displays the end user/resident/tenant's opinion
- Associations (all materials) are the big discussion drivers, more so than individuals or companies





## RESEARCH & ANALYTICS Labor Shortage Survey

A survey was developed to gain data on causes of the labor shortage and strategies for lessening the impact. Findings will be released during ARMA's Labor Shortage webinar and available for download by attendees afterward.

- Each ARMA member company was asked to contribute
- Fielded: September 9-27
- Survey received responses from 13 member companies





# RESEARCH & ANALYTICS: Labor Shortage Survey Data Highlights

## Top factors contributing to the labor shortage

- Lack of interest from young Americans (76.9%)
- Lack of qualified workers (69.2%)
- Negative industry perceptions (61.5%)

## Strategies for overcoming the labor shortage currently being implemented

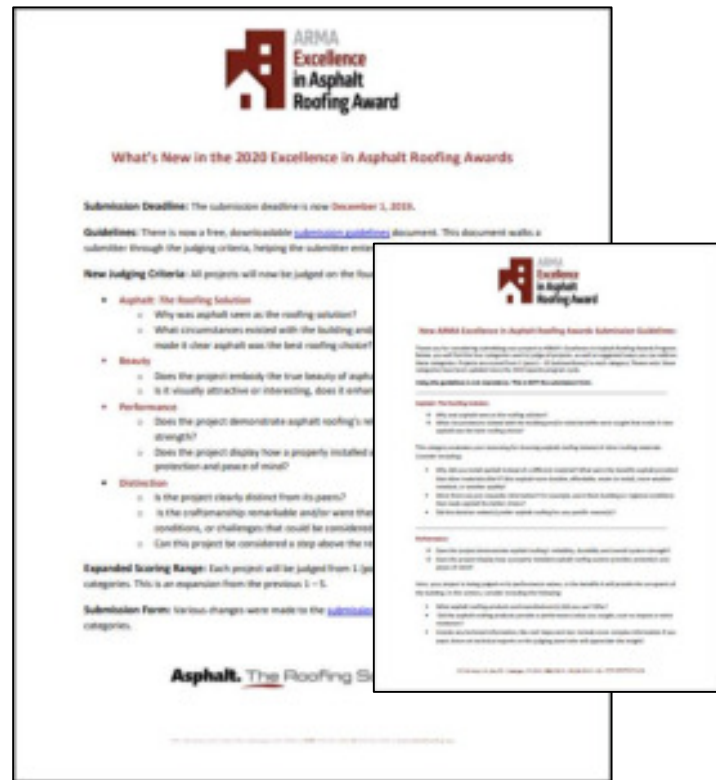
- Specialized or advanced training (76.9%)
- Basic training (69.2%)
- Association and organization partnerships (53.9%)
- Preferred contractor programs (53.9%)

## What will help alleviate the shortage

- More recruitment programs in high schools, vocational schools and colleges (92.3%)
- Greater emphasis on getting the next generation interested in roofing (84.6%)
- Better presentation of career opportunities in the roofing industry (76.9%)

# AUTHORITY: Awards Program Revisions

- Developing **new judging criteria** (Asphalt: *The Roofing Solution*, Beauty, Performance, Distinction)
- **Expanded scoring range** from 1-5 to 1-10 to allow judges more flexibility
- Created a **submission guidelines one-pager** to help contractors submit higher quality content
- Moved the **submission deadline** from December 31 to **December 1** to allow more time for judging





## AUTHORITY: Awards Program

- As of November 11, there are **35** submissions (**2** low-slope, **22** steep-slope, **11** both) compared to 24 at the same point in 2019
- **Promoted** on ARMA's social media channels, through email, and via press release
- A **promotional toolkit page** with sample email and social media content was created for CMEC members to market the awards program to their networks



## AUTHORITY: Webinar Program

- First webinar on **November 21** will focus on the **labor shortage** in the roofing industry
- *Roofing Contractor* is our official webinar partner
- **366 registrants** as of **November 8**
- Featuring three panelists representing contractors, manufacturers, and the industry at-large



**Reed Hitchcock**

Executive Vice President

Asphalt Roofing Manufacturers Association



**Greg Malarkey**

Senior Vice President/Chief Operations Officer

Malarkey Roofing Products



**Gary Harvey**

General Manager

Wedge Roofing

# AUTHORITY: Webinar Program Promotion

- ARMA promotions include
  - Press release
  - Social media posts
  - Dedicated page on ARMA website
  - Email to contractors
  - Labor Shortage column in *Roofing Contractor*
- *Roofing Contractor* promotions include
  - Social media posts
  - Emails to audience
  - Website and print advertising



**ROOFING CONTRACTOR WEBINAR**

### Challenges and Solutions on the Current Labor Shortage in Roofing

**November 21, 2019 @ 2 PM ET**

Demand in the roofing industry is growing each year, but a skilled labor shortage is leaving contractors unable to accept all the additional work - to the tune of \$4.4 to \$5.2 billion dollars left on the table in 2018.

Join us for an in-depth conversation about the labor shortage with a panel of top roof manufacturers, contracting and manufacturing professionals. Learn why businesses are finding it difficult to scale up to meet the rising work demand and learn what solutions you must implement to potentially maximize staffing needs. Members will also be the first to hear the results from ARMA's questionnaire survey regarding the labor shortage.

- **EXPLORE** the internal and external causes of the labor shortage
- **DISCOVER** actionable approaches for combating labor shortages
- **LEARN** how major asphalt roofing manufacturers are helping to combat the labor shortage as ARMA releases the results of its recently completed member survey
- **FIND ANSWERS** to your questions from award-winning roofing contractors and leaders in the manufacturing side of the roofing industry

**Key B. Wainwright**  
CEO of Harsco  
Senior Sales Director

**Steve Ramsey**  
Senior Manager  
Sales Training

**David Workman**  
Senior Director  
Sales Training

Register at [roofingcontractor.com](http://roofingcontractor.com)



**Attend ARMA's Labor Shortage Webinar**  
November 21 | 2 pm EST | Learn More and Register

# AUTHORITY: New ARMA Tagline

**Asphalt.** The Roofing Solution.

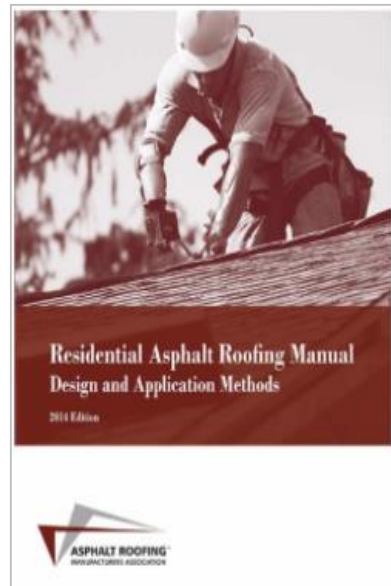
- A new tagline for ARMA was approved during the Spring Meeting – **Asphalt: The Roofing Solution**
- The tagline has been filed for trademark
- We are completing the process of adding the tagline to the website, letterhead, and staff email signatures



# AUTHORITY: ARMA Bookstore



10 copies  
Total: **\$91.68**



39 copies  
Total: **\$567.56**



8 copies  
Total: **\$48.05**



11 copies  
Total: **\$72.30**

Jan – Nov 1 Total: **\$779.59**

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

## MEDIA OUTREACH: 2019 Overview

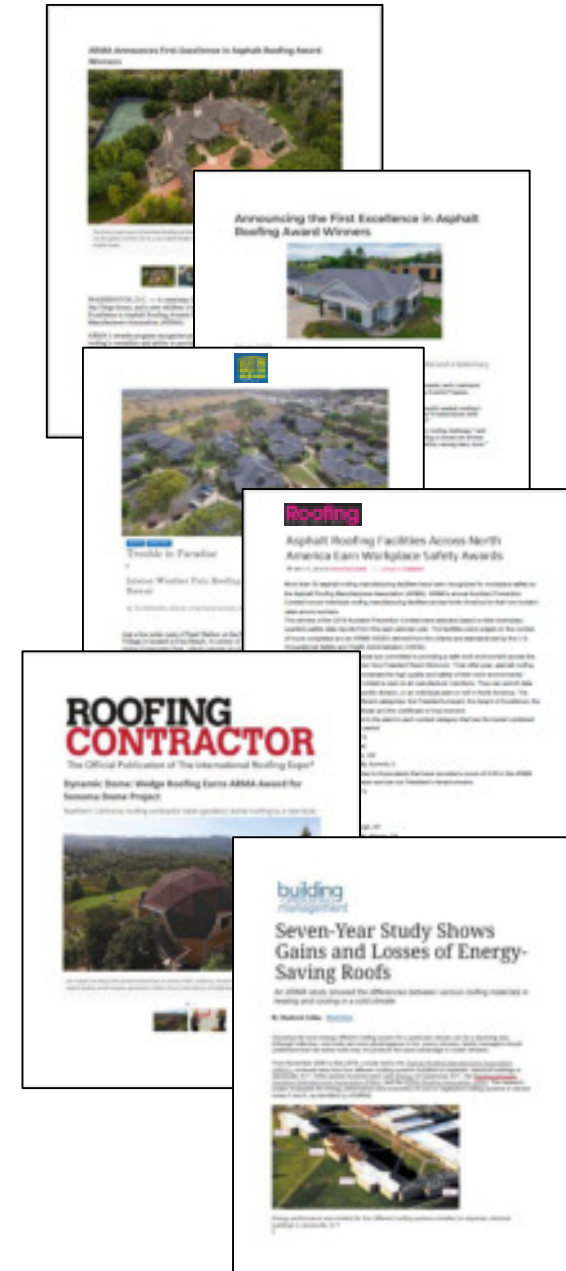
ARMA's 2019 media outreach, a key tenant of our thought leadership strategy, was comprised of two main areas

- **Digital Campaign**
  - **Increased frequency and enhanced content** to create more engagement on industry issues
- **Ongoing Basic Media Program**
  - **Reinforced ARMA's technical expertise** through a renewed focus on placing technical articles
  - Continued our **"base" media outreach campaign** by blanketing the trade media with features, bylines, interviews, and case studies



# MEDIA OUTREACH: 2019 Results

- **46** Vertical Placements
- **17** Outlets and Publications
- **1.3 million** Impressions
- **4** Outreach Categories
  - Industry Leadership
  - Technical Articles
  - Case Studies
  - Columns
- **3** Audiences
  - Roofing (**29** placements)
  - Construction (**14** placements)
  - Facility Management (**3** placements)



# DIGITAL OUTREACH: 2019 Update

- **2019 Social Media Goal:** Expand ARMA's social media pages beyond ARMA updates, diversify content and increase content frequency
- Content organized into buckets:
  - ARMA Happenings and Current Events
  - Like-Minded Org and Third Party Content
  - ARMA Resources and Evergreen Content
- Social media accounted for 11% of traffic to ARMA website



# DIGITAL OUTREACH: 2019 Update

ARMA continues to see a steady increase in followers on Facebook and LinkedIn

## • Follower Overview

- **215 Followers** on LinkedIn
  - YTD gain of 102 (90%+)
- **334 Followers** on Facebook
  - YTD gain of 142 (74%+)

## • Paid Advertising Overview

- Impressions: 168,784\*
- Reach 70,324\*\*
- Link Clicks: 3,418
- Cost per click: \$0.15

\*Impressions indicate the total number of times ads were on screen

\*\*Reach indicates the number of users who saw ads at least once



Asphalt Roofing Manufacturers Association ...  
Sponsored · 4/1

Apply for ARMA's 2020 Excellence in Asphalt Roofing Awards by December 1, 2019!

ASPHALTROOFING.ORG  
Excellence in Asphalt Roofing | Asphalt Roofing...

APPLY NOW



# 2020 Program Overview

Under review and revision based on Executive Committee budgetary reduction.



# Thank You!

Carol Perkins, CMEC Chair

Lynn Picone, CMEC Vice Chair

Bonnie Sonnenschein | Bill Braun | Julia Scott

ARMA Communications Staff