



AmeriPro Roofing | Brand Guidelines

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Intellibright

AmeriPro Roofing | Brand Guidelines

Logos for Social



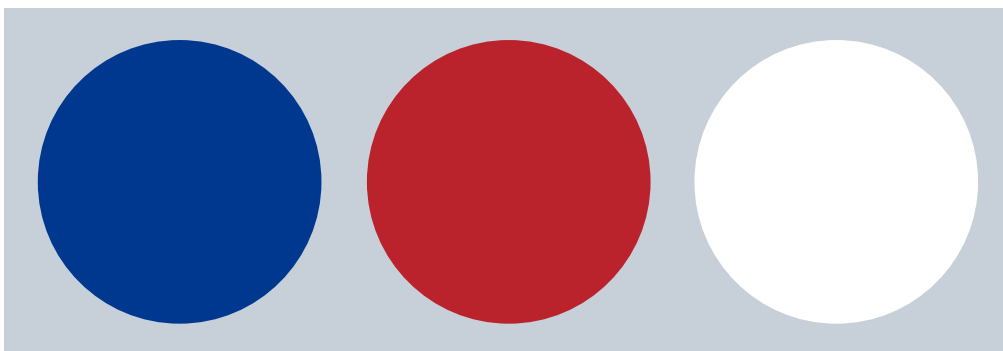
Fonts

Roboto

Alfa Slab One

Montserrat

Brand Colors



AmeriPro Roofing | Brand Guidelines

Brand Attributes

Product Attributes:

- Award-winning residential roofing company
- Full-roof replacements for residential properties & commercial shingle-roof properties
- 24/7 emergency leak services
- Free storm damage & preventative maintenance inspections
- Minor roof repairs
- Premium-quality siding
- Experienced in insurance claims for roofing

Service Attributes:

- Warm & customer focused
- High value on client education
- Affordable, fast, and efficient delivery of services
- Expert storm damage analysis
- Highly-skilled and licensed contractors & Restoration Specialists
- In-house team of insurance claim professionals
- Licensed, bonded, and insured

Areas of Focus

Product Areas of Focus:

- Promote our roof repairs & replacements for residential properties
- Let our followers know we also work on shingle-roof commercial properties
- Publicize our support services for insurance claims
- Feature our free inspections for preventative maintenance, leaks, & storm damage
- Celebrate our status as an Owens Corning Platinum Preferred Contractor & future awards
- Highlight our use of premium siding materials

Service Areas of Focus:

- Create content that integrates our slogan, “Standards Through the Roof”
- Highlight that we have twenty years of experience in the industry
- Share our focus on educating clients with our online community
- Emphasize AmeriPro’s value on keeping clients safe & protected from storm damage
- Accentuate our affordable, fast, and efficient repairs & replacements
- Spotlight our team of highly skilled & state-certified, licensed contractors & Restoration Specialists
- Elevate the fact that we have an in-house team of insurance claim professionals

AmeriPro Roofing | Brand Guidelines

Social Media Voice Brief

Your roof covers what matters most -- your family. It's a vital piece of your home, and at AmeriPro Roofing we're in the business of making sure that each time you walk through your front door, you feel the protection and comfort you deserve. When a storm hits your area, that sense of security is weakened by fallen trees and debris, missing shingles, interior leaks, and hail damage that can be impossible to spot for the untrained eye -- leaving you and your family exposed to the elements. If this damage isn't caught quickly by a trained roofing expert, you might be left footing the bill for costly repairs and replacements that your insurance company could be taking care of. Even if you haven't experienced a storm, minor damage can often go unnoticed. Your roof needs routine preventative maintenance to keep it strong. That's where we come in. We're the pros in your backyard who will be there to assess the damage after a storm, conduct free inspections, repair leaks, and perform any preventative maintenance you need. Most importantly, we're an Owens Corning Platinum Preferred Contractor, meaning we're partnered with the global leader for roofing shingles, gutters, and siding products, so you know your home is being outfitted with the best of the best. But what we'll take off of your plate as a homeowner doesn't stop there. We also provide assistance with the insurance process to make sure you pay little to no out-of-pocket costs. When it comes to the work we'll do for you, our standards are through the roof.

Social Media Short Description (255 character count max)

At AmeriPro Roofing, we help you cover what matters most -- your family. As an Owens Corning Platinum Preferred Contractor specializing in storm repair & restoration, we're the experts in your backyard with standards through the roof.

AmeriPro Roofing | Brand Guidelines:

Review Response Samples

Review One: Positive Review

Sherie H. via Google-

Great to have had ADHI and Mike Medina handle my home improvements. The process was seamless and they were very easy to work with on all aspects of the job from start to finish. Definitely recommend them if you ever need any home improvements.

Review One: Sample Response

We believe roof repairs should be seamless, not stressful, Sherie! I'm delighted to hear working with us was a breeze, and it's so thrilling that Mike could give you the helpful, personalized service we value at AmeriPro. Thank you so much for the feedback and for recommending us to others! Great clients like you are why I love coming to work every day. If you ever need us for anything else, just give us a call, and we'll be there with a helping hand.

Have a great day!

Nick Rosynek

National Director of Marketing & Recruiting

Review One: Response Best Practices & Explanation

Be personal: It's easy with positive reviews to just thank them and move on, but we want to give our happy customers just as much attention as those that are unhappy. I still made sure to address the specific things Sherie was satisfied with, rather than simply expressing gratitude for a kind review.

Highlight company values: Review responses can be one small avenue for building a reputation that's based on strong core values. I took this opportunity by highlighting Mike's level of service to be a company strength, not just an individual strength.

Build opportunity for repeat business: Unless the review is so negative that it would be disingenuous to invite them to use your company again, I always make sure to reinforce the idea that your company is here for the reviewer should they ever need AmeriPro in the future.

AmeriPro Roofing | Brand Guidelines: Review Response Samples

Review Two: Negative Review

J. via Google-

A woman just came to my house, which has a NO SOLICITING sign on the door. She went through her introduction and at the end she turned like to walk toward my backyard. I stopped her and said I'm not interested and I handed her the flyer back. She said can I ask you why not. Again I said, I'm just not interested and I tried to hand her the flyer back. She asked me again why not. I said because I'm not, that's it. She wouldn't take the flyer back and turned away and said wow what a horrible attitude! We exchanged words but there wouldn't have been any words if she just would've respected my I'm not interested and left. How about NO means NO.

Review Two: Sample Response

We always want homeowners to feel respected when we're on their property, whether they become our clients or not, J. It's unfortunate to hear you might've had a negative experience with one of our Restoration Specialists, and this behavior certainly doesn't align with our values at AmeriPro. While our Restoration Specialists are passionate about educating you on all of the options we provide and ensuring that your roof is free of storm damage, that should never come at the cost of you feeling comfortable in your own home. I really appreciate you bringing this interaction to our attention so we can continue improving our policies and training to prevent things like this from happening in the future.

Thank you for your feedback,
Nick Rosynek
National Director of Marketing & Recruiting

AmeriPro Roofing | Brand Guidelines:

Review Response Samples

Review Two- Response Best Practices & Explanation

(This review is currently hidden in the review stream. We can discuss further about moving into a place of addressing all reviews.)

Find the root of the problem: The first sentence of a review response should address the core theme of the review, whether it's positive or negative. The root of the reviewer's problem is that they felt disrespected on their property. From their perspective, the signs were ignored, the Restoration Specialist was pushy, and then she tried to go into their backyard without permission. This is why my first sentence reassures them that AmeriPro values respecting homeowners on their property.

Never outwardly admit the event happened: I made sure to use the word "might've" when referring directly to the incident she's talking about in the review. This acknowledges the situation, without clearly admitting guilt on the company's behalf. While it's not ideal to imply the event might not have occurred, it's the safest route to take, especially with the nature of AmeriPro's sales strategy.

Defend the company: I lightly defended/explained the Restoration Specialist's actions by pointing to AmeriPro's passion for educating clients and protecting their roofs from storm damage.

Be empathetic: There's a difference between being apologetic and empathetic. "I'm sorry," rings hollow if there's no effort to really connect to how you might feel in that person's shoes. If I were this reviewer, I would want acknowledgment of the discomfort I was caused, as well as some reassurance I've been heard and efforts will be made to eradicate this kind of behavior from Restoration Specialists in the future.

AmeriPro Roofing | Brand Guidelines:

Review Response Samples

Review Three: Employee Review

Monica T. via Google

I found this job on craigslist and was told it is would be a flat rate pay as well as commission job. I chose to not continue for a second day after having a major life event of my uncle falling off a roof and passing away. My buddy trainer stopped answering my calls and told me to call someone in charge of payroll. I called and spoke with someone by the name of Gordon Zimmer, he told me they don't pay for training. Both Greg G. my buddy trainer and Gordon Zimmer (Human Resources) did not pay me for my ten hours away from home or the 45 minute drive to Castle Pines. Don't trust this company they are not honest!!

Review Three: Sample Response

First of all, I want to express my deepest condolences for your loss on behalf of AmeriPro, Monica. We certainly understand that life events can occur unexpectedly, and we truly value the wellbeing of everyone we employ, whether it's for one day or ten years. It's a shame you might not have felt that during your time with us. While I understand your frustration, we don't pay for training hours because the first day is purely meant to give you the tools you need to earn as much as possible in your role, and you're not required to perform any work that benefits the business during those hours. We do our best to be as transparent as possible about training hours and pay during the hiring process. I wish you the best of luck in all of your future endeavors, Monica.

Sincerely,

Nick Rosynek

National Director of Marketing & Recruiting

AmeriPro Roofing | Brand Guidelines: Review Response Samples

Review Three- Response Best Practices & Explanation

(This review is currently hidden in your stream, but I wanted to address it since we're working on internal culture as part of the rebranding, and because these may come up in the future due to the structure of the sales team. We can also respond to reviews privately with a more in-depth explanation, and publicly with something that purely preserves reputation.)

Escalate to platform for removal: This review actually violates Google's review guidelines because it poses a conflict of interest via Google's Review Guidelines: "please don't review your own business or employer." However, it's good to still respond to these reviews because it can sometimes take the platform a bit to remove them.

Be empathetic: There's a lot going on in this review, so I tackled the death in her family first. I kept it brief, as focusing on it too much could be disingenuous. I also addressed the frustration she must feel in not being paid for training.

Defend the company: While I could give a more detailed response with more insight into specific training/payment policies, my defense was based on research regarding legal practices surrounding paying for training time.

AmeriPro Roofing | Brand Guidelines:

Review Response Samples

Review Four: Mixed Review

Tracy P. via Google

Our experience thus far has been a mixed bag. We currently have workers on our roof and it is Saturday morning with no notification other than people walking on our roof. After weeks of delays we were told on Friday, it would be late next week. No knock on the door or call. No dumpster yet so material is going into our driveway and yard. We attempted to talk with them to have them move their vehicle from in front of the mailboxes and to get some of their stuff out of our neighbor's yard but they don't speak English and we don't speak Spanish. I made an urgent call to our contact/ salesman who has been awesome. He is here smoothing feathers and communicating with the roofers. Initially, the company did a great job getting our insurance company to cover the roof replacement which is greatly appreciated. My biggest issue is lack of communication within the company and with the homeowners so that homeowners can plan accordingly. In today's high tech world there is no excuse to not keep all involved informed. On the positive, we are getting a new roof. Knowing what I know now I would probably recommend but with a warning to stay on top of the communication and be prepared for them to show up randomly on Saturday AM. I may have to revise this review if more problems arise but hoping & praying that is not the case.

Review Four: Sample Response

I can certainly understand how frustrating it must be to have workers show up at your residence unexpectedly, especially when you're trying to enjoy your Saturday morning, Tracy. We try our best to keep an open line of communication with our clients, as well as internally, and it's unfortunate you might not have been informed prior to their arrival. While language barriers can sometimes present a problem, I'm so glad that our Restoration Specialist was able to come out and make sure everything went smoothly. Most importantly, I'm thrilled we were able to work with the insurance company to get a new roof on your home at no cost to you. I really appreciate your taking the time to leave this detailed review so we can apply this valuable feedback and improve our communication moving forward. I hope you'll come to us with any future roofing needs so we can really wow you from start to finish.

Enjoy your day,

Nick Rosynek

National Director of Marketing & Recruiting

AmeriPro Roofing | Brand Guidelines: Review Response Samples

Review Four- Response Best Practices & Explanation

Find the root of the problem: Tracy's main pain point was the lack of communication about when the crew would be arriving as well as internal company communication, so we addressed this right away in the first sentence.

Highlight the good: For mixed reviews, we always want to highlight what the reviewer enjoyed about their experience just as much as we apologize for the negative aspects. After addressing the root of the issue, we made sure to reinforce what AmeriPro got right.

Thank them for the detailed feedback: Mixed reviews are truly some of the most valuable for a business. Few human or business interactions are wholly positive or negative, so these reviews are typically the most genuine, and can be wonderful for a company's growth. If someone will take the time to say positives with the negatives, that consumer is level-headed enough to provide informed and valuable feedback for your company.

Review Five- Escalated Review

Customer via Google

Unprofessional and dude tried to fight me cause i said no to their service then refused to leave. davenport PD made him leave. his boss showed up too and i assume told him to leave. lucky i didnt press charges

Sample Response:

We'd like to take this matter offline to discuss further. Please call us at 123-456-7890 so we can try our best to resolve this issue.

Nick Rosynek
National Director of Marketing & Recruiting

*We can create a number for these responses that routes to the appropriate person

AmeriPro Roofing | Brand Guidelines: Social Media Post Samples

Post One: Business Highlight



Caption:

As an Owens Corning Platinum Preferred Contractor, our standards are through the roof.

Post Three: Feel Good



Caption:

We cover what matters most, so you can concentrate on moments like these. Not leaks.

Post Two: Educational



Caption:

Trust us, your wallet will thank you later.

Post Four: Service Highlight



Caption:

At AmeriPro, there's no such thing as an untrained eye on our team. Never miss the harmful hail damage only a roofing expert can see and book a free inspection today: <http://bit.ly/AmeriProFreeInspection>

AmeriPro Roofing | Brand Guidelines:

Social Media Post Categories

Business Highlight

Followers want to know why you offer something they can't get anywhere else. This category shows them why your company is the one to go with above all others, what makes you unique, and why you love what you do. This category can house a wide range of posts, from announcing office happenings and charity events to advertising seasonal deals and specials.

Educational

Educational posts are a great way to provide clients and your online community with even more value. These posts can serve to educate them about a service you provide, give them tips and tricks on a subject adjacent to your business, or even link back to curated content and blog posts.

Feel Good

This category puts a smile on consumers' faces through humor, sentimentality, or inspiration. It's a simple way to keep followers entertained and continuously engaged with your page. And ultimately, you at top-of-mind when they need a service you provide.

Service Highlight

Service highlights are posts that speak specifically about a service your company provides. These posts are meant to build awareness around the value you can offer to consumers, keeping you at top-of-mind next time they need something related to your business vertical. Periodically, these posts will contain a specific call-to-action. These posts are also what we'll boost most often.

Employer Post Category

These posts can range from straightforward posts that advertise job openings, to content that displays your company's internal culture, charitable initiatives, and career growth opportunities.

AmeriPro Roofing | Brand Guidelines:

LinkedIn Social Strategy

LinkedIn Brand Attributes

Tight-knit team across all departments
Family-like culture
Company orientation for new Restoration Specialists
In-depth training for new hires in all roles
Company trips for top-performing Restoration Specialists
Clear-cut paths for career growth opportunities

LinkedIn Areas of Focus

Build awareness of our clear-cut paths for career growth opportunities
Create content that features our tight-knit team culture across all departments
Highlight our focus on in-depth training & orientation for new Restoration Specialists
Share that we offer annual company trips for top-performing Restoration Specialists

Sample Post



Caption:

You're going places -- we've got the ladders to get you there. Take your career to new heights with a company that's invested in your professional growth. Check out our open roles today: <http://bit.ly/AmeriProCareers>

LinkedIn Bio & Description

Your roof covers what matters most -- your family. It's a vital piece of your home, and at AmeriPro Roofing we're in the business of making sure that each time you walk through your front door, you feel the protection and comfort you deserve. We take that same passion into building our own company's culture, making us the top employer for individuals looking to build a rewarding career in the roofing industry. We offer clear-cut paths for career growth, in-depth training and orientations for new Restoration Specialists, annual trips for top-performing Restoration Specialists, and a tight-knit team culture that makes the workplace feel like home. When you work for AmeriPro Roofing in any role, we invest in you to build a team with standards through the roof.